

THE UNIVERSITY OF MISSOURI BULLETIN  
VOLUME 27, NUMBER 38

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JOURNALISM SERIES, NO. 42

ROBERT S. MANN, *Editor*

Journalism Week, 1926

Addresses Delivered at the School of Journalism,  
University of Missouri



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ISSUED FOUR TIMES MONTHLY; ENTERED AS SECOND-CLASS MATTER AT  
THE POSTOFFICE AT COLUMBA, MISSOURI—2500

OCTOBER 7, 1926



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*The addresses in this bulletin are only a part of the many interesting and valuable ones delivered at the seventeenth annual Journalism Week at the University of Missouri, May 9-15, 1926. They are sufficient, however, to give an idea of the extent of the program.*

*Another address, "Development of the Cartoon," by Clifford K. Berryman, cartoonist of the Washington Evening Star, has been published separately as Journalism Bulletin No. 41.*

*The annual Journalism Week at the University of Missouri, begun in 1910, has grown until it attracts speakers and other visitors from many parts of the United States and frequently, as in this year, from foreign countries. All persons interested are welcome. Announcements are issued about March or April of each year, and may be had by addressing the Dean of the School of Journalism at Jay H. Neff Hall, Columbia, Mo.*

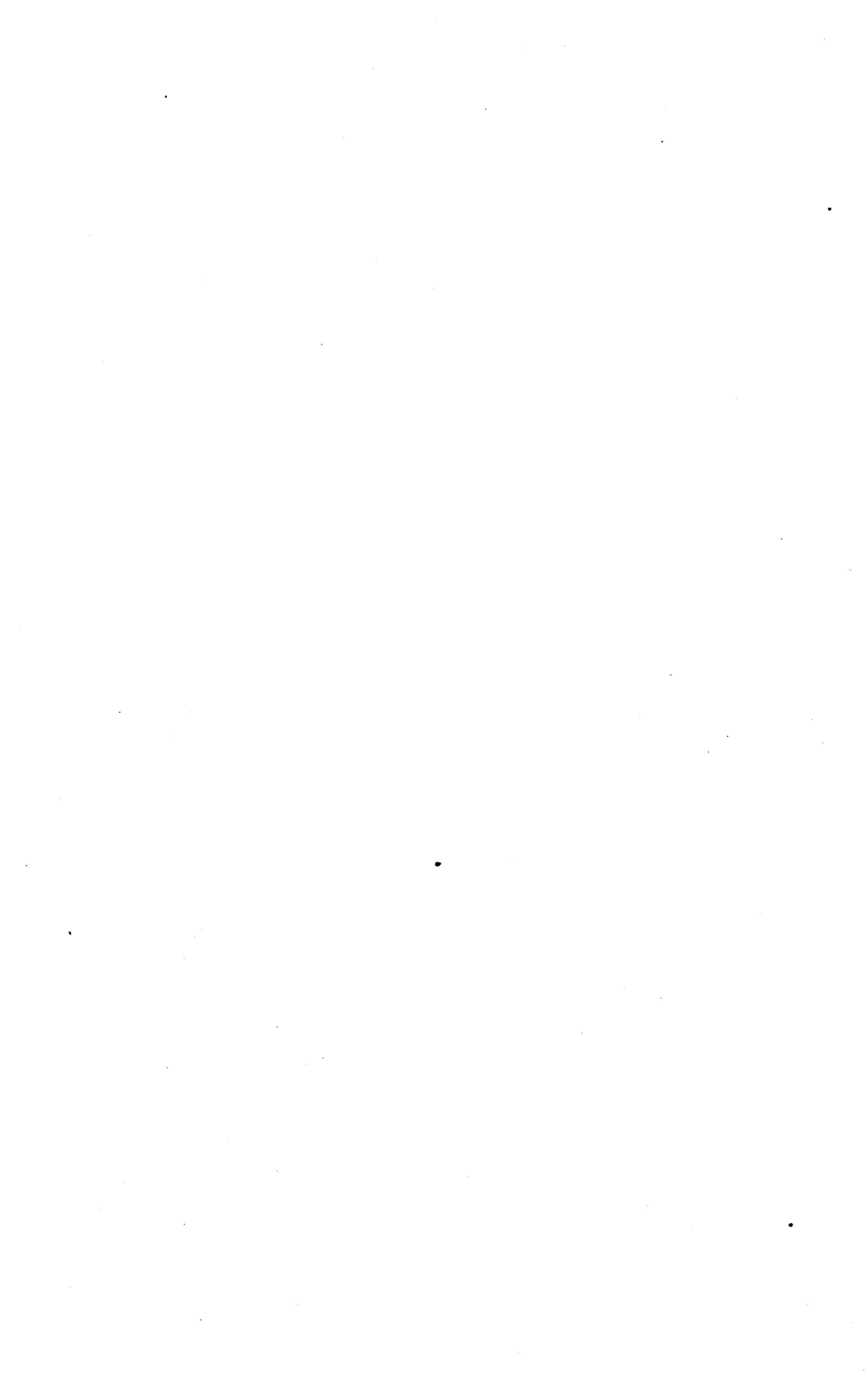
*Sessions of the Missouri Press Association and the Missouri Writers Guild are held at each Journalism Week. This year, in addition, there was a meeting of the National Council of Theta Sigma Phi, sorority for journalism students. Addresses by members of the Theta Sigma Phi council are included in this bulletin.*

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# Journalism Week, 1926

## *What the Public Wants*

BY HOMER CROY

*Novelist, Forest Hills, Long Island, N. Y.*

After fumbling and feeling around all my life, trying to find exactly what people are interested in, I have resolved them into five things. And I believe that every normal human being is interested in all of them. We are so constituted that we cannot escape them.

If we journalists put them into our work we will have a public; and they are the things I try to put into my novels. When I evolve a story based on one or more of these things, then I feel on safe ground.

First, Sex; and by sex I don't mean Snappy Stories, or a car parked along a country road, or a hip flask at a flapper dance, but the bigger, finer, deep interpretation of the moving interest between men and women, the biological urge which keeps the race going. Sex, as we use it today, has fallen into meaning something smoky and discolored. I don't mean that. I mean motherhood as well as moonlight.

I have never written a novel which, sooner or later, didn't get down to that, and no novel of consequence can skirt it. If a newspaper came out without that element in it, it would be about as interesting as a bill of sale tacked to a telephone pole.

Second, Money. Everyone in the world is interested in money, or some expression of it. Property is another name for it. We fight for it, die for it, murder for it—the front page of any newspaper is greatly a monograph on money. A motor car is money turned into wheels and driving gear and gasoline. A story about Wall Street, or breaking the bank at Monte Carlo, or coming out on top in Florida, is a Money story.

Third—I wish I had a handy word to explain what I mean. The word "Religion" comes nearest to it, but I mean more than churches and pews and collection plates. I mean something that has persisted from the cave man worshipping the sun, right up to the biggest church in America today. A better phrase is *The Great Outside*. This interests the atheist just as much as it does the Sunday school superintendent. We all want to know what is coming After. Is the grave the end, or the beginning? It is something that nobody knows and it is something that everybody wants to know. This fundamental human interest comes out in such things as Conan Doyle with his spiritualism, which I don't believe in at all, and in the Hindu fanatics I have seen who stand on one foot for thirty years. People fill mosques and cathedrals and Sunday schools all to feed that deep yearning in mankind for a desire to know about the Hereafter. Any story that is rooted in this has a fundamental appeal that no one can escape.

Fourth, Body. We have to eat, we have to have clothes, we have to have a roof over our heads. It is the practical, every-day matter of taking care of ourselves. It is health, it is hospitals and doctors, and it is, What are we going

to do about the baby's tonsils? Dickens reveled in the Body. He is always describing what people eat; in every one of his novels there is a cookbook cut up and strewed along the way. And people like to read about it, what somebody eats—there was Russell Sage with one apple for lunch, Clemenceau with his onion soup—and so on. And I guess any woman would just as soon be dead as to be out of fashion. And that, roughly, is what I mean by the Body.

Fifth, the Underdog,—the struggle of the many against the one. It is something that no one can get away from. It may mean one man against many, or a man against Fate or Nature. An example of the former is Victor Hugo's "Les Miserables"—Jean Valjean against police and society, a worthy man whom we sympathize with, who is faced by his ancient enemies. An example of a man faced by Nature is Robinson Crusoe.

Into this category comes the criminal hunted by the police—it is one against many. It explains the great interest in the case of Gerald Chapman, the bandit and murderer who was electrocuted at Sing Sing. People can't help sympathizing with the underdog. If there was ever a criminal in this world who needed disposing of, it was this Chapman, but it cost the state \$200,000 for him to get what he deserved. It is because of that deep trait in human nature to sympathize with the underdog. Women sent him flowers and people wept over his poor poetry and said it was wonderful. If they had read it by anyone else they would have groaned, but because it came from the underdog they thought it danced on lyric feet. Nobody can escape this feeling; sometimes it works good, when it becomes a matter of public interest, and sometimes it works bad. It is the spirit which made people fight and dig in the Kentucky cave for Floyd Collins. Politicians capitalize it. If a politician can get the feeling broadcast that he is being picked on by powerful enemies, why then people rush to the polls to defend him. If you put that same element into a short story, into a novel or a news dispatch, then you've got something that everybody is interested in.

Those are the five big, fundamental interests. There are smaller ones—for instance, Muscle. People—speaking always of great masses—like prize-fights, baseball, football and so on. This interest is growing in America—more space is devoted to the sports sections of the newspapers than ever before. It made Babe Ruth a hero and Red Grange a millionaire.

Another smaller thing people are interested in is the myth spirit—of people doing great and wonderful God-like things. It is this myth feeling—splendid, heroic man battling with the gods—that we find in Homeric legends—that we find in the wonderful, impeccable heroes of today. Those splendid people don't resemble anybody I know, but they constantly appear in novels and fiction. Zane Grey makes a hundred thousand dollars a year translating the man-myths of Greece into the terms of cowboys and cactus. If he had lived in Greece he would have written epic poems about somebody wrestling with the thunder and lightning. (There's more money in cowboys.)

In addition there is the smaller thing of wanting to know how a story comes out, if the Hero is going to get the Pretty Girl, and if the thief is going to be caught, and so on; also there is humor, characterization, clever phrasing and so on, but the universal, fundamental appeals are the five I have mentioned.



*The News That Is Worth While*

BY EDGAR T. CUTTER

*Superintendent, Central Division, the Associated Press, Chicago.*

Orland Kay Armstrong has written, and his story has been issued through the University of Missouri School of Journalism, a critical comparison of the newspapers of St. Louis of fifty years ago and of today, disclosing very interesting figures. Half a century ago sport news, it was shown, occupied 1.7 per cent of the news space of one paper. Today sport takes the lead, as shown by these averages in inches for 1925 Post-Dispatch:

Sport 382.9, business 301.5, crime 161.3, personal 128.2, foreign 105.4, politics 101.5, illustrations 54.9, radio 33, society 20.9, religion 11.2, theater 10.6, and miscellaneous 193.6, a daily total of 1504.8 inches of news.

Fifty years ago these averages prevailed: Business 174.3, legal 85.7, personal 82.4, crime 32, politics, 26.3, foreign 19.7, sport 11.3, religion 9.4, miscellaneous 106.7, a total of 340.7 inches daily.

This means that more than one-fourth the total news space today in one paper at least is devoted to sport.

With every university building a million-dollar stadium and high schools everywhere playing basketball, to say nothing of the increased interest in golf and other sports, there seems to be a natural explanation for the added volume of sport news printed.

The cause of the tremendous volume of crime news, which since the World War has increased in volume about  $33\frac{1}{3}$  per cent, may as Mr. Armstrong properly says, be "left for sociology and criminology to determine."

Well, what, you ask, is worth-while news? Is it sports, is it crime news, is it business? No, none of these alone, but they each have their place. We do not quarrel with decent sport news, we favor it, for all classes take part in it. It is worth-while news and we spread it.

No one knows exactly why there is so much crime, but news about the major part of it is history, the history of our times, and as such it is valuable. Certain unspeakable crime is daily thrown aside as worthless news and never reaches the public, and much more trivial crime is passed over unnoticed. Newspapers do not revel in revolting things. This fact is known universally to newspaper men but not to the public, it seems, as was disclosed at a conference in Chicago last fall of members of the State Supreme Court, and leading members of the bar and press.

A justice of the Supreme Court spoke in glowing terms of the suppression by his home-town paper of a certain crime that recently had come to his attention. The newspaper men present were amused by the incident, for everyone of them was familiar with the fact that newspapers everywhere daily discard such stuff and consider it only the natural part of a day's work.

And what is worth-while news? Well, the testimony, for one thing, before the congressional committee on prohibition, in which each side was given equal space by the Associated Press and by newspapers generally. That was worth while because on a subject of deep concern to all, and, regardless of personal attitudes of individual newspapers or readers, all people wanted to know the facts impartially and fully. But it was worth while from a news

standpoint only if it was covered fairly, without editorializing and without embellishing.

There are many other subjects, big and little, that are worth while—the activities of various organizations, business, art, the making of books, religion, science, education, foreign news, and the subjects must be varied if the newspaper is to be a success, for it goes to all classes of people. Indeed, no other public service so generally serves all people. Remember that when you see something in the newspaper that does not interest you, it interests someone. Each person is critical of the newspaper which carries the particular activity which means so much to him, either business, profession or pleasure.

A very important part of the work of a news agency like the Associated Press is to carry things that bring pleasure, and entertaining, interesting sidelights on life that go to make up that daily history. The Associated Press will handle, and newspapers generally will print, anything that is decent. It need not relate to the heavy proceedings of an investigation or a hearing, but must be accurate, should be entertaining where the subject will permit, and can be kindly.

T. W. Johnston, late associate editor of the Kansas City Star, always urged his editors never to stress the non-essentials in a story, never to say those unnecessary things that might satisfy the gossip but would distress or harm the relatives of the man who had taken his life or had failed in business.

One thing the Associated Press has insisted upon is that its editors be ready at all times to correct an error that has hurt an individual, a concern, or a movement. It never desires to gain a news beat at the cost of inaccuracy or to overplay a story to "make a showing"—to overstretch a fact to win a front-page position.

Universities have more and more furnished news that is worth while. When Prof. A. A. Michelson of the University of Chicago disclosed his highly technical discoveries regarding light waves it was a story hard for the layman to understand, but it was put in such shape by a conscientious reporter that it won the personal praise of the scientist and first position in hundreds of newspapers.

When Dr. Edgar A. Goodspeed's translation of the New Testament came out, the Associated Press counted it worth while from a news standpoint and sent columns on it over its 120,000 miles of wires. Newspapers generally agreed that it was good news and editorialized on it as well as printed it freely. In fact, no other piece of news regarding the Bible has had as wide newspaper circulation in a half century. One newspaper man, accounting for the appeal of the story, said: "It is a Bible for the 'man in the street,' " and no medium reaches the man in the street so thoroughly as the newspaper.

Another worth-while story of recent date was the dedication at the University of Missouri of a stone from St. Paul's Cathedral, London. It was considered worth while because, as Mr. E. Lansing Ray, publisher of the St. Louis Globe-Democrat, in introducing Ambassador Howard, said: "The stone is a sign and a symbol of the international relation of journalism. It is a silent plea for the fostering of understanding and good will among nations through the pervasive and constant power of the press."

When Mr. George B. Dealey, veteran publisher of Dallas, in accepting the stone upon behalf of the newspapers of the United States, made this statement it was worth-while news: "Than this school of journalism, there is, in my opinion, no more effective force at work in the United States to establish and

make all-pervading that sense of duty and responsibility which must govern our newspapers if they are to be equal to the opportunity which is theirs."

Likewise when the Kansas City Journal published the discovery that malleable glass can be poured cold it was worth-while news.

These things and others too numerous to mention have been covered daily year in and year out by the Associated Press, mostly in the daily run of work, and for this the association has been called one of the greatest constructive forces in the world.

If it has covered divorce and attack trials it has omitted the unnecessarily salacious. In covering suicides it has omitted the names of poison because it was considered suggestive, and where it has covered theatricals, new books, and art, it has omitted the commonplace and the nasty, and avoided bald advertising, or questions obviously controversial.

It has tried to avoid using half-truths, which are worse than lies; has attempted to make no attack on religious or other undertakings, but to write anything that is decent, demanding only that it be interesting and truthful.

It has been possible to carry out this program for the reason that the Associated Press is a mutual, non-money-making organization, backed by and in the control of its 1250 daily newspaper members.

That such a condition is vital for this county is self-evident, and I ask you: "Can you think of anything tending to create more chaos than that the people be given an incorrect record of the world's daily history, or have placed in their homes those false or filthy things which only distort life and emphasize crime and license?"

The work of any news agency or any newspaper is more important than the mere carrying of murders, trials and things of that sort. State governments, national governments, foreign governments, have had faith in the Associated Press and its members, and they have given it worth-while news in advance. The resolutions adopted by great political conventions, church gatherings, and international conclaves; the messages of presidents and state officials, have been handed over in trust, because it was known they would be treated with respect and guarded against premature use.

Sports and crimes, disasters and politics, must be considered worth-while news, and such events must be covered carefully and fully and impartially. But there must be a constant search for that other worth-while news—the scientific and religious and research news that is to make for the world's education and advancement, that finally is to help the people. Yes, and those seemingly smaller things that disclose kindness and brotherliness. The things that make people understand life and its motives, make worth-while news.

Mr. Ray's statement about the bringing together of two countries was good news because it tended to make two peoples understand each other better and to know what each other was doing and how they were doing it—helping to reach for higher things, that need of building for the future. It applies to all people.

That is something of what the Associated Press is trying to do, aside from covering ordinary daily happenings, and newspapers universally are in accord with the program. Publishers generally will tell you that they would not be in this business simply for the money-making. They feel they have a real part in the world's work in instructing and educating and helping mankind.

Newspaper work has been spoken of by its followers as the highest of callings, rather conceitedly perhaps, but many concede it to be just that, because the newspaper reaches the greatest number of people.

And there is a mighty triangle of interests which, if working in perfect unanimity, could develop such a volume of "the news that is worth while" that it could accomplish a stupendous benefit to mankind. This combination of educational forces will be composed, is composed, of the church, the college and the press.

### *The Washington Press Gallery*

BY CHARLES G. ROSS

*Chief Washington Correspondent, the St. Louis Post-Dispatch*

The chairman has given you a fairly accurate description of the president's attitude. I might add that on the occasion of which he spoke, the president—that is to say, the president's "spokesman"—was not altogether silent. After having passed over a number of questions about the Locarno treaties, the coal strike and other such trivial matters, he did say something about bathing beaches on the Potomac.

While I am on the subject of the White House press conference, it might be of interest to tell exactly what that is. The conference is held in the president's office twice a week, on the days when he meets his Cabinet. On Tuesday the conference is held at noon and on Friday at 4 p. m.; thus the "break," or the first chance to print the news that may be given out, is equally divided between the afternoon and the morning papers. The conference is attended by fifty to one hundred reporters, men and women. All questions must be in writing. They may be submitted up to two or three minutes before the beginning of the session.

Under President Harding, who carried on the press-conference system started by Mr. Wilson, the questions at first were put orally. Mr. Harding liked to talk. On one occasion during the Washington Disarmament Conference he talked a little too much and a little inaccurately, placing a different interpretation upon a treaty from that placed upon it by his own State Department. The result was highly embarrassing. To protect himself in the future, the president decreed that all questions should be submitted in writing, and he reserved the right to lay any of them aside. He made one helpful concession, namely, that the answering of a written question might be followed by further oral questions on the same topic.

Mr. Coolidge has carried on that system. We hand in our queries in advance. Mr. Coolidge is discovered at his desk, thumbing through the pile of them. Without any preliminary comment he arises, puts on his horn-rimmed glasses and gets immediately to work. There is no airy persiflage from this president.

This press-conference system is useful to the newspapers, but it has one serious drawback from our point of view. It enables the president to put out his views without accepting responsibility for them. If there is any flareback, any embarrassment, resulting from the expression of an opinion, the president can disown it, and the newspapers have no way of going behind his denial.

The president may not be quoted directly except by his express permission. We may take the information he gives and use it as background for news

stories—and the conference is worth while if only for that reason—or we may use it as “spot” news coming from the White House, from that mythical figure, the White House spokesman.

I am sure I am not revealing any secret when I tell you who the spokesman is. I think every newspaper reader today must know that this personage performs regularly on Tuesdays and Fridays.

Five years ago I could have talked more cocksurely about newspaper work than I can today. I find that the longer I am with a subject the more hesitant I am to dogmatize about it. I find that the more I know, or think I know, about it, the more I have to use saving clauses—and saving clauses certainly cramp one’s style.

I am assigned to talk about the Washington Press Gallery. I take it that this means, for our purpose, not the grandstand seats from which we view the proceedings in the House and Senate, but the newspaper group in Washington—the Fourth Estate. So I am not going to talk about what goes on in the press gallery or about its personnel, nor shall I attempt any learned dissertation on how to get and write news.

I prefer to talk about some of the things that may be observed from the press gallery—about some forces and some personalities in American politics. Let me repeat that I generalize with great reluctance. All reporting is reporting from some point of view. I can only report from my own point of view.

The name Coolidge invites alliteration. He is cool, cautious, calm, and some would add, calculating. Mr. Coolidge is certainly a wonderful politician. For that we have no less an authority than John T. Adams, himself an adroit politician, formerly chairman of the Republican National Committee, who, upon emerging recently from a conference at the White House, said that Mr. Coolidge was the most astute politician who had sat there since Lincoln.

I think that certain great forces now operating in our American life may be described in the alliterative manner. There is first the Coolidge force, and I name that without any present intention of praising it or condemning it. I simply name it as one of the large and conspicuous forces.

Then there is the force of political cowardice, which leads men to talk one way in the cloakrooms and another way on the floor of Congress.

Next there is the force of complacency, illustrated by the failure of the country to become aroused over the oil scandal.

The last of the four great forces that I have in mind is that of capital, and as one tangible effect of all these forces in conjunction we have lately had in Washington what we call coalition.

First the Coolidge force. Under this head I shall take up but a single item—the curious and fruitful alliance of Mr. Coolidge and the press. He has had a better “press,” as the English say, than any other president ever had.

The circumstances under which he came into office caused a suspension of criticism, and in most newspapers it has been suspended ever since. I shall always think that Woodrow Wilson made Mr. Coolidge president. You recall the telegram that Mr. Wilson sent to Mr. Coolidge while he was governor of Massachusetts, commending his famous “law and order” proclamation at the time of the Boston police strike. This action of the president focused attention on the governor and made him a national hero. Then came the Republican national convention of 1920. And as President Wilson was the indirect agent who made Coolidge president, so one Wallace McCamant of Oregon was the

direct agent. He was a delegate from Oregon, pledged by the result of the Oregon primary to vote for Hiram Johnson for president. He voted for Leonard Wood. That is another story, which recently had an unfortunate ending for Judge McCamant.

When the time came at Chicago to fill the second place on the ticket, McCamant upset the plans of the bosses, who had picked Senator Lenroot, by placing in nomination the author of "Have Faith in Massachusetts" and the reputed hero of the Boston police strike. Hot, tired, and hungry, eager to wind up the convention and get home, the delegates went into mild, not wild, stampede for Coolidge—and set his feet in the path to the presidency. Thus the first of the forces I have named came into being. When Mr. Coolidge became president, the newspapers, as I have said, suspended criticism, and the first impression of him became firmly implanted in the public mind. And notwithstanding all that we have since learned, the current impression of Mr. Coolidge appears to be pretty much the same as it was in 1923.

To many of us in the press gallery it looks as if he will be president until March, 1933! For this we may thank or blame, according to one's point of view, the American press.

I have told how the White House conference throws a sort of protective hedge about the president. Nevertheless, it is a valuable channel for the transmission of national news, for discovering what the administration is thinking about current problems. It is the nearest thing we have in this country to the questioning to which Cabinet ministers are subjected in the English Parliament. The same system is followed in our relations with Cabinet members. They, too, have certain days on which they meet newspaper men. Of course, one may also obtain private interviews with the Cabinet members, but the routine news of the departments, as a rule, is passed out at the group interviews.

Mr. Cutter has spoken to you about the work of the Associated Press. I should like to testify that the A.P. is doing an admirable job in Washington. But in addition to the A.P. report, nearly all the important newspapers receive a special service from their own correspondents. The A.P. and the other great news-gathering organizations, the U.P. and the I.N.S., give you the bare bones of the facts. For interpretation, the newspaper must rely on the articles of its special writers.

Now Washington is so big in a news sense that no one man can cover it all. The best that anyone can do, no matter how industrious, no matter how keen his nose for news, is to hit some of the high spots. The Senate alone provides more news stories or leads into news stories than one man can handle. When you consider the other great news sources of the capital, the House of Representatives, the Supreme Court, the Interstate Commerce Commission, the Tariff Commission, the Trade Commission, the Shipping Board, and the other commissions, boards and bureaus, you see how impossibly large is the task for one individual. That is why it is so hard to give every day a proper understanding of what is happening in Washington. It is the bigness of the news field that makes the difficulty.

Now to get back from our digression. The second force of the four I named in the beginning is political cowardice. I mean by that the fear of organized blocs and minorities. We saw this perfectly exemplified by the panic in the Senate over the attempt to make public the Woodlock vote. That was

one of the most important votes taken in the Senate this session; yet we don't know officially how our Senators cast their ballots.

I must hasten on. The third force is complacency, the complacency of a public that is making money. It is keeping cool and contented with Coolidge. Coolidge is in the White House—all's right with the world. The country kept cool in the face of the oil scandal, cool in the face of the Daugherty exposures, cool in the face of Senator Walsh's effort to dig into alleged violations of the anti-trust laws by the Aluminum Company of America, cool in the face of the Norris revelations of the inside workings of the Tariff Commission. What will make us hot I don't know.

Then finally there is the force of capital—of business, big business. We saw it operating in the coalition over the tax bill. What a spectacle! Tom Heflin of Alabama shoulder to shoulder with Smoot—Pat Harrison with Edge of New Jersey—Caraway with Ernst.

The only opposition party in the Senate today, as some of us believe, the only real opposition party is the little group of independents headed by Senator Norris. I do not now attempt to appraise this condition—I simply report it as a fact.

Now as to some of the personalities in Washington. The second most powerful man there today is Mr. Mellon. There has grown up about Mr. Mellon also a considerable myth. Mr. Mellon is an able banker but not a superman. Sometimes he gets credit for what is done by an efficient permanent staff.

The most important men of the Cabinet are Mr. Mellon and Mr. Hoover. I hardly need describe Mr. Hoover. He is a man with an amazing fund of information on an amazing number of things. It is a pleasure to interview Mr. Hoover, he has his facts so well-ordered, he brings them out so clearly and so succinctly. He has a mind filled with pigeon-holes in which he has everything filed. A remarkable man.

Another outstanding personality in Washington, one who never fails to get attention, is Senator Borah. Some senators, most of them in fact, empty the press gallery when they start to speak; others draw the reporters into it. Borah draws them. He is a brilliant orator. More important than that, he stands always for the constitutional guaranties of free speech and a free press. It is said of Senator Borah that he does not always "follow through" in his insurgency. Granted. But consider what you would probably get if Borah were defeated. Use Borah as harshly as you will and the conclusion must still stand that he is one of the ablest and most useful senators of our generation.

We hear a great deal about the decadence of the Senate. I think that is something of a fallacy. Webster, Clay, Calhoun—they are held up to us as the "giants of the old days," incomparable giants. We are told that there are none to match them today. But as Claude Bowers says, they are "steel engravings on the wall." We don't see the warts on them. We do see the warts on Reed and Borah. I fancy that in a couple of generations people will be lamenting the "decadence" of the Senate exactly as many are doing today. And the refrain then will be: "We have no Borah; we have no Reed."

Reed is a destructive force—and we have need in politics of a large amount of destruction. He is a fine figure of a man, the finest looking man on the Senate floor. Reed's success proves the great advantage of being articulate. There are some men in the Senate who are efficient diggers after facts but who

can't always get their facts across to the public. Senator Howell of Nebraska is that kind of man. He has a scientific, an engineering, mind. During the recent debate on the revenue bill he compiled an instructive set of figures showing the effect of the new schedules. Howell's reading of his statistics made no impression. He didn't have twenty listeners in the gallery. Reed was out of town. When he came back he looked over the Record and there he found Howell's figures. Acknowledging his debt to Howell for having dug them out, Reed with his oratory gave them life and fire and crashed his story into every first page in the country.

Three other outstanding men of the Senate are Norris of Nebraska, Walsh of Montana, and Reed of Pennsylvania. Norris, an able, sincere and useful man, leads the so-called progressive group; Walsh, a great lawyer and investigator, a man with a flaming passion for exposing rottenness in high places, is a power among those Democrats who have not allowed themselves to be controlled from the other side of the aisle; David A. Reed, of Pennsylvania, a hard-boiled conservative, is fast coming to be, if he is not already, the real leader of the regular Republicans.

The longer one stays in the press gallery, the more one respects genuineness wherever it may be found. The three senators I have named are vastly unlike in their political philosophy and practices, but they meet on the ground of ability and sincerity.

The Senate may have decayed somewhat, but it is assuredly the greatest forum of free speech left in the world. Its rules of virtually unlimited debate make it so—and those rules, I venture to predict, will not be changed in any material way by the campaign of Vice-President Dawes. They are a great bulwark, those rules, of our personal liberties.

To cover the Senate from the press gallery is a fascinating and a stimulating job. It is different in the House. The House is a herd. It is too big. Bills are put through there under gag rules, with debate strictly limited by the bosses. The main work of the House is done in committees; in the Senate it is done on the floor, in the open. Every problem of our national life is threshed out there. If I had to choose one steady assignment for the rest of my life, I should choose the Senate.

Is it depressing, this picture I have tried to paint of the national political scene, with all those alliterative forces at work? Then be cheered by the reflection that nothing is quite so bad as it seems; no situation is ever so gloomy as statistics can prove it to be.

Now what is the moral of all this, if any, to the student who hopes to become a working journalist? It is this: that we need in journalism today, more than ever before, men and women of intellectual honesty, of independence; not skilled merely in the technical tricks of the trade, but with the broadest cultural background that can be acquired.

Downtown at a luncheon today I heard an eminent German speaking in my language. He apologized because he was not more fluent. He made me feel the meagerness of my own equipment. If I could speak German one-half as well as he spoke English, I should be proud of myself.

How deficient some of us are in our knowledge of the languages! I recall that as a reporter in St. Louis I worked in the pressroom of the old Four Courts Building alongside a reporter whom we called "Rosy," a reporter for one of



the German papers. He was an old man then, and used to depend on the English-writing cubs for most of his news. We would give our stories to "Rosy" and he would translate them into German for his own newspaper. There was a good deal of horseplay around the pressroom, and sometimes "Rosy" was the victim. Whenever that happened, the old man would explode with righteous wrath and damn us with his most contemptuous epithet. We were "one-language reporters"!

We need reporters, I repeat, with a broad cultural background. We need reporters who have a passion for accuracy and thoroughness; reporters who are not content with getting merely "a" story but who uncover "the" story; reporters who not only can get the facts but can write them in clear and vivid English. Above all, we need reporters who have what the elder Pulitzer called an "instinct for public service."

We need that kind of reporter more than ever before, and in equal degree we need the kind of publisher who will give that kind of reporter an outlet.

### *Modern Church Advertising*

BY JAMES E. BELL

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Certain markworthy facts fall out before us once we open the subject of church advertising.

In its present forms this class of advertising is relatively new, though the root idea in the circles and cycles of the church is not novel at all.

It is therefore not disquieting that we find such advertising in the novice class.

Moreover, the experts in advertising are often only remotely related to the realities of the church, and certainly the representatives of the church are far from the folds of journalism.

As the agencies of advertising are enlisted by the modern church for the furtherance of its work, we shall find the church, called from its cloister, moving more and more among men, reviewing, revealing, redeeming its proper place in this working world and setting itself forward in its special sphere of service.

#### *I. The Church Is a Poor Advertiser*

The church is not a good advertiser. For this business it is untrained. In college, seminary, or university most ministers have had not a single course directly helpful in church advertising. Besides, the business of the church is not business—and in some such strange anomaly as that the church has stuck fast.

The church has had a building over which has been spread a sense of the sacred. But the attitude too often has been: Now here it is, and you would do well to come into it. But if you do not come, on a general invitation and of your own volition, why, so much the worse for you, not us.

And now as this attitude is changing, aided by the agencies of advertising, the church finds itself unable to give adequate expression to the more recent and reasonable point of view. In the large our ministers have been preachers, not printers; readers, not writers; more ponderous than popular. And it is

not easy for them to set the church in advertising space with lightness and gladness and with the sure insights of interpretative power. Indeed, it is difficult for men of the cloth to turn to type and make it talk, as talk type can. It is no small matter to take this immobile institutional life of the historic church and bring it into the midst of this teeming, streaming, fluid life of our work-a-day world.

Only a few days ago, in a college of the Middle West, a class of students was discussing this very vital point. The football star ventured it out loud that we are coming upon a new day. No longer is the church staidly saying you ought to come to it; the church is coming after you. At times unexpected, it will seek you out and bring its life to you, revitalized by the new contact as also by its desire to win you to its side and service.

A fellow student caught the challenge. That night he called on the football star in his room. He told him that he had never been sought by the church; but that when this attitude was operative, he would have an immediate interest.

### *II. The Idea of Advertising Is Not New*

However novel in its present forms church advertising may appear, we can find in the historic movement of Christianity the root-idea of modern advertising. In the prophets of the Old Testament there was repeated resort to the devious devices of the most artful, even spectacular, advertising. In strange dress or undress, in the names given to their own children, they presented and pictured the meaning of their message. And in the courts of the king as well as in the courts of the sanctuary, before the people at the festivals as well as the wayside stranger, they brought their emblazoned beings and in all urgency carried their message. Truly they trusted their message to the trumpet.

In Jesus himself we find telling tribute to the triumph of advertising. He had an advance agent. John the Baptist went before him as a forerunner and forthteller. He well was called a voice. Jesus was an open-air, peripatetic preacher, speaking on the hillsides and moving among the multitudes. He has been pictured as being met by the multitudes as his boat grated upon the sands of the beach. And thus he stood and spoke, with the boat for his pulpit, the moving multitudes strung along the shore as his audience, the rolling, rhythmic waters as the music, the hillside as the sounding board, and the dome of the overhung sky as his illimitable cathedral. Moreover, he used a newness and directness of diction—"never man so spoke." And about it all he put a bit of beauty. His timeless truths he wove into the lattice of parable, and thus mounted his message on a memorable framework. Indeed, the very gist and genius of the gospel is that it is news, good news, tidings that must be told. Its first and foremost adherents were heralds.

Institutional Christianity, though less graphically, also has borne testimony to the value of advertising. It has looked to location. Here the Catholics have led us all. Though making no use of the advertising columns of the newspaper Catholicism talks to the public in the silent speech of site and structure. As one looks along the avenue or boulevard one will be attracted by tower and spire of some commanding church. The church also has called to its service bells and chimes. Anyone passing a Sunday morning in that great gray city of London will be moved beyond measure by the ringing of the church bells and the sweet summons of the chimes. Looking over the newspapers one

finds the barest notice of the church services, and yet the people hear the invitation and in multitudes they come. Moreover, the church has its story set in the Scriptures, and through this book (the first to be published) it has broadcast its message.

### *III. New Methods in Church Advertising*

Many methods formerly used for advertising purposes will no longer serve. In our masses of population names are little noted; in our congested and concentrated life we must adhere pretty largely to our own centers; beauty in speech is all too rare; the securing of superb sites and structures is increasingly difficult; and the tower and spire with their bells and chimes are giving way to plainer buildings of greater utility. Happy are we if we can find other channels for publishing good tidings. It is no wonder, then, that the modern church is looking to paid publicity with increasing favor.

The modern church is developing its own technique for advertising purpose. Almost every such church makes use of the weekly bulletin. Whether it shall be mailed out during the week, thus reaching every member, or be handed out on Sunday, thus reaching some members and visitors, is still with many a question. But that the weekly bulletin is invaluable all agree. On its form, however, there is less agreement. Until rather recently almost all churches have used no little of continuous copy—stale, syndicate stuff—in the way of staff, church building, official directory. These minor matters after one or two readings (two readings, I suppose, if your own name is in the list) have consumed from a third to a half of the bulletin. Which is a bad waste of good space.

Neither has the bulletin-maker always had a nose for news. This requires a scent not always secured in the seminaries. And yet it is a matter of vital importance to the parish life and needs wider expression in the body of the bulletin. But news thus printed should be of church-wide interest.

From the newspaper with its shorter lines, catching captions and wealth of news, the church bulletin still has something to learn. But it is quickly gaining ground. Its best representatives would, I think, be owned and commended by newspaper men.

When all this is said, I could wish for a warning touching the bulletin. There should be room in it for a bit of beauty that will at once win a way to worship. Especially is this true if the bulletin is to be distributed on Sunday morning, to be read before or during the service. Thus it might help those who go to worship "to sun their souls as do singing birds in the sweet light of sunrise."

There is no church but now and then makes use of letters. In these days when our desks are deluged with inconsequential mail it is well to wonder whether the letter serves. Some there are who think it is of doubtful value as a means of advertising. I myself think the modern church can use the letter oftener and to greater advantage. If there are so many letters mechanical and stereotyped, there is only the broader and better background for a letter that is different. Well might the church serve in restoring to modern life a better brand of letter. Right enough the letter is direct, offers abundant opportunity for the fine flavor of personality, and is rather inexpensive.

Not long ago an expert advertiser made proof of the use and worth of the letter. He found his church in debt—which of course means that he waited a long time for his opportunity. He wanted to reach the membership of the

church. He decided upon a letter, two letters—one to follow and finish the work of the first. He built his letter advertising around Valentine's Day. A short time before that day he sent out his first letter, setting forth all the facts clearly, crisply, challengingly, happily. Then came the second, just at Valentine's Day. In the center of his letter there was drawn in red a large heart. Inside the heart ran the message, "Send your church a Valentine." On the upper lefthand side, inescapable, he said, "This is Payday for Broadway"—the name of the church is Broadway. Then in large letters, just over the signature—to which all eyes involuntarily move—"And don't forget! Your Valentine to your church is the payment of your pledge. You owe ..... Please pay today. Mail now in enclosure." The advertiser rejoiced to relate that the response was nearly 100 per cent.

There are other modes of church advertising, particularly the parish paper. But these are passed by in order that we may come at once and at last to newspaper advertising. This paid publicity is enlisting the interest of many churches, and it promises to win almost universal favor, for it reaches all the people and at relatively reasonable rates.

It is not surprising that church advertising suffers by comparison with the best advertising of business houses. It has had a shorter time in which to test itself, and those who advertise the church are not experts in the field, giving their whole time to this sort of work. Church advertising declares its own defects, among which are the following:

1. It does not magnify the most essential. It is the preacher's name, often overshadowing the name of the church; the sermon subject, sometimes so strained as to be misleading; it is the church's capacity crowds; it is the leading attractions, sometimes subversive of the central convictions of the church.

2. Church advertising is now more competitive than co-operative. The churches try to "outtalk" one another, and there is scant indication that the good of all churches is in the forefront of the concern of each.

3. Often the space is overcrowded. The advertising is like the sermon that must tell all. And in saying so much it says nothing.

4. Frequently it sets its appeal on a low level. Showy and spectacular, one wonders whether the church is not a disappointment to the reader who, thus attracted, comes into it.

But the advantages in newspaper advertising are not far to seek:

1. It is good for the church to declare itself in public print. It will clarify not only the public mind on the function of the church but also that of the church itself.

2. As the church carries its life into the columns of the newspaper, the church will be called into the daily life of the world in far larger measure. The church must render a larger service or be liable to more criticism than now it receives.

3. Through its newspaper advertising the church will come into agreement with Mr. Sidney Wick of the Manchester Guardian when he says that an essential task is to make righteousness readable.

*The Newspaper as an Economic Product*

BY JAMES MELVIN LEE

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Writers on economic theory have carefully "suppressed" both in their pedantic periodicals and in their academic textbooks all discussion of the newspaper except a passing remark that the same press which prints a worthwhile product six days a week may, on the seventh, publish a sensational supplement of questionable value to society. Writers on economic history, especially those making a specialty of social conditions among primitive people, have noticed that in close-to-the-soil days, the commercial communication most developed was the one usually associated only with highly organized society, namely, the communication of news, and that for this trade primitive man created the first permanent organization in his courier service. Having made this interesting observation, these writers pass on with their "tools of production" to "land values." Just as the printing press of the metropolitan daily is the greatest mechanical triumph of the human mind, so the newspaper is not only the most complex but also the most wonderful product of modern industry.

How complex is the newspaper from an economic point of view even a cursory glance will show. First is the tremendous expense of production. If but a single copy of a newspaper were printed its cost, expressed in dollars, would stagger the imagination. Its low price is possible only through an extensive division of labor among co-operative agencies and by wonderful tools of production unequalled in any other country. In contrast with the "expense of production" which includes the amounts paid for new materials and labor, is the "cost of production" which, in the distinction drawn by modern economists, refers to the physical hardships of the employes, the mental worry and anxiety of employers, etc. The latter is as high as former, so far as a comparison is possible. The nervous strain under which newspaper men work is proverbial. War correspondents and press photographers at the front assume the same risks as the boys in khaki. Reporters take the shortest, if the quickest, route to every scene of danger. To these men, risk of life, inclemency of weather, loss of meals, lack of sleep, mean nothing: "it's all in the day's work." Every member of the editorial staff must keep an eye on the clock if mails are to be caught. To *Time* and *Tide*, which wait for no man, must be added the newspaper forms.

To the high cost of production must be added the big economic waste. Expensive news, bought and paid for, goes into the wastebasket: columns of oversight matter find their way to the hell-box: spoiled and unsold copies with the ink hardly dry cannot be sold at any price save the mere pittance offered by the junk dealer. Small as is the amount thus secured, it is paid, not for the product, but for its container—the paper on which the news is printed. Out of kindling wood it is made and to kindling wood it returneth in many homes. Other commercial products, even when defective or shopworn, may still be sold without actual loss to the producer, but not so with the newspaper. Its life is the shortest known in political economy, but must not be confused with that of its paper container in which the news is wrapped. This may survive a week or two on the pantry shelf before being interred in the kitchen range.

The sources from which come the raw material of the news are the most widely distributed of all products. Items make their way over leased wires, stretched from Dan and from Beersheba, direct to the newspaper office. Countries which yield no other product may still furnish news, the only thing Peary brought back from the North Pole.

News is unlike the usual economic product in that its seller does not part with the product in the sale. But the purchaser has it and may resell to any number of new buyers without parting with it. In view of this fact, newsgathering organizations charge the individual newspaper for services rendered a price based on circulation, the number of people to whom the news is resold. One reason why colonial newspapers so often failed to meet expenses was that a subscription frequently represented a group of readers. The old-time tavern furnished its patrons with the local gazette for public perusal and safeguarded the attraction by a posted notice requesting those learning to read to use last week's paper. Why should one subscribe for what might be read for nothing over pipes and ale at Matthew Potter's Bar?

When the postmaster at Boston at the beginning of the eighteenth century wrote his news letters to the various governors of New England colonies, he was paid out of the public treasury of Massachusetts. When, in response to a demand no longer possible to supply with the pen, he printed his news letter, the first regular newspaper in America, he was again reimbursed by a similar state subsidy for losses incurred. No such condition, however, obtains today in America.

In the preceding remark the word "news" has been rather loosely used. It should be noted in passing that a newspaper sells its reader, not just the news, but its own story of the news. Melville E. Stone, formerly general manager of the Associated Press, has clearly and succinctly explained that his organization sells not the news but its version of such entries in the world's diary as are written by its correspondents. Courts uphold his contention when, in comparing the product to mineral ores, they rule that his organization is sole owner of such news as it has "mined and refined."

News has been considered so far as the only product sold by the newspaper. But the matter is far from being so simple: the paper container wraps in its fold both news and advertising. This combination puts any economic discussion of the newspaper under that section of political economy known as "joint production." Still greater complications exist: the news section is a mixture of foreign news under monopoly control and of local news under free competition—each with its special economic laws. In addition to news and advertising contents, there are the editorial page, the special features, etc.—all of which have an economic bearing on newspaper production. The newspaper has in its individual name a trademark, the same as many other products. The white paper container, as every reader knows, has recently been a most important economic factor in production. Modern marketing methods have upset many of the established laws of economics relating to supply and demand. Labor problems are the same as in other industrial plants save that the absence of a union of reporters and special writers fails to follow economic tendencies. In fields of free competition, the economic shepherd leadeth the newspaper to everything but still waters and green pastures.

No attempt has been made to arrange the economic factors just given in the order of their importance. For the sake of convenience, the container

may be taken up first. Everyone knows that the change from rag to woodpulp paper helped to make the newspaper possible for all, regardless of purse. Loose assertions, however, that the copper coins tossed the newsboy do not pay for the white paper on which the news is printed do not bear close scrutiny. The consumer, buying only that part of the product for which the publisher has received no other compensation, should add the text columns together and then divide by two, for the paper is printed on both sides. A revelation awaits those who follow this suggestion. The actual number of pages has nothing to do with this accounting unless a job is sought through the classified columns—or something of that sort. While more than paying for his part of the paper wrapper, the purchaser is still buying a product below expense of production.

Such a condition is economically possible because of the joint production with advertising. In this respect a newspaper plant is like a packing house. The latter claims that the dressed meat is sold for less than the cost of the live steer. Of course, packers are not in the business for their health—as they sometimes have not been for yours. Their loss on dressed meat is made up by the sale of such numerous joint products as the pharmaceutical preparations (one sells for \$5,000 a pound but requires 15,000 animals to yield the quantity), the lubricating oils, the glue, the wool, the hide, the bristles, the hair, the fertilizer, etc. Packers boast that their establishment is free from economic waste, for even the tiny hairs inside a cow's ears are clipped and used in superfine brushes.

In one important particular, however, the joint products of the newspaper differ from those of the packing industry. The latter sells all its products separately and has co-operation from all departments in the marketing of its various wares. The newspaper, on the other hand, must market its joint products in the same container. The consequences are sometimes friction between the editorial and advertising departments.

The business manager of the New York World, doubtless speaking from personal experience in adjusting space for products, tells this tale of the business office:

“There is amazingly little acquaintance between the rank and file of the two departments, each attending to its respective functions according to requirements and usually in conflict over the size of the paper, and the ‘placing’ of advertisements is an endless source of difficulty. The editor loves a ‘clean page’ where he can let his ‘story’ run. The business office regards a page as a place for intensive cultivation, and the more high-priced position advertising it can tuck away the better the balance sheet looks.”

This situation is similar to that found in the quick-lunch shop. If the waiter serves a sandwich with the meat layer thick and the slices of bread thin, the customer is pleased but the proprietor does not like the record of the cash register. If the bread is cut thick and the meat thin the customer seeks another shop. Under modern management, it is a matter of adjustment both in the lunchroom and in the newspaper office.

The more subscribers a paper has, the higher the price it may ask for advertising space. This seemingly obvious fact accounts for that wild race often run for large circulation. A book might be written to describe schemes used to increase circulation. With each copy, one newspaper gave a ferry ticket; another sent a penny attached to a private mailing card to the non-

purchaser with instructions to buy a copy the next morning; a copy of a certain newspaper was a life insurance policy if found in the pockets of the deceased (a plan soon abandoned, for "kind friends" placed it there after death): novelty manufacturing houses hardly put a thing on the market not used to increase sales of newspapers.

To increase circulation and thus raise advertising rates, numerous papers resort to "dumping", through which the foreign market pays a lower price than the home. A newspaper with a circulation of 100,000 in its natural field can, once the printing presses have been started, print an additional 100,000 for the bare cost of paper, ink, and extra labor used, plus a small charge to cover wear and tear of machinery for the longer "run" of the press. For "dumping" the extra thousands here, there, and everywhere, the newspapers can pay a marketing cost many times that of the home field, as the new pages of the ledger contain no expense items for initial production but record twice as much revenue for advertising.

But the newspaper is not like those commodities which American manufacturers have "dumped," say in South America. The latter do not depreciate in value in shipment. The newspaper, being a most perishable commodity, loses in value while on the way to its new market. Its news becomes old. To be sure, it may be sold under false pretenses, by unscrupulous publishers,—sold as an evening paper, though a morning edition in all save its name. Such camouflage, to use an overworked word, deceives nobody except the ignorant and thoughtless. The protest, however, comes not from the reader in the "dumping" ground but from the advertiser at home. The latter, weighing his returns on the investment in the scales of the till and the cash register, finds that all of the extra 100,000 distributed outside the natural trading radius are wasted so far as bringing people to his store is concerned. Local advertising and local news are without value save in their own country.

Because news is such an unstable product, publishers in these days of large investments in newspaper properties have sought suitable "sidelines" of greater stability. The editorial page, especially if it has a wordless editorial in the shape of a cartoon, has always been such a "line." (The term, lest I offend my editorial friends, is used in no disrespectful sense.) A certain New York newspaper, somewhat sensational in its treatment of the news, is purchased—by how many it would be hard to estimate—for its strong, fearless, and independent editorial page.

"Seek and ye shall find" is the Biblical injunction. What was sought was a feature so interesting that many people would buy the paper publishing it even if a rival sheet had a "scoop" in the news. One illustration will do as well as several. A newspaper with a bed-time story for the "kiddy" is purchased for a week. "Daddy" brings home some other newspaper. The "children cry for it" (the bed-time story) and "won't be happy till they get it." The result is a regular patron for the first paper. For other illustrations the reader is referred to the daily press. The evening paper in many cities has become only a bulletin board of the news for a page or two, and is a feature paper for the rest. Such features are not necessarily those designed merely to amuse or entertain: they may be special departments devoted to news of a specialized character. The economy of their insertion, however, is just the same, to have and to hold the subscriber. A collection of these daily features makes the newspaper race no longer limited only to the swift in printing the news.



The individual name gives a paper a trade-mark. It may also have its advertising slogan such as "All the news that's fit to print." The slogan just quoted was worth a million dollars when the intrinsic value of the newspaper plant was worth only what it would bring as junk. If worth that figure twenty years ago when the circulation was only 10,000, what is its value today when the circulation is 40 times 10,000?

Numerous reasons are given for the success of the New York Times to which reference has just been made. I may be wrong in my deductions, but I am sure of the interest in a certain advertisement—issued twenty-five years ago, when yellow journalism was so rampant. It is the form of contract, "signed, sealed and delivered in the presence of the Public" between "The Guardians of the Homes," parties of the first part, and the said newspaper, party of the second part. One clause will be sufficient to explain its nature:—

"The said party of the second part hereby covenants and agrees to and with the said parties of the first part to supply to the said parties of the first part for their daily reading a morning newspaper; said newspaper to be well edited, well printed and of the highest class, and which shall contain all the news that's fit to print, avoiding sensationalism, scandal-mongering, and all things that offend against good morals and against good taste: encouraging good citizenship, and good government; a newspaper that can, with entire confidence, be admitted into the family circle, for the benefit, use, and enjoyment of parents and children, of young men and young women."

The newspaper, just mentioned by name, is used only as an illustration to show that, as a rule, the successful newspaper from a pecuniary point of view is the clean newspaper, and that an advertising and accepted slogan of 99 and a fraction per cent purity for news has an economic value which is the present greatest asset. From the economic point of view, it seems to be better to act as a doorkeeper for the guardians of the city homes, a hired servant of the people, than to dwell in the tents of wickedness for a short season.

The exceptions only prove the rule, for the rule is proved by its exceptions. These, the late Charles Dudley Warner pointed out in a public address on the American Fourth Estate:—

"Some newspapers do succeed by sensationalism, as some preachers do; by a kind of quackery, as some doctors do; by trimming and shifting to any momentary popular prejudice, as some politicians do; by becoming the paid advocate of a personal ambition or a corporate enterprise, as some lawyers do; but the newspaper only becomes a real power when it is able, on the basis of pecuniary independence, to free itself from all such entanglements."

These words were uttered nearly fifty years ago. Upon second thought, I am inclined to believe that the successful pecuniary exception exists today only when several or all of the evils mentioned by Mr. Warner contribute to its support. Unintentionally, Mr. Warner has listed some of the worst offenders of a clean press; the sensational preacher who praises the sensational paper and thus, in the minds of some, gives it a certain respectability; the quack doctor who, together with his twin brother, the patent nostrum manufacturer, fills the coffers of the disreputable sheet; the demagogic politician who promises unlimited legal advertising by insertion of session laws, even immunity in the courts; and the corrupt corporation lawyers who, having first frightened by threats, make the highest bid for the soul of the newspaper. "But this is another story."

Utility and value are important factors in the economy of any product. The stock illustration is the knife and fork on the dining-room table. One set is essential from the viewpoint of utility. A second is convenient, but a third is much less so, and if others be added there is rapid decline in utility and value until another set is simply an encumbrance. This condition is somewhat analogous to newspapers on the library table. Readers may take their choice whether the knife is advertising and the fork the text, or vice versa. The depreciation in value due to the multiplication, however, is greater for advertising. Practical newspaper men figure that the net return from production should average about a dollar per head: a city of 100,000 under normal conditions ought to yield \$100,000 net to be distributed among the various papers. Because of this limit to the number of papers which advertising can support in a given field, there has been a marked tendency of late toward consolidation. Duplication of circulation seldom pleases the advertiser. He prefers but one newspaper in a city, provided its copies go into every home. Where such a condition obtains, advertisers have stifled competition in the newspaper field by this stereotyped remark to anyone who thinks of starting a new journal. "Show me a list of subscribers who do not *now* see my advertising and I will take space with you." Bad as this may be for the prospective papers which may have a real message for the people, it is sound political economy.

Fireside critics of the newspaper usually are so absorbed in ethical considerations that they overlook the importance of supply and demand. Whether the newspaper addresses itself to society *en masse* and uses the greatest common divisor, or to society *en classe* and employs the least common multiple, it cannot produce with a profit unless it sells what readers demand. Too often critics adopt too professional an attitude toward journalism. The physician in selling his prescription gives not what the patient wants, but what he ought to have. The same might be said of the teacher, the lawyer, and the preacher. The time is not, and probably never will be, when the reader will assume a similar attitude toward the journalist. I hope, however, for the time of a compromise when the newspaper, while selling what the reader wants, may, by way of good measure, give him a few of the things he ought to have. A neighbor, a publisher of textbooks, tells me this is what he does in the pedagogical field: he gives the teacher all of what is demanded and some of what ought to be added. He remarks incidentally that what is added soon becomes a part of what is demanded. Might not this be true of journalism?

As the soul of reform is the reform of the soul, attention should be given to the reform of the reader. It may be difficult to change the demand of the hardened reader who wants sensationalism rather than accuracy in the news, excitement rather than calm discussion of political questions; but it ought to be easy to mold the demands of the reader of tomorrow by an introduction of the study of the newspaper into the curriculum of the public school. It is at present a pedagogical problem but once universally introduced it becomes an economic problem for the maker of newspapers. Shrewd manufacturers are now advertising directly to children as a form of business insurance: they are looking not for immediate sale but for future demand of products. Bring up a child to demand a newspaper that prints the news that is essential for the formation of public opinion as well as that which has only immediate interest; to want a journal that publishes editorials that may be accepted as examples of logic rather than as exercises in rhetoric—and when he is older he will buy no other newspaper.

Advertising, so far in the discussion, has had no preferred position. Even the assertion that a large circulation justifies a high price for advertisements inserted, is true only in a broad sense. It holds for such advertised products as are generally called general consumer commodities—things used by all, rather than by individual groups. In the case of products designed to appeal to specialized groups, a small but selected circulation is the more desirable.

Deductions from this economic truth, however, should not be too hasty. The newspaper supposed to appeal simply to ignorance, prejudice, low taste, may be, for example, a good advertising medium for automobiles, for its circulation may include so many of the newly-rich, not yet sufficiently refined and educated to appreciate any other type of journalism, as to make such advertising profitable to the manufacturer. In no other way is it possible to explain the advertising of expensive commodities in certain papers. In such papers may also be found advertising of educational institutions inserted to "pull" a class of students deemed desirable by certain institutions wanting boys with ample funds to support athletic teams, class shows, school dinners, and other forms of undergraduate activities.

The relation between advertising and circulation has only recently become the subject of careful consideration. A department store before discontinuing its advertisements in a high-class daily of small circulation granted to one of its assistants, a woman, by the way, in the copy department, the privilege of testing special advertising in this paper. She prepared a series of advertisements which featured, not bargain sales, but the more exclusive and expensive products of the store. Response showed the largest returns in proportion to the cost, of any paper in the city.

A questionnaire was sent recently to a selected group of advertisers. One of its questions asked what information was most desired about a medium. The answer most frequently returned was, "How does the newspaper get its circulation?" When readers are "boxed, sold, and delivered" to the advertiser, the latter has a right to know about both the quantity and the quality of what he is buying. A newspaper sold purely on its merits seems to be a better advertising medium than one which adopts all the fly-by-night circulation schemes to boost sales. Advertisers are learning in the school of experience the lesson of the copy book that good goods may come wrapped in small packages.

Two widely divergent views are held by newspapers regarding advertising. One offers its advertising space at a fixed rental to any tenant who can pay the bill at the end of the month. Such a paper proclaims the motto *caveat emptor* (let the buyer beware.) Other papers are just as careful about tenants as are some landlords. As a woman spends most of a man's money, except what he spends for his vices, to quote the clever words of Dorothy Dix, it can be readily seen that such a policy promotes responsive circulation. Gresham's Law, one of the most important in all economics, applies to the newspaper as well as to money. Bad advertising drives out the good: the seller of gilt-edged municipal bonds does not care to keep company with the seller of mining securities known as gold bricks. The manufacturer of delicate toilet preparations believes that ads of patent medicine charlatans spoil his sales and seeks the newspaper where he may have better associations. The subject is too large for any extended discussion. The situation may be summed up in the motto of the Associated Advertising Clubs of the World, "Swat the Lie." A part of the recent ethical advance on the part of the American newspaper is unquestionably due to the influence of the advertiser in his search for responsive circulation.

The government has of late insisted upon full weight not only in goods but also in newspaper circulation in the shape of a sworn statement twice a year. Even then, circulation figures are not always what they seem. The publisher of a sensational paper boasting of the largest circulation in a certain city recently put this question to me: "Do not the residents of a city by means of the pennies thrown to the newsboys thus vote for what they consider the best newspaper in precisely the same way as they might mark a ballot for the man whom they considered best qualified for mayor?" Certain fallacies exist in such a comparison. When a man goes to the polls, he has the opportunity to vote for any of the political candidates and if none of them suits his fastidious taste, he finds a blank for his accommodation in the matter: in the case of the newspaper, he must select and buy from those in stock on the news stands. At times, the paper of small circulation but the one most desired by the purchaser may not be found on the stand. A man may be bribed either by money or by cigars to vote for a certain candidate just as a man may be bribed by a premium to buy a certain newspaper. In such cases the vote does not express the honest conviction of the man regarding either the candidate or the newspaper. It is against the law to bribe an official to influence the voting in an election booth, but not to give special concessions to a newsdealer for putting a certain paper on the first row, or to a newsboy for yelling a little louder for this same paper. Campaigning is not allowed within so many feet of the polls, but a newspaper may do this very thing by furnishing to a newsdealer a wooden stand with an ad boosting this paper. Polls are open for certain definite hours when votes may be cast. A newspaper, if it sees fit, may print an early edition and put it on sale before competitors offer their products. The early bird, even if he gets the worm, may not be the best one for the community.

The amount of time at my disposal prevents me from discussing, however interesting, other phases of the American newspaper save the economic.

### *Practicing the Profession of Journalism*

BY E. C. HOPWOOD

*Editor Cleveland Plain Dealer, and President of the American Society of Newspaper Editors*

It is a fair assumption that almost everyone in this audience tonight knows something about newspaper work, and I can assure you that many of them know a great deal about it. Newspaper work is still a young enterprise. There has not been, as yet, any crystallization of method—and perhaps of ideas and ideals—except in regard to a few quite elementary principles. If this were not true I suppose I would not have been asked to come here to discuss such a topic as "Practicing the Profession of Journalism." The assumption must have been that, while a considerable part of the audience would no doubt know more about the subject than the speaker, there would be a certain interest and curiosity in regard to his viewpoint and theories because of this very lack, at present, of a very definite journalistic program.

Moreover, subjects assigned to speakers do not always mean what they say. I am assuming this one does though, of course, no one knows what was in the minds of the gentlemen who originated it. It is not infrequently the case that the program committee, knowing little about a speaker and being suspicious of him, states a subject so broadly that it will cover any possible contingency—like a tent or the mantle of charity—so that one may stray far afield indeed and still be within the purview of his subject.

I thank the astute gentlemen but I shall undertake to fool them by speaking directly to the subject for the very simple reason that it is the only one I know anything about. Learned discussions of philosophy, of religion, of morals, of ethics, of the humanities are not for me. For nearly twenty-five years, however, I have been engaged in the practice of this profession you now ask me to discuss and in that time I have formed some theories about it—no doubt not as sound or as good as your own but possibly in some respects different.

It is necessary, in the very beginning, to consider what sort of thing the modern newspaper is, and something about its scope and functions. In the first place it is a great commercial undertaking, doing a gross business running into many millions of dollars annually and requiring millions in capital and investment. I wonder why it is that often a hush seems to fall upon a group of newspaper men when someone mentions the commercial aspect of the enterprise—as if it were something one ought to be ashamed of. We assume the premise that the newspaper is a good thing for society and ought to exist. Now clearly it can exist in only one of three ways: either as a privately endowed, government supported, or independent commercial undertaking. One of two things would happen to a privately endowed press. Either it would be responsive to the interests which endowed it, or having complete financial independence it would lose touch with the aims and purposes which were motivating its community. A government supported press would be as intolerable today as it has always been. If history has any one lesson of paramount importance to journalism, it is to stay away from all government alliances. There remains only public support for the press as a commercial enterprise.

And what could be sounder or more logical than that the condition should be just that? We can all agree that the first great obligation of the newspaper is to the public. The endowed newspaper will look to its endowment; the government newspaper to its rulers; but the commercial newspaper will look to the people. But, someone says, other great interests, advertisers, perhaps, support the modern newspaper and, hence, by your very process of reasoning, it will be subservient to them. Nonsense. The logic is simple but inexorable. Advertising is won by circulation, quantitative or qualitative; circulation is won by service and public confidence. If the newspaper played the advertisers' game or any other game at the expense of the public, confidence would be lost, circulation would decline, advertising would disappear and the newspaper would die. No, ladies and gentlemen, it is quite possible for us to hear the press referred to as commercial and still hold up our heads, and to go abroad without fear of having the finger of scorn and obloquy pointed at us on that score, at least.

I would not have you assume that the press is like any other commercial enterprise, for surely it is not. Its relations to the public are far different from those of the manufacturer of boots and shoes or of any other commodity. It

must be the public's advocate; it must be the means through which the public is made vocal; it must be the agency by which the positions of public opinion are consolidated; and this public which, in the last analysis, holds the newspaper's fate in its hands, looks to it for leadership and guidance as to no other private commercial undertaking, asking only that this leadership and guidance be intelligent and inspired by no motives other than worthy ones.

An audience such as this will have its newspaper background clear. It will know, to paraphrase Alexander Andrews, how "from a miserable sheet of flimsy paper, blotted with coarse letter press, describing some fabulous event, or detailing some more than doubtful story; now a mass of slavish panegyric, now of violent and indiscriminating abuse, issued stealthily, read under the breath, circulated from hand to hand unseen, dependent upon the progress of public enlightenment, of government liberality, of general liberty and knowledge, checked by the indifference of a people or the caprices of a party, suppressed by a king, persecuted by a parliament, harassed by a licenser, burned by a hangman and trampled by a mob, the newspaper has attained the stature of the giant which now awes potentates, and, it may scarcely be too much to say, rules the destinies of the world."

The awing of potentates seems to have been the first function of the newspaper in the minds of most of the earlier commentators. "A journalist is a regent of sovereigns," said Napoleon. "Four hostile newspapers are more to be feared than a hundred thousand bayonets." And Sheridan thundered "Give me but the liberty of the press—and I will shake down from its height corruption and bury it amidst the ruins of the abuses it was meant to shelter." But in this day we shall be on sounder ground if we place the emphasis on service rather than power.

Indeed, it is about service that the modern newspaper is built. The daily routine falls into four grand divisions, service of news, service of opinion, service of entertainment, and service of advertising. There was never a time when any one or more of these divisions was a part of the function of the press—from the beginnings of the pamphlets, the news letters, and the mercuries—when they were as adequately performed as they are now. In news what is told in Gath we almost immediately publish in Askalon, accurately, completely and without bias; in comment, we employ abler men to direct opinion more ably, more honestly and with an eye to the fundamentals of the issue rather than the personality of the individual; in entertainment we have made forays into the field of magazine publication with features and fiction, we have put on the cap and bells and made fools of ourselves with cartoons and comics, we have filled the air with tumult and clamor from our own radio stations, putting the world to sleep at night with bedtime stories and arousing it in the morning with setting-up exercises; in advertising we have kept the factories busy by preaching the doctrine of consumption until, as Alexander Moore says, "No grandee of Spain has half the comforts that the average American workman takes as a matter of course."

It has been possible for the American newspaper to do these things because it is an enterprise of large revenues the major part of which the publishers are willing to put back into their publications for the betterment of this very element of service which we are discussing. New features and new departments are constantly being added. Space is expanded to an almost fabulous degree. I sat at the desk of the managing editor of the New York Times a few weeks

ago when he finally determined his reading matter space at 179 columns and he told me that, for a week, the space of the Times had been running just above or just below 180 columns. The Herald-Tribune is devoting, on an average, 150 columns a day to reading matter, the World 125, the Chicago Daily News about 120. All over the country there seems to be a tendency to give more and more and more. Serious editors are raising the question whether the papers are not already too big. News gathering has become a colossal enterprise involving an army of men and millions in capital. Correspondents are scattered in every nook and corner of the earth and on every frontier of civilization. It is indeed a long cry from March 11, 1735, when Benjamin Franklin wrote in the Pennsylvania Gazette: "There was never a greater dearth of news than at present. Some papers of December last are come in by Capt. Clymer from Lisbon; but it seems they are mislaid. 'Tis said, however, that they contained no very remarkable advices; only that both the allies and the Germans were making vast preparation for a vigorous campaign." What a comparison with the detailed reports of the campaign of the allies and Germans one hundred and eighty-three years later.

Literally nothing of general interest or importance can happen now without the newspaper knowing about it. To achieve this end every modern device for the swift dissemination of information is called into service. The fastest railway trains and steam craft, the telegraph, telephone, cable, airplane and radio are called into service. War and rumor of war, politics, local, state and national, the transactions of legislatures, the activities of science, the doings of religious conventions, development of arts and letters, social phenomena, crime, reform movements, sports, inventions—all the vast range of human activities is the fruitful and inexhaustible field for the gatherer of news, moving up and down the world with notebook and pencil, always alert, always curious, always awake to any development upon the broad stage of life which may be of more than passing significance to the sons and daughters of men.

I said at the beginning of this address that there has been no exact formula worked out for the practice of journalism, but that some things might be accepted as fundamental. The newspaper has an obligation to be honest, accurate, interesting, complete, impartial and responsible. I shall undertake to develop some of these principles in a discussion of the two great classes into which the practitioners of journalism naturally divide themselves. These are (1) those who supply the material from which the newspaper is made, such as news reporters, departmental reporters, special writers, dramatic reviewers, etc.; and (2) those who create the finished newspaper product from the material thus furnished, such as copy desk men, department editors and directing editors. At certain points the functions of one group will merge into those of the other,—as for example the city editor, who must always retain to a high degree the creative instinct which marks the best type of reporter,—but in the main the functions of the first group are creative while those of the second are judicial and critical.

Among a multitude of other requirements three stand out as of such great importance to the creative group that success can hardly be attained without them. These are first: a highly developed sense of news values, using news in this connection to embrace a much broader field than that which is represented by the spontaneous occurrence; two, the ability to make and maintain intimate contacts with important news sources; and, third, the power of graphic presentation.

In spite of all our hoofing and capering by way of entertainment, all our wise effusions of opinion and comment, the news function of the newspaper is the rock on which the house is built, and we shall get nowhere unless we pause long enough to get our perspective on what this basic commodity really is. All of you have heard definitions of news without number. I am going to venture to suggest another which perhaps is original and which perhaps will promptly be torn to pieces by our professors of journalism. Let us say, therefore, that news is any marked departure from the social or physical routine—using social, of course, in the broad sense of including all the varied human activities.

Our definition will deserve to be torn to pieces by the professors unless it will stand the test of practical application. A war is possibly the greatest of all news events and it, surely, is a departure from the social routine. Murder, in spite of the pessimists, is not a part of the day's work and hence is news. Bequests of millions for charity are not of frequent or regular occurrence and get headline consideration, while the Sunday offering is a part of the social routine and no newspaper would be so foolish as to announce that Mrs. Brown contributed a quarter when the plate was passed last Sabbath. The small-town editor who reports the strawberry socials and the painting of barns is on as sound ground as his brother of the metropolis who reports the building of skyscrapers and the social functions in high life, because each is, in his own field, reporting the departures from the normal routine of his community.

Let us apply the test to the physical world. Sun, moon and stars are with us always, but when a comet comes along it is a matter of curiosity to the scientists and terror to the superstitious. Tides are accepted as a part of the ocean's routine while tidal waves immediately attain news value. Mauna Loa quiescent is a part of the Hawaii every-day life, but in eruption it challenges the interest and attention of the world. Calves with two heads pack the sideshow tent. The sun rises and the sun sets and the moon moves in her tireless course about the earth, but when the one stood still on Gibeon and other halted above the vale of Ajalon—that, ladies and gentlemen, was a real news story.

Many of these departures, however, are not very important or very interesting. The uninteresting newspaper is not read, but dies and goes to that limbo to which all uninteresting publications are consigned. What, after all, is interesting? I am going to tell you something in the strictest confidence. I do not know what is interesting and neither does anyone else. If there were such a person he would be able to command a salary to shame the wildest dreams of motion picture stars and bootleggers. I shall say further, with brutal frankness and at the risk of trial by a jury of my peers, that whenever an editor is rated as successful it is because he has guessed right about what is interesting more often than he has guessed wrong.

But I think there are a few fundamental propositions which may be used to test news interest. Certain instincts are deeply rooted in the human being. The first of these, perhaps, is the instinct of self preservation. When Satan answered the Lord and said: "Skin for skin, yea, all that a man hath will he give for his life," he expressed himself in terms of profound, if elementary, psychology. Another instinct is that of the perpetuation of the race, another that of acquisitiveness, and another, possibly that of religion, which may help to explain the fascination of mystery and that which is not fully understood.



Why are newspaper readers interested in crime? Rather clearly, I think, because in any case the reader might have been the murderer's victim, and in war, or group murder, because every person at home is dying, vicariously, the death of the soldier on the field of battle. Why are some of the most compelling newspaper stories as well as those of immortal fiction based on the sex motive? Rather clearly, I think, because the sex impulse gets straight back to the perpetuation of the species and in that perpetuation every individual has a vital stake. Why do we read stories of rich men, poor men, beggar men, and thieves? Surely because the property instinct is a fundamental factor in every one of these situations.

Just another word on interest. If you will analyze those human instincts which I have indicated and others which may occur to you, I think you will find in practically every case an underlying element of conflict. In the struggle for self preservation man engages against human and animal enemies—against the forces of nature which array themselves to his danger and detriment. The instinct of sex presupposes struggle and conflict—the male for his mate, perhaps, or the tribe itself against extinction. The instinct of acquisitiveness is exemplified in the age-long conflict between the haves and the have-nots, with all its myriad ramifications.

The originating group in journalism must have constant public contact. It finds those who have news but do not know it; those who have it, know it, and are willing to give it; and those who have it, know it, and refuse to give it. No one will succeed in getting news unless he knows in the first place what it is and, in the second place, inspires confidence that once the facts are given they will be handled with accuracy, sympathy, and understanding.

One who is hostile to the newspaper viewpoint will hardly be won over unless the reporter can establish faith in his ability, sincerity, and character. It is unfortunate that so many newspapers in the past, and even some today, have failed to recognize the importance of the reporter and have been content with underpaid, unreliable, and unintelligent representatives in this most fundamental process in journalism. If more editors and publishers would realize that the foundation of the whole newspaper enterprise is in the reporter—that he must be a man of personality, education, training, and culture, and that he must be paid accordingly—journalism would, overnight, take one of the greatest strides in its history. Far too often is it the case that one is hostile to the newspaper because of bad treatment at the hands of some newspaper. If the profession would only make a sacred part of its day's routine that canon of the code of the American Society of Newspaper Editors which says: "Sincerity, truthfulness, accuracy—good faith with the reader is the foundation of all journalism worthy of the name," many of the biting criticisms of the press which are so current today, would be heard no more.

Confidence once established must never be betrayed. There is nothing more sacred in the reporter's code than keeping faith. Let him be circumspect in giving a pledge, but once it is given, it dare not be broken. There could be no braver epitaph for the tomb of the news writer than: "He fought the fight; he kept the faith."

A newspaper is the daily story of the lives of people, it is interested in people, it reflects their loves, passions, hates, great aspirations, and achievements.

"What is it but a map of busy life,  
 "Its fluctuations, and its vast concerns,"

said Cowper, and how can the chronicler of his times be considered worthy of his task without that sympathy and understanding which will enable him to make and keep contacts with all sorts of people? They may be rich or poor, Catholic or Protestant, Jew or Gentile, Nordic or Mediterranean, evolutionist or antievolutionist; they may hail from Main Street or Greenwich Village; they may be of the school of medicine which believes in little pills against big pills;—what is all that to the information gatherers of journalism? "And the Gileadites took the passages of Jordan before the Ephraimites, and it was so, that when those Ephraimites which were escaped said 'Let me go over,' that the men of Gilead said unto him, 'Say now Shibboleth.'" Ladies and gentlemen, when journalists set themselves to taking the passages of the Jordan and demand "Shibboleth" of all who would cross, universal contacts fail. The journal which tolerates such a condition becomes a trade paper for group, fad, or sect, and ceases to function as a publication of general intelligence.

The applicant for entrance into the newspaper field is likely to urge, above all else, ability to write. I think it ought to be about the last consideration. Writing seems to be surrounded by some sort of mystery—as though it were something to be pulled out of a hat like a rabbit at a conjuror's performance. And greatest of all feats of journalistic magic must of course be feature writing—for which there is comparatively little market in the actual newspaper field.

Beginners do not like to serve the proper apprenticeship. They hope, it seems, to spring full panoplied into dramatic criticism, editorial writing, book reviewing, or the production of Sunday feature articles. In more than twenty years of practical experience, I have discovered no such royal road. Novices must carry their spears in the chorus before they can properly aspire to the leading roles. It is a hard road, and sometimes a long one, but flaming youth will have to make up its mind that there is no other to travel if the goal is to be won.

After all, this material-gathering group in journalism is but a medium through which certain information is transmitted to others who know nothing about it. It is, in a sense, like the New England peddler who distributed gossip from door to door together with his coffee and tea and needles and pins. I suppose the most popular peddler must have been the one who had the keenest sense of what would interest his customers and retailed it with the most directness and simplicity.

It ought to be axiomatic that no situation of any kind is properly covered until every essential fact is secured. Not all will need to be incorporated in the report, but all will have an important bearing on a thorough understanding of the subject. Then, if the situation is adequately visualized the writing will take care of itself. Most bad writing is the result of inadequate preparation and muddy thinking when it comes to the presentation. The modern newspaper reader has no time to struggle with involved and confused rhetoric; much less is he disposed to tolerate over-embellished, florid "fine writing." He wants his story told graphically, clearly, and simply, and he wants it completed in the least possible amount of space consistent with adequate treatment. Newspaper style, like any other style, is best when it attracts least attention to itself.

Let us, for a moment, consider some of the essentials in the practice of that group in journalism which is more concerned with the critical and judicial function. I take it that it will be quite unnecessary in such a meeting as this to go into any detail in regard to honesty and accuracy. The matter of honesty seems so elementary. A newspaper is a merchant with news for sale. No dishonest merchant ever succeeds very long, and the newspaper commodity is under closer scrutiny day by day than any other. Dishonest news will ruin any newspaper—usually quickly, rarely not for some time, but always eventually. The same is true of editorial opinion. Public confidence is the great asset of the newspaper. If editors were not by nature honest they would have to be so from necessity. Of accuracy we need only say the miracle is not that newspapers make mistakes but that they make so few. I do, however, want to say a few words about interest from the editor's viewpoint, completeness, which is another way of saying a proper sense of relative values, and responsibility.

While its first responsibility is the reporting of news the press has failed in the fullest performance of its duty if it is not a leader in its community, an advocate of sound social doctrine and a protagonist of all those things which make for progress and the highest general good. But the wise editor realizes that no preacher is effective unless he has a congregation and that no leader has influence unless he is able to surround himself with a following able to put into operation the doctrines upon which his leadership is predicated. So it comes to pass that the editor looks to his circulation as his following and to secure effective circulation he must make a newspaper which is attractive and interesting.

Competition for public attention was never so keen as at present. The motion picture, the theater, the automobile, the radio, and other modern devices constantly bid for the consideration of the newspaper reader. Hence there has developed the vast range of entertainment features which mark the modern press from its predecessors of earlier generations. If some of these features do not attain the esthetic, literary, or artistic dignity which, perhaps, some of us would like to see, it is because the attention of a certain part of the public can apparently be reached in no other way. Before the court of the people there are always vast issues in the solution of which the newspaper can and should function. But what good can the newspaper do if it is not read? And features are a legitimate method of getting it read if the features themselves are not anti-social. The man who buys the paper to follow the antics of Mutt and Jeff may easily become a reader of information and opinion as well.

The same principle applies in the presentation of news. There must be a proper leaven of that which is interesting to insure attention to that which is important. The average man is one with Sancho Panza when he observed "I am as God made me," and frankly likes the human interest story, the light or humorous feature, the unusual though trivial incident. Not long ago I checked half a dozen of the leading newspapers of the country to ascertain of what their first pages were made, and lo, news of government led all the rest in a ratio of two to one and despite this, you know, hardly half the people of the country go to the polls to vote at a presidential election. This would seem to indicate, if the editors are right, that people generally are fonder of reading about political affairs than they are of having a voice in them or that an all-

pervading missionary spirit is moving the editorial mind to a great campaign of political evangelism. I leave the determination of this question to wiser heads than mine, but it is not impossible that if some of the space devoted to politics had been used in the presentation of stories nearer the heart than the dry doings of rulers and legislators there would have been profit to the reader and no detriment to any matters about which it is necessary that the public be advised.

Nothing is more important to the editor than a keen appreciation of relative values. It is an axiom of newspaper work that rarely is any group or interest satisfied with the news consideration which its activities receive. The financial circle will not find in the newspaper a sufficiently full account of the transactions in the market; the head of the organized charities is certain inadequate recognition is given the social ministrations in which he is engaged; the Democrats are always getting more space than the Republicans or the Republicans more than the Democrats; Mrs. Stuyvesant's reception was scandalously underwritten by the society editor; the promoter of prize fights is sure that the waiting world is not being told enough about "One Punch" Schmidt and "Shuffle" Callahan, who presently will batter each other for thirty minutes and receive purses to make a college president's salary look like the widow's mite.

To harmonize all these conflicting demands and interests is not an easy matter. If the newspaper is successful it will contain something about all these groups in proper gradation of value, all the way from the clientele of the fight promoter to that of the stock broker—up or down as you like—with due consideration for that part of the public which wants the general news and is more interested in that than in the activities of any limited number.

To maintain this balance without prejudice or favoritism the editor himself must preserve a detached and impartial relationship to all groups and interests. He must be careful in his social contacts lest they put him in a position in which it is difficult, if not impossible, to maintain an unbiased attitude toward individuals and functions. If a man's heart is where his treasure is he must make it a matter of principle not to make investments in enterprises which his newspaper may some time have to criticize in news or editorial, and particularly must he avoid undertakings where the support of his newspaper might be used to his own advantage or to the disadvantage of a competing interest. He must avoid as far as possible positions on bank boards and those of industrial enterprises and he will do well to stay away from public office of every kind. He dare not let even his hobbies become a dominant force in his activities. He must remember that he serves but one master and that master is the public. He owes that master a judgment which is not swayed or influenced by any personal whim, interest or association. It is difficult, if not impossible, for a newspaper editor to disassociate himself from the newspaper with which he is connected—when he took on the office Doe the layman disappeared and Doe the editor appeared in his stead, and unless Doe the editor is willing to keep the faith, with all its curtailing of social opportunity, giving up of place and position, and sacrificing of financial advantage, let him lay down the implements of his craft and again become Doe the lay brother.

I do not see how an editor can practice his profession without tolerance even greater than we require of our originating group. We burned some

witches at Salem in our early days; we drove Roger Williams into the wilderness, but, on the whole, our record as a nation is one of pretty liberal consideration for the faiths and beliefs of others. The editor can do no less than to maintain that liberality of attitude in his news and editorial columns. It is a matter of regret that recent years have seen a revival of race and religious prejudices, just as there have been sporadic outbreaks of the same nature from time to time throughout the life of the nation. It would seem that we had come far enough on the road to understand that the measure of the individual is not whether his gods are our gods, but whether he meets the standards we have set for high manhood. Newspapers have a great deal to say, and properly, about the liberty of the press; they ought to be equally willing to espouse the cause of any man who claims the liberty to believe and worship as he will. Both these liberties have been won with blood and suffering and a free press should always be the champion of free belief. There is, indeed, a community of interest, for if one fall, the other totters.

May I close this discussion with some brief reference to the necessity of full realization of the responsibility and obligation which go with the editorial power?

“The Moving Finger writes, and, having writ,  
“Moves on: nor all your Piety nor Wit  
“Shall lure it back to cancel half a line—  
“Nor all your Tears wash out a Word of it.”

It is so with the newspaper. Few great men of the past have failed to pay tribute to its power. It would have been better, perhaps, if there had been more emphasis placed upon responsibility. If the newspaper can set up a ruler it can tear him down; if it can make a reputation, it can ruin one. “The newspaper,” declared De Tocqueville, “is the only instrument by which the same thought can be dropped into a thousand minds at the same time.” He should have added that the true measure of the press is whether the thoughts thus distributed are helpful and constructive or anti-social.

As a practicing journalist, rather familiar, I hope, with American editors and their ideals, I am proud to say that this responsibility is almost universally recognized. It is unfortunate that there are some exceptions—exceptions upon which much of the criticism of the press as a whole is based. It is this small minority playing fast and loose with reputations, distorting facts, misrepresenting issues, playing up to the basest passions of human kind for revenue only—it is this minority, I say, which must be weeded out of the profession if it is to attain the universal confidence to which the ideals and practices of most of its members entitle it. This is a matter which is in the hands of the public no less than the press itself. When the public refuses to lend its support to publications which it knows are false to those fundamental principles which honest journalism everywhere supports, there is no longer a problem.

You have read the history of the press. Cry down the pessimists. It is a story of progress with hardly a parallel anywhere. In honesty, in fairness, in ideals there never was a journalism like that of the present day. And a greater time is to come. Men and women are being trained to its traditions and ideals; those active in the work are thinking of it as they never have thought before; it is a time of transitions and adjustments. New standards are crowding out the old; new conditions are brought about by the scientific,

industrial and mechanical revolution. The old society is giving way to another which we have not yet been able to appraise and measure. Who dare doubt that out of it all will come a journalism more tolerant and more liberal, more widely awake to its opportunities, wiser in counsel, more potent in leadership and more humble in the face of its obligation and responsibility?

### *A Reporter Looks at Europe*

BY H. J. HASKELL

*Editorial Writer, Kansas City Star*

A reporter looks at Europe in a somewhat different way from that of the ordinary observer. It is his job to get behind the scenes, to understand and so far as may be, report the private and hidden motives that move men and determine their reaction toward public policies. There is so much human nature in the world! History cannot be understood without taking into account the human elements in the problems.

I recall, for instance, talking with a member of Ramsay MacDonald's Cabinet about the protocol submitted to the League of Nations. "Is Britain going to accept it?" I asked.

"Oh, certainly not," he replied. "It would involve compulsory military service. We couldn't think of it."

"But your government proposed it?" I insisted.

"That was poor dear Lord Parmoor," he answered. "A delightful gentleman, but so impractical!"

At the Versailles peace conference Lloyd George won the reputation of making history to suit the British interest, and whenever there was a historical allusion from the prime minister, the opposing delegates sent secretaries to look it up. A current story tells of Lloyd George going to one of his experts to ask at what time Germany acquired some province—perhaps Silesia. The expert gave the date—perhaps 1763.

"Oh, it must have been much earlier," said the P.M. "I'm sure if you will refresh your memory you will find it a thousand years earlier. It should be for the purposes of my argument."

A few days later the prime minister's secretary called up the expert and inquired the date of the acquisition of Silesia.

"You tell the P. M.," said the expert, "that it was the same date that it was three days ago, 1763."

"The prime minister will be very angry," replied the secretary.

In Rome I inquired of an extremely well-informed Italian about the possibilities of a reconciliation between the Vatican and the Quirinal.

"There is no quarrel between them," he said. "They get along nicely."

"But why then is the pope remaining as the 'prisoner of the Vatican'? I see reports that he expects to have a reconciliation and then travel."

"I wouldn't pay any attention to such reports if I were you," he said. "My cardinal friends assure me everybody is happy under the present arrangement. If there should be a formal reconciliation the pope might be considered

by the rest of the world as in the position of chaplain to the king of Italy, and the church might be given too much of an Italian aspect. Things are better as they are."

When the Labor government took office two years ago it seemed to me odd that the Conservatives and the Liberals, who considerably outnumbered the Laborites, should permit MacDonald to take office. I inquired the explanation from a wise Conservative politician.

"Two big business questions are acute now," he answered. "One is the settlement of the French-German row over the Ruhr, the other is the offer of concessions from Russia as the pay for recognition. Curzon as Conservative foreign secretary is in a jam. We couldn't get rid of him in any other way than by turning the government out. It never would get these questions settled. We think Ramsay will."

"How long will he last, then?" I asked.

"Well, the big business interests in both the Liberal and Conservative parties won't care for him after he gets the Ruhr out of the way and Russia recognized."

It was a true analysis.

There are two important European developments whose beginnings I watched in 1924. One is the Dawes plan, the other the Locarno treaties. Col. James Logan, American observer on the Reparations Commission, was the skilled diplomat who engineered the Dawes plan. He told me of the visit to him of a French statesman who said the Ruhr occupation had gone about as long as was profitable. France believed it had convinced the Germans that France was in earnest about collecting reparations, and that Germany would now be in a mood to talk sense. At the same time the French people had learned that reparations funds could not be hauled out of Germany by the truckload, even if German territory were occupied. So he had suggested to Logan that a commission under the direction of the United States could probably work out a plan that both nations would accept. Through the devious process of the negotiations it looked at times as if the settlement would blow up. I kept in touch with Col. Logan, who never was disturbed. He told me this story as illustrating the situation the day the commission was named, and he repeated it to me from London when I wrote asking him whether he still thought there would be an agreement.

"The condition of France and Germany," he said, "is like that of the two Irishmen who were in a fight. Before they started they agreed to stop whenever one of them should yell 'Sufficiency.' After they had got all bloody one of them yelled 'Sufficiency.' 'That's the word I've been trying to think of for ten minutes,' the other gasped. Both sides are tired of the Ruhr. They'll get together all right." And they did.

In December of 1923 the outlook in Europe was dark. There was a general feeling that France did not intend to withdraw from the Ruhr, and that her purpose was to dismember Germany, which would mean years of disorder. I got well acquainted with an official of the foreign office, the Comte de Chambrun, a delightful and witty man. He explained the situation from the French standpoint, denying that it was the purpose of France to continue in Germany any longer than was necessary to work out a plan for security.

"There is only one great natural barrier between France and Germany," he said. "It is the Rhine which Moltke said was Germany's sword and shield,

its jumping-off place for attack, its barrier for defense. The only other natural barriers are the Meuse, the Aisne and the Marne, none of them important. Our Allies deny us the Rhine frontier. What is the next best protection? A demilitarized Rhineland, with the assurance of help if Germany should enter it for our attack. We insist that the next war shall be fought on German soil, not French."

Shortly afterward I met in Berlin General, now Lord, Thomson, who was about to become a member of the MacDonald Cabinet. He felt extremely discouraged over the future. France, he thought, had no intention of withdrawing from Germany. I repeated to him what de Chambrun had said.

"There is some sense to that," he commented. "I'll talk it over with Ramsay." Two years later the plan came into realization at Locarno.

A third subject of current interest I might mention, the fall of the franc. It is curious today to note the parallel between German inflation of a few years back, and French. The course of events is almost the same, the underlying reasons are identical, and the discussions are interchangeable. In 1923 it was being pointed out by American and British liberals (who curiously always took the German view) that it was the oppression by France that was killing the mark. I happened to spend an illuminating afternoon at the British embassy in Berlin with a great German financial authority. He had always opposed the policy of depreciating the mark, he said. He felt it was idiotic. But the big industrialists were for it because they saw a chance to get rid of their indebtedness, to hold down wages, and to load the burden on other classes. The government was new, weak, and not sure of itself, so it found it much easier to print money than to levy taxes. So the policy of inflation was deliberately carried out until the value of the mark vanished, there was nothing more to be squeezed out of the policy, and Germany had to start over again with a tremendous redistribution of wealth. In France the same forces are evidently at work, with the same results in prospect.

In great events politicians, statesmen, furnish the window dressing. It is the duty of newspaper men, reporters all, to supply the background, to get at the real facts, to make allowance for the personal equation, to set things in perspective. In other words, it is our job as intelligent and well-informed critics, to interpret the human spectacle and thus to help the world understand itself.

### *The Profession of Journalism in South America*

BY DR. MAXIMO SOTO HALL

*La Prensa, Buenos Aires, Argentina*

The fame of the University of Missouri and of the School of Journalism that is a part of it is well established both in the United States and in all the South American republics. For this reason I consider it a very great honor to have been invited to speak in such an important cultural center. I am profoundly grateful to Dr. Walter Williams for the courtesy that he has extended me, and I only regret that lack of time in which to prepare my speech does not permit me to offer you something worthy of those who hear me and of the place in which I find myself.



The profession of journalism in South America, as in all of Latin-America, has had an analogous origin, and has developed in the same manner in the different countries, passing through the same evolutionary stages, stumbling over the same obstacles, and achieving the same conquests.

The peoples of Spanish origin in America were the first to enjoy the benefits of printing, and thus we see, practically in the footsteps of the conquerors, presses working in Mexico, Peru, and in Guatemala. There were printed in the beginning single sheets and small leaflets, mostly of a religious character, such as prayers and the lives of the saints, but soon there also appeared periodical publications edited by the colonial authorities and generally responding to the character of a gazette. Notwithstanding their official character these publications contained few political and administrative items of news, having, be it said in their honor, rather than an official character, a literary and cultural character. In their columns there appeared bits of verse and prose that constituted the first basis of our Latin-American literature. Such was the cradle of our journalism, which lived without change a tranquil life until the struggles for independence created a new and vital press with a national spirit and universally assuming an attitude of combat. To this phase of Spanish-American journalism is due the foundation of our civic education and the first steps toward patriotic sentiments in our peoples. The greater part of the authors of independence in the different Spanish-speaking republics of America were journalists: amateurs some, professionals others. It is certain that each of them did something toward the erection of the edifice of our journalism.

Independence once attained, our political life was unfortunately at first very turbulent. Party struggles not only in the field of ideas but also in that of battle, as a result of the revolutions, gave the Latin-American press a character of unending struggle during which, with bitter spirit and lighted passions, writing was not always done prudently, and a good part of the journals during the first stages of our independent life leave much to be desired with respect to that which refers to opponents. Happily the normalization of public life and the reign of peace and order put an end to this press that only served to sharpen differences and foment hatred.

Another of the misfortunes against which the Spanish-American press struggled in its development lay in the difficulty that the newspapers had in living from the product of their own efforts. The illiteracy from which today we are happily emerging, on the one hand, and on the other the reluctance with which merchants gave advertising support made almost impossible the life of newspapers, with their need for paying writers and meeting other expenses. For this reason usually they were sustained by political parties or constituted governments. As a consequence of such relations they were obliged to follow predetermined lines of conduct and to exercise a restrained independence not consonant with the demands of modern journalism. In such schools, it may easily be understood, writers were formed but not journalists in the true sense of the word.

Normalization of economic life, commercial and agricultural development, and the increasing exploitation of our great riches have now permitted, beginning during the last thirty years of the previous century, the growth of a press rooted on firm ground that includes powerful enterprises that have created among us the true profession of journalism.

Please allow me to refer to *La Prensa* of Buenos Aires, since this is the institution that I best know and at the same time is the greatest newspaper of the Spanish tongue now published in the world and one of the greatest in any language. In greater or less scale it can be said that the development of *La Prensa* has similitude with what has happened in all of the newspapers of Argentina and other sister republics.

*La Prensa*, you may be sure, has been for its country not only a journalistic enterprise that does it honor but also a true school of practical journalism. The selection of elements that compose it and the standards that inspire it have been a fountain of useful learning for the young men who have been developed in it and today constitute the staff of the newspaper.

An impeccable code of journalistic ethics and a perfectly organized system of labor are the principal foundations on which the enterprise rests. With regard to the manner in which it sustains its standard of ethics allow me to reproduce the words of the director, Senor Ezequiel P. Paz, contained in a speech delivered to the employes of the newspapers on the fifty-sixth anniversary of its foundation. These words are as follows:

“To give information with exactness and truth; not to omit anything that the public has a right to know; to use always an impersonal and correct form without prejudice to rigorous and forceful critical thought; to exclude rumors, those statements that take refuge behind phrases such as ‘it is said’ or ‘we are assured,’ and to affirm only that which has become a conviction based on proofs and documents; to consider that the lack of an item of news is preferable to its erroneous or unjustified publication; to take care that the personal opinion of the writer be not expressed, because that would be equivalent to commenting on the news, and the reporter must not invade the field reserved to other sections of the newspaper; to remember, before writing, how powerful is the instrument that the writer is using and that the harm caused to an official or private person can never be completely repaired by an explanation or a rectification, in however gentlemanly spirit this may be given; to keep to serene and elevated ground in debate and not to affirm anything today that we may have to modify tomorrow; and, finally, to inscribe in letters of gold in a prominent place, always in sight on your work tables, the words of Walter Willlams, that outstanding North American servant of the press: ‘Noone should write as a journalist that which he cannot say as a gentleman.’ ”

With respect to the second point, the organization of the work, the system is simple and consists in one inalterable general head together with a large degree of independence in each of the parts that makes up the whole organism. Under this system, the various sections of the newspaper are able to conform to a single line of conduct and obey a single directing spirit.

Each section is in charge of a person who is a specialist in his line of work. These persons are chosen from among the foremost men of the country not only as men of learning but also as intelligent students of style and language. For this reason it is not surprising that the newspaper is written in correct and excellent Spanish.

The young men who are entering journalism and who take their first step in *La Prensa* have the advantage of developing themselves in a moral atmosphere that disciplines and builds up their characters, that leads them in the

search for noble ideals and that influences them directly in their private life, making them worthy citizens and useful members of society.

With regard to their intellectual life those who hold important posts in the newspaper have relationship with a true master who contributes by his example and his counsel to fortify their understanding and to open to them wide and advantageous horizons.

One can feel sure that the new members of the staff who have developed and continue to develop in this practical school of journalism that is called *La Prensa* constitute a phalanx of journalists of great merit, from which Argentine journalism may expect much. Technical details that may be acquired only in a school dedicated exclusively to such teaching may be lacking, but they have good preparation and above all a fund of rectitude that will make of them always good defenders of noble causes and intelligent servants of their fatherland.

I wish to bring to the University of Missouri and to the School of Journalism greetings from the director of *La Prensa*, Mr. Ezequiel P. Paz, and his congratulations for their attainments in the cultural and journalistic fields of the United States.

## *German Newspapers and Newspaper Men*

BY DR. EMIL DOVIFAT

*Deputy Director of the German Institute of Journalism and Chairman of the Berlin Section of the German Press Association*

When a foreign newspaper man comes to the United States he is impressed at once by the astounding development and the apparent prosperity of the American newspapers and especially by the efficiency of their news service and the perfection of their technical equipment. It certainly is difficult to find any terms of comparison between American and German newspapers.

It seems that the American newspapers first and last give you news, news from all four corners of the world, skillfully presented and up-to-date. The German papers also give news, but essentially they are not "news"-papers in the American sense, but organs of public opinion. Their news service is not quite so developed as here in America and moreover it is more or less subservient to the editorial department. It is in the editorial department where the German system of editing a newspaper most clearly differs from the American system.

In Germany even the leading papers in the big cities generally fill page after page with long, and sometimes long-winded, articles and essays on political and cultural questions and problems, and the real news is therefore mostly crowded to the back pages. This shows that the spiritual attitude of the German reader toward current events differs somewhat from the American point of view. Most German newspapers fight for a particular cause, for certain principles of an individualistic temperament. In this connection it is interesting to know that the 3000 newspapers published in Germany represent twenty-six different political convictions and therefore generally voice twenty-six different opinions.

This differentiation of public opinion does not, of course, make for unity of national sentiment and effectiveness of political decisions, but it does, at least in the leading German papers, make for the very high intellectual quality of the editorial comment and the so-called "feuilleton," which is mostly concerned with literature, art and the higher aspects of life in general. This preponderance of opinion has one drawback in so far as it forces the German newspapers to devote their best space to political polemics at the expense of the news. Since the war, and, partly, owing to the importance and abundance of political news in these troubled times, some German newspapers have begun to put more stress on the news and to make "headlines" in the American manner. But nevertheless they are always opinionated and tend to editorialize even the news.

It is due to this multiplicity of political opinions that we have so many, mostly small, newspapers in Germany. There are more than three thousand. According to the figures given in the American Newspaper Annual and Directory there are 2310 daily newspapers published in the United States, while Germany, with only about half the population of this country, can boast of 3000 dailies. Here in the United States you have one daily newspaper for each 52,000 inhabitants, in Germany we have one daily for each 21,600 inhabitants. In pre-war times the number of German newspapers was even greater, but in the days of impoverishment following the war the Germans simply could not support any more this variegated galaxy of public prints. During the period of the depreciation of German currency a good many of these papers, large and small, disappeared.

It is very interesting to note that before the war many German newspapers had been owned and managed for a century and more by the succeeding generations of some family, who, generally, were mindful of guarding and upholding the prestige and traditions of the paper. Since the war many of these old owners have not been able to keep their papers going without outside financial help and therefore had to sell out to larger concerns. Sometimes the one-time publisher became manager of his paper in the employ of a corporation. The personal ties between the publisher and the editors were thus broken off. In many cases the new owner was some anonymous capitalist, who regarded the publishing and editing of the paper merely as a business proposition.

This development which came surprisingly quickly, however, contained the danger that the newspapers concerned would become subservient to interests other than the public welfare. Such things happen, as you may know. German newspaper men have always adhered to the principle, which the great American publisher, Joseph Pulitzer, has expressed in the following words: "*The supreme end of the press is the public good.*" To safeguard this principle against the changing order, the two large and representative organizations of the German press, the Association of German Newspaper Men (Reichsverband der Deutschen Presse) and the Association of German Publishers, have jointly drawn up an agreement, in which Joseph Pulitzer's admirable motto is defined in Section I as follows:

"The co-operation of editors and publishers must rest on the duty to protect the welfare of the public."

This principle has been made binding upon the parties concerned and is legally recognized. Inasmuch, however, as I have pointed out in the foregoing,

newspaper work in Germany is a matter of conviction, and as the publishers and the members of the editorial staff, before accepting their office, must agree in writing about definite lines along which the paper is to be conducted, one paragraph of the agreement stipulates, "*Therefore the publishers must not restrain the honest opinion of the editors.*" In case, for instance, the publisher sells his paper and the new owner endeavors to change the policy of the paper, to which the members of the editorial staff had pledged themselves, then every member of the staff is at liberty to resign immediately, while, nevertheless, his salary must be paid to him for a term stipulated by his contract. This protects the German newspaper man to some extent, so that he need not compromise his conscience for the sake of his immediate needs.

He is also protected by this agreement in cases where the publisher might try to exercise some pressure on him to an end incompatible with the public welfare. Disputes as to whether a request by the publisher may be construed as an undue restraint or whether the policy of the paper has actually been changed, are decided by a Board of Arbitration, consisting of three publishers and three newspaper men, generally men of wide reputation. These Boards of Arbitration are very much preferable to the regular courts of law, because they are better able to understand the technical and ethical aspects of the cases brought before them. The agreement between the publishers and the editors has been concluded for a term of ten years. It serves to protect the public as well as the newspaper men.

The "Reichsverband," the association of German newspaper men, has also endeavored to attain a certain independence and security for its members by founding and maintaining the so-called "*Endowment Institute of the German Press.*" It is the purpose of this institution to provide for old or disabled newspaper men. Under its provisions every organized German newspaper man, who becomes disabled at the age of 40 or later, or who reaches the age of 65, is paid a pension of one-half the average salary of his last five years. This insurance is financed jointly by the publishers and the newspaper men. The premium to be paid for the benefit of the newspaper man amounts to 12½ per cent of his salary. Of this 12½ per cent the publisher has to pay 7½ per cent out of his own pocket. The other 5 per cent are deducted from the newspaper man's salary.

During the few weeks I have been in the United States I have had only little opportunity to study the ethics of the American press. However, even from my perfunctory observations, I was able to infer that American newspaper men are pursuing the same aims and ideals which we German newspaper men are seeking and striving to attain. These aims should not, and will not, be confined within national boundaries, but should and will, I am sure, reach out to further a better understanding and closer cultural relations between all nations. I am here to assure you that German journalists are deeply conscious of this higher mission of newspapers and newspaper men.

# From the Woman's Viewpoint

## *The Work of the Sunday Editor*

BY MISS LAURA LOU BROOKMAN

*Sunday Editor, Des Moines Register & Tribune*

What the woman in newspaper work should strive for is not the job which she can do as well as a man but one she can do better—executive work. Now I don't mean at all that all the boys in the School of Journalism have to look forward to is taking orders from the girls in the School of Journalism nor that all the efficient managing editors and business managers should be pensioned immediately. But I do think that right now there is a wonderful field for the girl who is serious enough and hard-working enough to make herself fitted for an executive position.

Women reporters have proved for so long that they can go anywhere and do anything that man can do that the point is no longer worth arguing about.

Women are the natural executives of the race, because since they cannot gain their ends by using force, they have learned to use tact, management, and executive methods.

When the cave-lady discovered that she was more successful by suggesting to her husband that the wood-pile should be filled than by whacking him over the head, she began learning to be an executive. And "woman's intuition" simply means that she has the capacity for executive work. All this is particularly in point right now because the importance of newspaper serials, special departments for women, and special pages for women is one of the most striking developments of journalism in America within the last twelve months.

Newspapers all over the country are depending on women's features as never before. Who is going to direct this appeal to women readers if not the newspaper woman who grasps this opportunity? What this means in the way of overthrowing conventions such as the breakfast table scramble for the morning paper is quite evident. It will mean increased circulation—two newspapers delivered at every home instead of one.

About a week ago, I met a friend who said to me, "Oh, yes, you have a religious job—Sunday editor." Far be it from me to cast aspersions on theological pursuits. I mention the subject merely to indicate the very hazy general idea of the work of the Sunday editor.

Almost everyone is familiar with the old vaudeville joke ending, "That wasn't no lady, that was my wife."

I think there is another one almost equally ancient in which the anxious inquirer says to the Sunday editor, "But what do you do the rest of the week?"

Even if you are a member of the profession you may have a hazy idea of what the work of the Sunday editor is. This is because newspapers are organized so individually. The Sunday editor on one paper may deal exclusively in church notices and on another may delve into crime and scandal.

The managing editor may be the executive or may simply supervise the make-up in the "back-room." For that reason, in outlining my remarks today, I have decided to talk about the work of the Sunday editor on the Des

Moines Register, and Sunday department work from your point of view—I mean from the point of view of the student in the School of Journalism of the University of Missouri.

I make no apology for making the Register the theme of this discussion because the Register is the paper which I know best.

By thinking back about five or six years, I hope to be able to talk about Sunday work from the student's point of view.

As students in the School of Journalism of the University of Missouri, I believe the Sunday department of every metropolitan paper of this section should be of interest to you. Furthermore, I think you would search far and wide to find a finer example of middle-western journalism than the Sunday Register.

The Sunday department of the Register is concerned chiefly with two special supplements—a ten-page Sunday magazine and an eight- to sixteen-page photogravure section. There are other special pages such as theaters and books—they are mere chores thrown into the week's work. There are the sports, the special children's section, Sunday society section—but none of these concerns the Sunday department.

The Register has observed the policy of presenting chiefly local features for many years. All that you learn about the value of local news in the School of Journalism is exemplified to the nth degree in the Sunday Register. This means that every week large quantities of pictures and pictorial features must be produced. Pictures of Iowans or of special interest to Iowans are largely used.

How do we get our Sunday feature stories? Of course, there are a great many sources as in all news. Frequently students at the University of Iowa, the State College at Ames, Morningside College, and other Iowa schools submit feature suggestions.

Every year ten or twelve good stories are produced in this way, because every university is teeming with subjects of interest to the state at large.

Then our correspondents—the regular news correspondents—very often write and suggest stories. A tip may come into the Des Moines office and we may wire the correspondent to send in a certain story. By far the greater number, however, are secured by sending staff correspondents and staff photographers on assignment, and that is the way the bulk of our features are produced. After the story comes into the office the work of preparing it is not uninteresting.

First of all, the layout must be planned. That entails selection of pictures. Most of our Sunday features are produced in page size. This means a page layout must be made. The layout is planned with the artists and there is the business of seeing it through the engraving shop and seeing that the cuts are correct.

Beside this, there is the usual business of editing, copyreading, making up and finally O. K.-ing the finished page proof. The Sunday magazine has one special advantage, just as the photogravure section has the feature of reproducing photographs almost perfectly. The magazine has the advantage of offering the use of color. On our covers and book page we use four colors and sometimes on inside pages two colors.

Planning four-color covers does not require being an artist, but it does mean working in very close co-operation with the art department, studying

other magazines and planning to obtain the widest variety of pages which can be produced by using red, yellow, blue, and black ink upon white paper. It is one of the most important phases of the work.

How do we select pictures for photogravure use? It is true that hundreds of pictures come to our office each week, submitted by amateurs and professional photographers and readers who feel that they have pictures of interest to other readers. Then there are a dozen or so national picture services, but in photogravure, as in the magazine, we prefer using pictures of special Iowa interest. The Register has five staff photographers.

In judging pictures for photogravure, first of all we consider news interest; second, photographic qualities. Pictures which cannot be reproduced in black and white, can be used with excellent results in the photogravure section. Photographs of variety and tone with the hazy modern effect which is popular in photography can be used and are very beautiful. Tintypes will also reproduce.

Contests take a great deal of newspaper space, a great deal of time of staff members, and are of great importance in building reader interest.

Inventing, begging, or borrowing new contest ideas is one of the most important parts of Sunday department work. The public is very whimsical and very fickle and no one knows what will be interesting. Just now the Register is conducting a twin-matching contest during which the pictures of eighty persons will be printed. Two years ago 18,000 individuals saw fit to enter such a contest. Today no one knows just how many are going to enter this year's contest. No genius has yet been able to produce anything to compare with the cross-word puzzle which swept the country two seasons ago.

Sunday department work differs somewhat from news writing in that it is a business of entertaining the public. It is comparable to showmanship, and has many of the qualities of the theater. Just as the manager of the theater has no other means of judging the success of his production than by the box-office, so the newspaper must judge the development of reader interest through circulation figures.

You might be interested to know the different types of stories which in my opinion are saleable to Sunday editors. It is true that the casual reader of a Sunday magazine might think that every subject in the world could be covered since there is such wide variety shown, and yet all of these stories have one quality in common—they represent the unusual. I see no reason why a large number of students who are interested in feature writing should not add considerably to their income from time to time by selling feature stories.

First, you must have a story and that is the most important thing. No feature writer, no matter how gifted, can produce a good story merely by building words on thin air. Sunday editors are not particular about spelling, they are willing to re-write a lead; but they do want the story.

If you have the facts for a really unusual story with pictures, submit it to a Sunday editor. I think you will find a buyer.

And let me tell you that producing what you may consider a very low-brow collection of reading material is really a high-brow job because if you are going to select a subject which will appeal equally to college professors and ditch diggers you must limit yourself to subjects of widest human appeal.



Some of these subjects may be classified. Scientific stories expressed in language which the lay audience can understand are always interesting. Dog stories in particular and stories of other pets are good. Romance and romantic stories interest everyone. Stories of adventure in the far north and far south are good. Tales of countries that few of us know anything about have very wide interest. Stories of unusual "human interest" such as a sister's affection for her brother or a woman who refuses to talk for twenty years—all these are practically sure fire.

### *Of Interest to Children*

BY MRS. WAYNE SPRAGUE

*Children's Editor, Des Moines Register & Tribune*

Every newspaper man or woman who gives the subject an instant's thought knows that newspapering for children, getting children interested in reading the newspaper, is the finest possible insurance any newspaper can make for the future.

The years roll so swiftly around, you know. The little lad who pesters his dad to read Uncle Wiggily aloud to him today is the youngster of tomorrow who enters all the newspaper contests, and the same youngster who day after tomorrow signs his name on the dotted line and becomes a regular subscriber to his favorite newspaper.

I can't make that more impressive than it is. Publishers and editors all over the country know that newspapering for children is a good thing—know that it pays in good will, in reader interest and newspaper popularity, and in the end in good hard dollars and cents. They don't need to have the fact sold to them. So I will tell you just how we practice what we preach upon the Des Moines Register & Tribune.

Seven years ago when we first started a department for children we had what was called Cousin Eleanor's Kiddie Club. The idea, the name, and all the methods of conducting the department had been taken directly from a New York newspaper which still conducts a similar department. Like them, we printed a few of the children's letters, a picture or two, and sent every child who wrote us a Kiddie Klub button.

Now the idea was good, but in our eyes it wasn't good enough. There were three reasons for that: First, the idea didn't belong to us. It represented a sort of mental inertia on our part. Second, to make a bad business even worse, we hadn't even adapted it to our own locality. For the New York paper to use a Cousin Eleanor's Kiddie Klub department was all right. It was theirs. It wasn't ours and because of that it looked canned and copied.

Third, we felt that the plan was too narrow for us. We had only a small space at the time to give. We thought that a Kiddie Klub appealed only to very little children. We believed that an 11-year-old boy, say, wouldn't care particularly to wear a Kiddie Klub button with a picture of a baby girl on it. Younger children would love it. That older children would, we doubted.

So we considered what could be substituted. What department for children could we introduce which would appeal alike to the babies and to the older children? We decided that we couldn't do it all in one whack; so, in the

small space that we had, we would go after as big game as we possibly could, namely, the child hardest of all to reach—the 10, 11, 12, 13 and 14-year-olds.

We contented ourselves for the time being with giving the babies, or rather their long-suffering parents who are forced to read aloud, Uncle Wiggily as a Sunday diet and Thornton Burgess for every-day consumption, and we set about conquering our world of the adolescents.

I had been a teacher for a number of years in the Des Moines public schools. I was vitally interested in the schools because of that, and also because I'd been one in a large family of children and had a little family of my own. I know how completely home life settles around the children.

What's the most interesting thing in a child's life? Or, putting it another way, what is the one activity in which all children are interested? The answer is perfectly obvious.

All children are interested in school, whether their interest be compulsory or voluntary. And what is the organization which most concerns the home, in which most people little and big, are interested? The answer is exactly the same there—the school.

The school more than any other one organization in the world interests most people.

My plan of action was a jim-dandy school department—a school department that would interest school-teachers as well as school children. I decided to interest all school children in that department by a competitive plan and then I knew I would have also the interest of all teachers and all mothers and fathers.

So I got the consent of the newspaper powers-that-be to give me a half-page each day for children. That was a big order, but I got it. I don't know to this day how I did it—I guess I just out-talked my managing editor.

Then I went down to the office of the superintendent of schools, and I sold him the idea. I sold it to all the supervisors and the assistant supervisors.

My idea was to have the Des Moines school children write, edit, and illustrate their own newspaper. That wasn't a new idea, but the idea that a city newspaper would print it for them was a new idea.

Together we divided our schools into three classes: A, B and C. We had fifty-four schools and we spaced the year with them. Little schools in number of pupils had two days of our space, medium sized schools had four days, larger schools had six days.

We called our newspaper child "The School's Tribune." And when a particular school edited it we called it by that school's name, like "The Oak Park School's Tribune;" "The Lincoln School's Tribune."

Then we offered a series of prizes: a wonderful picture for the school in A class producing the best School's Tribune, and similar awards for schools in the B and C classes.

The big idea was that the children should clip and paste these daily half-sheets into the form of a newspaper. At the end of the year, we would have a complete volume of School's Tribunes. Every school in the city would be represented by a four, eight or twelve-page newspaper, written, illustrated and edited by its children. We offered a prize for the best file kept for an entire year of School's Tribunes. It worked out exactly as we planned it. Of course we had our heart aches and sprouted a lot of gray hairs over the thing. A lot of this woe originated in the composing room. Our make-up man would roar at us if we timidly protested that Jimmy Jones' picture of a tree got in wrong

side up, and (adding insult to injury) without his name attached, and bellow, "That a tree? We thought it was a dog."

And then we found Sammy. Sammy was the youngest composing room apprentice in captivity and one of the first essays we'd ever printed had been Sammy's master effort. He was sold on the "kids' paper" and he helped us fight for it.

All over town they clipped that School's Tribune. They even used it as a sort of a textbook in the schools. Teachers in McHenry fifth grade were interested to know how fine a poem Hubbell fifth graders could write on spring and vice versa with what respective grades could do in posters, essays, and the like.

Teachers and principals told us that our newspapering for children was one of the finest incentives they had to motivate school work. Children worked like nailers to get their compositions into the papers and parents came down and bought dozens of copies of Mary's essay or Johnny's drawing to send to grandmothers and aunts and uncles. The School's Tribune came to be a sort of textbook. We found it on all school bulletin boards. We didn't mind that. One thing only was bothering us. The county schools were clamoring to have things printed. And we hadn't any space for them.

So we had to work out a plan whereby we could allow more schools to be represented. Our plan today is, we think, as nearly ideal a plan as can be worked out. We have six half-pages a week for our School's Tribune. We devote one-third of that space to grade schools, one-third to junior high schools, and one-third to high schools.

We have a plan worked out whereby each school presents to us a portfolio of work during the year, the number of compositions and art subjects presented based upon the size of the school.

As an award, we present to each school in the county every year a framed picture. Every school earns one—rural schools with as few as twenty pupils the same as a town school with 1,000. This is our fourth year in this plan, and soon every school in the county will have a little art gallery of Tribune awards. This year we are presenting framed copies of three of Mr. Jay N. Darling's cartoons best adapted for schoolroom use and of greatest interest to children.

The next step in our progress will be to work out a school plan that can logically include every school in our trade area.

So far we include 91 country schools, 16 independent schools, 12 consolidated schools, and 60 city schools. In this group are over 50,000 little newspaper editors, 50,000 children engaged in an active plan to write, illustrate, and edit a section of our paper. Back of these children stand friendly school authorities and an army of fathers and mothers, aunts and uncles interested in us because we are interested in their children.

The next development we made was to plan an organized good time for the children, a good time that the children in our county would look forward to, and one that would go on year after year.

We set about to find that good time. What's the most thrilling thing in a child's life, the most thrilling day? Christmas, Fourth of July, Thanksgiving? We didn't see how we could work in there, because grown people take good care of those holidays. They are publicly observed.

What's the biggest thrill day then that is not publicly observed? The next biggest day in a child's life is his own birthday. A great many homes

celebrate birthdays. But, alas, many homes do not celebrate them at all. Then we made up our minds that our newspaper would celebrate the birthday of every child in Des Moines and Polk County. How? By a birthday party, of course!

We mulled the thing over in our minds until the plan came. We'd get the name, age and address of every child in Des Moines. We'd let them know by a letter of congratulation that we were decidedly interested in their having a nice birthday and that we'd help make every one of their birthdays nice.

We decided to have a great birthday party on one day of each month. On that day we'd entertain all the children in our city who had a birthday in that month.

And that's exactly what we do and have done for almost six years. Every child on his birthday morning receives a letter signed by our publisher and by myself. We are very happy, the letter says, to know that you have a birthday and we want you to accept this ticket which is an invitation to your birthday party. We want you to be with us and have a good time.

The same afternoon that child is listed in our paper along with all the other children who have birthdays that day. This worked out with interest, of course, for every child in school wants to know what other children have birthdays on that same day.

On the last Saturday of the month we have the party. We believe it is the largest birthday party in the world. We now entertain over 2500 children each month. This includes the children from the kindergarten to the eighth grade. We show them the best movie that we can get hold of. Our moving picture people co-operate with us and are glad to do so. Then we feed the children. We give them ice cream and candy and various other treats. We give them squawking balloons; we turn them out very happy and jubilant over their birthday. Our national advertising department co-operates with us fully. We've been having birthday parties for over five years now. We entertain all the children in Polk County and just recently we had to open up a second movie house to accommodate them.

We do it easily because we have it very well systematized. We have the children's list so well classified that we can hand you on a second's notice a list of all the children in our county who have birthdays on any day of the year.

And the best-behaved children in the world come to that birthday party. I believe I would grow gray hair if I had to serve 2500 adults. But children are the nicest citizens in the world.

My assistant and I take care of the parties ourselves. We have a policeman who keeps the crowds moving down the street. We have a great many children helpers.

When we first held the party I said to bright children one by one as I picked them out: "Will you help, will you help?" As a result we are just finishing our sixth year and we have about twenty boys and girls in high school and even a few in college who come back every month to help these children have a good time. They call themselves the Birthday Boosters.

We hold these birthday parties at the average cost of 4 cents per child. That includes the postage and the clerical help. A number of business houses co-operate with us. They think it is good business. We never fail to give them mention.

At first some of the merchants were reluctant to co-operate. Now they are as sold on the parties as we are. And why shouldn't they be?

Take ice cream as an example. C. J. Hutchinson of the Hutchinson Purity Ice Cream Company has donated ice cream for these parties for all these years. He wouldn't think of stopping it any more than we would think of it.

You may ask any school child, "Who makes ice cream in this town?"

He will answer, "Mr. C. J. Hutchinson."

"What kind of ice cream does he make?"

"Purity Ice Cream."

Our birthday party is one of the best bits of insurance for his future business in Des Moines that Mr. Hutchinson has.

The merchant who was first approached on the subject and refused to furnish the ice cream, came to us two years later and asked us if he could possibly be permitted now to give this ice cream.

The most difficult thing about the birthday parties is the matter of organization, arranging the details. We have worked this out to a system which almost runs itself.

At first we secured the lists of school children from the office of the city superintendent of schools. He permitted us to send typists to copy the list of Des Moines school children from the school records.

We sold the proposition to him for merely what it was—our desire to give the children a good time.

Of course good will toward our paper would result. But any community service well done results in good will.

Shortly after we secured the lists, commercial firms in the city offered to buy them from us. We refused. I was a matter of ethics with us.

Then a second year rolled around. We were faced by the fact that our list, practically 100 per cent perfect the year before, was a year old now. Certainly it was no longer correct.

We went to the superintendent and secured his permission for teachers and pupils to make out the list for us each year—this in spite of the fact that our rival newspaper was also trying to get the list.

Our superintendent refused to give it to them. This birthday treat was our stunt. We had originated it. We pointed out to him that our rivals could plan another scheme.

So each year we check the birthday list. The principals in the schools very gladly co-operate with us. They know that the Tribune birthday party marks a high spot in the lives of Des Moines and Polk County children and they want to help us give the children a good time.

And of course the children and their parents like the parties. Mothers tell us that sometimes our birthday letter of congratulation is the first personal letter their little girls and boys have ever received, and is deeply treasured because of that. Others tell us that their little folks watch for the newsboy who brings our paper with their name listed in it.

In June of this year we are going to hold our seventh annual picnic for children. Last June we entertained over 15,000 children by actual ticket count.

These children came from all over the Des Moines trade area. This meant that these children gave the biggest day's business to Riverview Park that

they have ever enjoyed. Here are the things we gave them: A special car ticket, admission to the park free of charge, a merry-go-round ride, a ride on the little train, ice cream, lolly-pops and doughnuts. In addition, there were many advertisers who gave the children things. We planned for 10,000 children to come. The manager of the street railway authorized every conductor to carry a child free during the hours of 8 and 12 who boarded the street car and said: "I'm on my way to the Tribune Picnic for Children." Street car conductors told us that children waited at the ends of the line from 6 o'clock to that magic hour when free fares began.

When we were ready to open the park at 9 o'clock we were amazed at the line-up. I spent my entire time on the telephone that day getting more ice cream, more doughnuts and more tickets.

It was a hot, perspiring day. Everybody was happy. Everybody was good natured. Everybody had a good time. We had only a half-dozen lost children. We located them and nobody was hurt. That is the thing that has caused a great deal of pride in our birthday parties and our picnics.

And we do other things for the children.

This year for the first time the Register & Tribune entered the national spelling contest. The success we had in entering may be judged from the fact that at the final bee a representative from every one of Iowa's ninety-nine counties paid his or her way to Des Moines to take part.

The winner of this final contest, Janet Miller of Poweshick County will go to Washington at Register expense in June. We expect her to bring back the national honors to Iowa.

We are trying out a stunt this year which has proved very popular.

When school began last September we invited, by letter, all of the principals in the county schools, the city schools and out in our trade area to make a trip of inspection to our plant. We told them we would have a guide who would explain to them how we made their newspaper, guide them through the building and explain the various stages in the process of newspapering. This plan met with immediate approval of school authorities.

We gave them this little book "Things to Be Seen in the Register & Tribune Building." We averaged around 90 to 100 children every day. It is another way in which we are training boys and girls to look to us as their favorite newspaper.

We have a Sunday page for children. That page is centered around our Bluebird Club. The Bluebird Club is six years old, during which time over 70,000 children have written in for membership and have received the pledge card and the little blue pin of membership. The Sunday Register Bluebird Club has organized flocks in practically every town in Iowa.

We print the letters of members, their pictures, their names, details of their club meetings.

Our Sunday page is in the comic section where we also have Uncle Wigily, and we do our page in color—an essential, we think. On the Junior Register page we like to keep a new contest going constantly. We approach around 300 cartoons a month sent in by children and that is one of the things that we do especially for young boys.

Some of our recent contests have been:

The Zig Zag Zoo contest for matching animals. Our prizes for this were a Shetland pony and a pedigreed police dog.

A Circus Parade in which we assembled a circus parade from pieces, matched and colored them. We had 27,000 of these submitted.

We can tell you how many letters we have had from children in any given week for the past half-dozen years. Letter response from our readers is to us a good index of how hard we are hitting the ball.

We recently had a dog-naming contest. We offered six happy-go-lucky collie pups for the most appropriate names selected. We had so many thousands of answers submitted that we were fairly dizzy around the office for days.

Just now we are planning a contest presenting each Sunday the baby picture of a prominent Iowan together with a few facts concerning his or her life. We print all kinds of patterns, part of them, and have the readers get the rest of them from us by mail. They like to make patterns in school and it doesn't cost us anything except the white paper.

Each Christmas we have a special stunt. Last year we had a Christmas toy shop. For two months before Christmas we printed patterns. The children at home and in school made these toys. Then they sent them in to be judged in a big prize contest and later to be sent to the children's wards of hospitals all over Iowa and to be added to Red Cross and Salvation Army baskets.

There were mechanical toys in the bunch, elaborately dressed boy and girl dollies, wooly lambs, baby dollies, teddy bears, rolypoly pups, gray ducks, and wooden toys of many kinds. A great many hundreds of beautiful toys were entered.

One year we made a gay little quiltie for hospital beds of children all over the country. From everywhere came quilt blocks. Then we had a big sewing bee and a tea for grade school girls who made up the quilts.

We in Des Moines think, to sum up, that newspapering for children pays. We feel that newspapering for children is one of the things that help to put us on the map of the United States. We have a circulation in our town, that is paralleled in no other place in the world. There is no other newspaper in the world in a city the size of Des Moines that has a circulation as large as the Register & Tribune. We believe that our newspapering for children has helped to give us that unique distinction.

We hope that any paper interested in any of these plans will try them out. We want especially to have our birthday plan copied for it means fun to the children and that means pleasure for us. We'll be glad at any time to give suggestions on any phase of any of our work and we are happy to have had the privilege of telling about it here.

### *Feature Stories From Educational Institutions*

BY MRS. MURIEL FAIRBANKS STEWARD

*The Minneapolis Journal*

*National Vice-President of Theta Sigma Phi*

Within a very short period of time a great deal has been done to transfer academic and scientific achievements from the monograph to the front page of the newspaper. Science has been brought out of the laboratory and into the daily news. As a feature writer on the Minneapolis Journal, in a city that not only contains the state university but a public school system that

leads the country in educational experiments, and is surrounded on four sides by colleges of varying rank and importance, I find that the greater part of my work is made up of feature stories that have educational institutions as their sources. This may sound limited, but actually it is just the reverse. The days of "the school page" and its ex-school-teacher editor are over; school news in these days of child-guidance clinics and widespread interest in psychology, in scientific research and educational theory, may be found anywhere in the paper and it usually carries an "A" head.

Stories that have their beginning in the research laboratory, or in the classroom, which is really another kind of a laboratory, which consist of more or less technical material that must be popularized and may not be jazzed, involve certain problems for the reporter which are different from those connected with other types of stories. My experience in getting stories from the University of Minnesota, from Carleton College, and from St. Olaf College and in writing a series which I am now doing on the public school system, has given me my own version of what some of these difficulties are and has taught me something about meeting them.

First, there is the matter of approach. From the very beginning, the reporter out to get a story from a scientist, is apt to be handicapped by the attitude of the scientist. Unless he is of mediocre rank among scientists in general, in which case the story suffers accordingly, he is not particularly eager to be written up in the paper. If he has spent seventeen years studying the movements of the variable stars, he has a right to be a little dubious about a reporter's ability to grasp the situation in seventeen minutes. He may be very polite, very gracious, and all that, but in a surprisingly short period of time he will inculcate a feeling of complete incapacity to meet him on a common plane. Of course, there is just as much variety among geologists, psychologists, and astronomers as among secretaries of commercial clubs—but what I have said is pretty generally true. The reporter soon finds that she must develop an "approach" to meet their particular type. And the first rule of this approach is one that I would never advise changing: if he is an astronomer, don't tell him you studied under Prof. So-and-So at Northwestern and that you love astronomy. This is fatal. Don't let him think for a moment that you know anything about astronomy at all. All scientists prefer to start out with the supposition that the reporter's mind is a blank. It makes them feel a lot safer.

Suppose, for example, that the office has received a tip that a scarlet fever vaccine has been discovered at the University of Minnesota Medical School. Announcement of it is to be made in a national medical journal within a week. The problem is to convince the discoverer why the paper should have a story on it before the medical journal is published. The procedure in this case would be to go to the doctor as a small and unimportant representative of a great and crying public need to know all about his discovery at once. Impress him with the seriousness and importance with which the paper rates the story. It is not difficult to convince even a college professor that you regard his accomplishment as important.

Assure him that a proof of the story will be submitted to him before publication. This is a procedure that has been found very effective on the Journal. Few newspapers, I realize, can afford the time and expense involved in this transaction. But the Journal regards the state university, for instance,



as a gold mine of present and future stories, and it takes every precaution to keep it working. As a representative of this attitude, the reporter becomes a diplomat. He learns to compromise between the sort of story his paper would like to have and what the person interviewed will stand for. Sending the story back for approval is a stern test of his success in this. And while it may cramp his style considerably, it makes for accuracy, for good will, for careful workmanship, and for more and better stories in the future—qualities which the conservative newspaper rates very highly.

The whole process is really much simpler than it sounds to a reporter who forgets his source of material as soon as he has taken his last note. I send a carbon copy of my story out by an office boy and within twenty minutes after the story is written have an O. K. by telephone and the satisfied feeling that there will be no "come back" to the M.E. from people of importance.

As a matter of fact few papers can afford to pay the price of one sensational "cooked-up" story which closes a news source or at least creates antagonism and suspicion.

After all these precautions have been taken, there are slips that occur between the O. K.'d copy and the printed page. Shortly after the tumult and the shouting attending the Scopes trial had died down and while Minneapolis, like every other city of its size, was having its own little battle between the fundamentalists and the evolutionists, I discovered at Carleton College that a book reconciling the points of view of the two rival camps had been written by one of the more important members of the faculty who was a philosopher of some international reputation. The book was "Cosmic Evolution" by Dr. John Elof Boodin. Dr. Boodin's own story was an extremely interesting one. He had been a Norwegian immigrant boy, had worked his way through the university, and was the author of several books on philosophic subjects. I wanted a story about the book but particularly about Dr. Boodin. Dr. Boodin was amused, very sweet, very gracious, but an extremely hard nut to crack. Unlike most authors, he saw no need for publicity. The book was written for the few, not for the many; it had little to gain from newspaper publicity; and he himself, he explained rather unnecessarily, was a very modest man. He didn't want to be written up at all, but if I insisted simply a matter-of-fact review of the book was all he would stand for. And that must be signed. He was afraid someone might suspect he had written it, and that, of course, was a risk he could not run. I pay a one-day visit to the two colleges every week and for three successive weeks I stalked Dr. Boodin. He was amused at my efforts, and very sympathetic, and he finally agreed to collaborate with me in a story that would combine the high lights of his life with the theme of the book—but must be run, he specified, as a review.

It is no easy thing to collaborate in the writing of a news story with a philosopher. I wouldn't advise anyone to try it. I hauled Varisco's "Great Problems," an old college philosophy text, out of my library in an effort to meet the situation, but I assure you that Dr. Boodin did not study Bleyer. After the story was completed I personally escorted Dr. Boodin to the local photograph gallery to have his picture taken, which isn't as simple as it sounds. Then I persuaded the editor of the book page to give me a by-line so that Dr. Boodin's greatest fear—that he might be mistaken for the writer—would be overcome. Then I forgot the whole thing.

Sunday morning as I was glancing through the paper, Dr. Boodin's picture with a two-column head attracted my attention. The head said: "Dr. Boodin Writes on *Comic* Evolution."

Needless to say, I collapsed. I was afraid to set foot on the Carleton campus. I wondered what a philosopher was like when he was genuinely mad. But the last thing I was prepared for was Dr. Boodin's gentle comment: "I daresay more people read it that way, my child." He was a real philosopher, you see.

A week later a story on the success of a weekly radio book talk given by the head of the English department at St. Olaf College was heralded throughout the land as "Dr. Spohn Gives Weekly Boob Talk." And Dr. Spohn was not a philosopher.

There is an unwritten law at the Journal that the achievement story is not to be over-rated or jazzed. It must be a comprehensive and informative survey of work done. To over-rate the research work of a biologist is to make him an object of unpleasant ridicule among other biologists, which he never forgives. It is within the reporter's right to suggest possibilities resulting from any process—for example, what the discovery of a process to reclaim low-grade ores means to the state of Minnesota—but the man responsible for the process is allowed to see the copy and eliminate himself from all over-rosy predictions. This is more than mere squeamishness; professional ethics are involved, and in respecting them the paper is doing good business by creating future news sources for itself.

It didn't make a bit of difference to John Drinkwater, for instance, that I chose to describe the very swanky pajamas and dressing gown in which he received representatives from the press, instead of going into detail concerning how he came to write "Abraham Lincoln." As a matter of fact, Mr. Drinkwater, who is something of a Beau Brummell, enjoyed having his pajamas described. I was brave enough to talk to him after the paper came out and he told me in strict confidence that he had never had his pajamas written up on the front page of a newspaper before.

But you can't be frivolous with the authentic vender of informative and interesting material. It isn't done. I covered the annual meeting of the National Astronomical Society at Goodsell Observatory, Carleton College, and I was lucky enough to have as a competitor a girl who referred to the sun as "Old Man Sun" and to the astronomers as "star gazers." I ask for no more than that.

On the other hand, books such as Slosson's "Creative Chemistry," East's "Mankind at the Crossroads," and Wiggam's "Fruit of the Family Tree" have done much to open the door of the laboratory to the reporter. The scientist has perceived the value of publicity in popularizing science. News services such as "Science Service" have helped a great deal. In the Journal's magazine section, for which I do one local page a week, modeled after the syndicate pages, we often use "scientific" material. The biologist, botanist, or geologist whose name supplies authority for the page shrugs his shoulders at this use of the word "scientific," but every one of our stories about bugs who carry on poison gas warfare, the strength of ants, the habits of the poor imposed-upon daddy water beetle who is nothing more than an animated baby carriage for all of his married life, is O. K.'d by the authorities quoted. Five years ago, a page such as this would have met with bitter ridicule and a

lot more. Now the only comment of the man to whom I showed it—the only authority quoted—was: “I should suggest putting the scientific terms in italics.”

“But italics are expensive—we try to cut them out,” I said.

“It’s essentially correct” is the only verdict and down goes a neat O. K. in the margin for the Sunday editor’s conscience.

Material for magazine science pages—so called—is occasionally provided from other than authentic sources. In this group go freak inventors, weather prophets, and such. I was sent last summer to interview a man who was reported to have discovered a contraption which indicated that “black rays” in the sun controlled the tides and did several other things. His device, consisting chiefly of a tomato can, a sewing machine needle and some copper wire, also had foretold a storm, he said. In a small way, he felt that he had taken up the apple where Newton dropped it.

I found a stooped and undernourished person with huge glasses working in a shop where he made surgical instruments.

“Well,” he said, after I had stated my mission, “the Journal has sent four reporters out here and at last they’ve come down to sending a woman.”

Covering a university, a couple of colleges and a public school system may appear a tame beat, but it is anything but that. There is romance in the big experimental laboratory of the Mines Experiment Station where the future of Minnesota’s iron mines is being determined. There is comedy and human interest in a classroom where a new system of penmanship is being worked out or a new method of reading tried. Stay in a primary grade room for half an hour and you obtain enough colorful and interesting material to brighten any story.

It is an adventure, for example, to find that the name of the little boy in the front row who is happy only during spelling lessons is “Freedom.” “Freedom what?” you inquire, eager for the embellishment which Freedom’s name may give your story. And then you are overwhelmed by his complete and bewildering name: Freedom Will Come Broom.

There is a thrill in watching a first-grader put her entire written vocabulary into the first sentence of her own composition. The other children at the board had written such sentences as “O See Me” and “See Us Run” but she had created a masterpiece and she stood away from it, twisting on one foot, ecstatic with authorship. Her line was: “Six fat cats ran to me.”

Then there was the riddle that brightened a whole day for me. First-graders were making their own as an exercise in oral language work. One small boy with a baby bass voice and an incongruous lisp had a riddle that no one could solve. I arrived at a dramatic moment when he held the whole school at bay and he asked to try it out on me.

“What is higher with a head off than with a head on?” he asked, his voice trembling with excitement. I made a show of hesitating. I gave up.

It was his big moment.

“A cushion,” he said in triumph.

Another kind of thrill that is not infrequent in feature work from educational institutions is the story that helps to bring recognition to a deserving person.

These are the things that make feature writing worth while. An experiment never stands still. A big story may lie just behind the laboratory door. Out

of ten stories written during six weeks' delving among research problems being worked out at the University of Minnesota, six were used by other newspapers. And each story worked out to the satisfaction of the person chiefly concerned, and to the city editor or the Sunday editor means more stories. And so the field becomes a larger one offering new opportunities daily.

### *Travel Features and Advertising*

BY MISS KATHERINE SIMONDS

*Publicity and Advertising Copy Writer With the Northern Pacific Railway  
National Organizer of Theta Sigma Phi*

I'm to tell you something about travel writing and the markets for it,—principally in the field of advertising.

Whenever I find anyone interested in my work, I am asked, "How did you get your job?" Those who ask usually seem to hope that my experience will be the key to their getting a similar job. But as it happens, my place was opened to me through one of those fortunate, unexpected incidents of which Mrs. Dibelka has spoken. I agree with her that it is wise to follow up everything excepting blind ads when you are looking for a job.

About four years ago I took a place as copy writer on a small newspaper in Elgin, Ill., in the advertising department. I had had no training in advertising. I had no real interest in it at the time, but I had to do something and I soon became interested, of course. It just happened that my first city editor had become advertising manager of one of the great railroads of the Northwest. He needed a copy writer, and heard that I was gaining experience in that work. I suppose he preferred someone whom he had trained; so after sending me a few trial assignments, he offered me the job. It was largely a matter of luck. I think we journalists are naturally lucky people.

My experience in travel writing has been with a railroad company, so I will tell you chiefly about railroad advertising. The advertising department in which I worked was a small one. You will find that railroads are conservative. They have the faults and virtues of large corporations. They are not easy to work for, but there are many compensations.

I was the only copy writer in our department when I began to work. An advertising agency took care of the placing of our off-line newspaper and magazine ads. I seldom had to write magazine ad copy, as the agency prepared most of the magazine advertisements. I wrote booklets about the travel features along our line, suggesting layouts, choosing pictures and helping to plan the art work. I also had charge of the photographic library.

In addition to booklets and newspaper and magazine ads, we had all the small specialties—calendars, blotters and that sort of thing—which a large organization has to issue.

When there is to be a convention in the territory of a railroad, the passenger department is very much interested in securing the business of the organization having the convention. They usually offer special trains for all the delegates. As soon as such a convention is announced, the passenger men want literature with which to make their appeal. As a result, there is usually a

rush call to the advertising department for a booklet describing what the railroad offers. In the spring of the year the advertising department is frantically busy, preparing many such booklets, describing the exact itinerary of each special party, the beauties of the scenery, the rates, and all the details which will attract the convention delegates.

Our advertising department also handled the publicity of the railroad. It consisted chiefly of newspaper and magazine articles about events happening in our territory, new equipment put into use by the railroad, and similar stories with news interest. We also had frequent requests from magazines for travel articles which we furnished free of charge with fine photographs for illustration.

We have to consider in railroad or in travel advertising one difference which that type of advertising has from any other. If you are advertising rubber overshoes, for instance, that is what you talk about. If you are advertising a railroad, you have to talk not only about the railroad, the trains and the service, but the country through which the railroad goes. You are selling two different "products,"—your railroad above any other in the region, and the country you want people to visit on that railroad.

Moreover, in the Pacific Northwest, which I know best in this connection, the railroad not only has to advertise its country, but to develop it. The advertising department has a share in this development, preparing booklets on farming, irrigation, etc., for the immigration department to use.

The great Northwest is still new and there are many places which will be great tourist objectives in the future, but which are as yet undeveloped and little known. As a travel writer in that great country you can share in the development of such regions, helping to open them to the travel public.

To leave advertising behind for a while, I want to speak of travel articles. Many of you will be taking trips during your careers, and all of you with the reporter's instinct will want to make some record of these trips and to sell that record if possible. Buy a travel magazine or two, and see what they use. This is a market of which many of you could take advantage.

An essential of the travel article is good photographic illustration. If you are not able to take or buy pictures of the places you write about, apply to the railroad company which feeds that locality. Railroads have large libraries of photographs and they are always glad to lend them for publicity purposes, if you can promise that credit will be given for the photographs in a small credit line printed under each picture. Chambers of commerce will also supply pictures for such stories if they describe the region in or near large cities. You will find that during the summer seasons many newspapers have a page of travel and resort articles. If you are taking an automobile trip, for instance, and visit some place in your own state that would be of interest to newspaper readers, write about it and sell it to the leading paper of the state.

To return to advertising—like any other work done for a large concern, railroad advertising is very hard on a person's vanity. You think that a beautiful place you have visited will impress everyone just as it has impressed you. You make a trip to Yellowstone Park, for instance, and are bubbling over with enthusiasm, feeling sure that your description will appeal to people. You write a booklet and consider it a masterpiece on Yellowstone Park. After it has passed through the hands of the advertising manager, the assistant general passenger agent, the passenger traffic manager, and perhaps other higher offi-

cials, there is very little left in what you have written that you can recognize as your own.

After a while you begin to realize why this is. You begin to see things from the point of view of traffic. You get the inside point of view. That is very important. In railroad advertising it is perhaps more important than in other kinds of advertising. You must not only familiarize yourself with the railroad business, but with the country. You must know every town on the line, what is raised in that locality, the name of the newspaper which is published there, and the history of that part of the country.

When you pick up a copy of a little weekly published in Sweet Grass County, Montana, and notice that the local chapter of the D.A.R. has erected a monument to some man, you must investigate. Find out who the man was and what he did in that particular locality. New things of historical interest are always coming to light in that vast country. They have possibilities for publicity and can also be mentioned as attractions for tourists in your next piece of writing about the region concerned.

You should know the assets (and liabilities) of every resort in your territory—just what you can safely say about each one so that tourists returning from each resort will say, "the railroad company does not misrepresent it. I found the place everything they told me it would be."

Getting acquainted with the railroad people all along the line—the men who make the railroad what it is—is very important. All these things will help you immensely in the feeling that you know not only the country you are advertising but the railroad which is behind it.

There is a wonderful field in steamship travel advertising. I have never come in contact with it personally, but I do hear now and then about the men and women who write folders for steamship companies and make trips to the Orient and Europe. Travel advertising is a great field because the travel companies *have* been conservative. They are just beginning to realize the possibilities of advertising. You have to fight for every new idea you have to offer. You have to convince them that it will pay in cold cash. But it gives you an opportunity for pioneer work and you can do things that haven't been done before. Above all, you can believe absolutely in the thing you are selling—travel, and you can recommend it to the rest of the world knowing that it is a great benefit to everyone.

### *Publicizing Health*

BY MISS MILDRED WHITCOMB

*Assistant Editor of Hygeia, Chicago*  
*National Secretary of Theta Sigma Phi*

When I was in newspaper work I used to decry the conservatism and the seemingly unreasonable professional ethics of medical men. Although miracles of healing were being accomplished almost every day, although every year brought marvelous discoveries in the cure of disease, it always seemed a colossal task to get a story from a doctor.

I can recall reporting an address by a leading physician of the Northwest some years ago. My story was written from complete notes and I flattered

myself that it was a good story made from a dull lecture. I had not exaggerated, but, as reporters always do, I had extracted from a tedious two-hour recital the two or three really striking statements that the speaker had made.

Next day a very irate M.D. sought out the city editor. He pounded the city desk until the spindles laden with early copy leaped from the table, and he swore that he had been so misquoted that he was ashamed to face another member of his profession. Attempts of the city editor to placate him only increased his wrath. He wanted the reporter who covered the lecture discharged; he wanted his subscription discontinued; he wanted paper and staff alike to go straight to Hades.

As he left the city room I followed him down the stairs, and at a safe distance heard him at the circulation desk order 100 copies of the issue sent to his home address. That, thereafter, was my favorite story about the doctors.

It is only fair to the doctor, the city editor, and myself to explain what had occurred. The story was O. K., although of course one's statements always look more emphatic when in cold type and when shorn of the preliminary argument that leads up to them. But the erroneous impression had been given in the headline, due simply to the limitations of type, which prevented certain qualifying statements from appearing in display. The fault was not with the doctor or with the reporter. In fact, in this instance, at least, it was not with the copy editor, for there was no way of crowding into the two-line 15-unit display head any qualifying words. One simply had to read the story to get the true picture.

Now that I am no longer a reporter or a caption artist, my point of view has almost reversed. The average news story on health or disease seems to me carelessly written and with little regard for the facts. Reporter and editor seem to be needlessly ignorant of medical terms. The prostate gland is always the prostrate gland; the banker dies of heart failure instead of heart disease.

Some place between these two points of view there must be a middle ground on which newspaper and scientific man can meet. The scientist, be he doctor, physicist or anthropologist, must appreciate that facts cannot be simply told without losing something of scientific accuracy; the newspaper man must either improve his scientific knowledge or exercise a little more accuracy in taking his notes. The great facts of health and disease prevention must be told. The public is craving them, for they may mean the difference between life and death to one's children or they may add years to his own life span.

When the public learns through the newspaper, which is the only educational institution of the masses, that children can be protected against diphtheria by means of the Shick test, then there will be no opposition to its employment in the schools. If the public could be convinced that from this day until the day of judgment there need never be another death or a day's illness from smallpox, if vaccination is employed, there would be less indifference toward vaccination. Indeed, smallpox is actually increasing in this country, to its shame before the nations of the world.

Hundreds of letters come in each month to the offices of *Hygeia*, the health magazine published by the American Medical Association. If the newspaper editor could read them, his emotions would be as torn as our own. "We have read in the papers that a cure has been discovered for cancer. Thank God for that. My wife and I have eight children; the oldest is 14. Two years

ago my wife took a pain in her breast. The doctor said it was cancer and he would have to operate. But my wife has fought that until we are afraid it is too late. Now, through this wonderful new cure she may be saved for us. We do need her, the children and me."

Thus they go, these letters from the distressed. False hopes are aroused, only to sink again into despair when the truth is told, that no cure for cancer has yet been discovered; that early reports had not been authenticated; that surgery is still the only hope and it only if taken in time.

Certain of the better newspapers have developed a conscience in this regard, and before printing stories dealing with such vital problems are calling or wiring the American Medical Association for the real facts. They have begun to realize that the doctors are not attempting to suppress good news, but are simply guarding the public until they are certain that they can fulfill their promises.

One of the biggest medical discoveries of the present century is insulin. Here was an instance in which physicians and the press co-operated beautifully. Scarcely a paper in the country that has not had not one but many stories on this aid in the fight against diabetes, a disease that was fast increasing. So well was the story told in news dispatches and Sunday features, that scarcely anyone believes that insulin is a sure cure for diabetes. The public has fairly well learned that it is only a supplementary treatment that must be carried along with careful dieting.

Almost all of the larger newspapers now carry daily or weekly columns of health news. That they are widely read is evidenced by the thousands of health questions that come to these papers for answer. Although most of these are syndicated articles written by men of standing in the medical profession, some of them are done by men of questionable standing. Any newspaper man owes it to his public to supply authentic health news or none at all.

The small country paper, of course, cannot afford to buy syndicated articles on health. But, the country editor with a health conscience can glean from his reading of the popular magazines—all of which now devote a great deal of space to child and adult health problems—a fair knowledge of the new in nutrition, in disease prevention, and in health discoveries. By judicious clipping and editorial comment, he can bring the most up-to-date health material to his readers. Hygeia publishes a monthly clip sheet of health news and advice, which is sent to any editor. Everything it contains is based on the best modern medical thought; it is as safe advice as if it came at \$10 an appointment from a noted specialist. Of course, it is general, no attempt being made to prescribe specific treatment for individual cases.

If it is good news to add ten years to your life—which is what new discoveries in disease prevention are doing—then it must be worth playing up in the papers. If a scientific discovery can save the lives of thousands, should an epidemic sweep the town, then it must be front page stuff. The editor cannot go far afield when he is telling his public how to escape an early death. It is not only good news but it is a duty that he owes to his subscribers. *But*, he must be sure that what he is printing is the truth, as it is seen by the great medical thinkers of today.



*The Washington Correspondent of the Small-City Daily*

BY RUBY A. BLACK

*Washington Newspaper Correspondent, and Associate Editor of Equal Rights,  
a Feminist Weekly**Editor of The Matrix, Official National Magazine of Theta Sigma Phi*

The subject assigned me was "The Woman Reporter in Washington." I am not a woman reporter. I am just a reporter in Washington. Of the three hundred reporters admitted to the press galleries of the Senate and the House of Representatives, eleven are women. Of these, about seven are reporters; the others, I believe, are women reporters.

My job is with a bureau which is the Washington correspondent of some forty papers in cities of from 50,000 to 500,000. Such correspondence work is quite different from the work of the Washington correspondent for metropolitan newspapers. I did not know that kind of job existed until I began doing it.

I used to be a student and teacher of journalism and a reporter all up and down the Mississippi Valley, from Texas to Wisconsin. As a student of journalism, I thought a Washington correspondent was a wise and able person who sits in the press galleries of Congress, interviews Cabinet members, listens to the words of the official spokesman for the president, and writes "powerful pieces" about national and international affairs.

I found that the city editors and police reporters on the papers I worked on in the Middle West thought of the Washington correspondent as a veteran state political writer on a pension, sent to Washington because he knew the politics of his state and because he was getting too stiff in the joints of mind or body to be of any value on the street any more. That was the attitude they had toward their Washington correspondents.

Both the student and the reporter always believed that the Washington correspondent writes one or more interpretative stories a day of a political nature, full of comment and "inside dope." I remember that city editors used to say to their reporters, when a bit of editorial comment crept into a story: "What do you think you are anyway, a sports writer or a Washington correspondent?"

The papers for which our bureau works are large enough to want news from Washington, but are unable to support a correspondent of their own. Each of them uses at least one press association, which furnishes much Washington news, and at least one feature service, which furnishes political comment on national and international affairs. Most of our papers have two press association services, and two or more feature services which specialize in politics.

Our bureau furnishes the rest of the news from Washington for these papers. That means that we furnish purely local news and purely local political stories. Three of us gather and write all the news for these two-score papers. One is the manager, who directs the entire service, attends to the business end of the bureau, and serves as a managing editor. Another covers the White House and the executive departments and bureaus, such as the Treasury, the War Department, the Interstate Commerce Commission, the Patents Bureau, the Department of Commerce, and other branches of the government where there is much news of special local interest, untouched by the press associations.

I cover Congress—"The Hill." This means that there are ten senators, as our newspapers are located in five states, and some fifty congressmen whose activities we must watch. As the Senate is very well covered by the press associations, we spend most of our time with the members of the House of Representatives in whom our papers are interested.

There are only two fields open to the special correspondent for papers like ours: We must get material that is so utterly local that no press association carries it; or we must get news of special interest to our papers before the press associations find it—in other words, in advance of official action—and we must write several stories about each event in Washington of interest to our papers, whereas the press associations would use only one or two stories about the event.

The press associations are constantly encroaching on the local fields, which are our excuse for being. The United Press has long advertised that it covers Washington news of local interest. The Associated Press has now initiated a special local service, by which it sends overhead—that is, by commercial telegraph instead of by its own leased wires—news which would interest only two or three of the numerous papers it serves.

So our ingenuity is constantly called into play to think of some angle that the press associations will not consider. We must send longer and more frequent stories on localized matters than the press associations send. Our papers want frequent news of the status of the measures which particularly affect their locality, whether or not action is taken. For example, there are a minimum of nine possible stories about each bill introduced into Congress—the story of its introduction into the Senate, its introduction into the House of Representatives, of hearings before some Senate committee and before some House committee, action taken by each committee, action taken by each house of Congress, and, finally, the president's signature or veto to the measure. The press associations would cover fewer than half these nine stories, unless the subject is of major importance. We cover them all. Furthermore, if the measure is of intense local interest, such as the building of a bridge, the improvement of a postoffice, the deepening of a river channel, we write in addition other "dope" stories of the status of the measure even when no official action is taken.

We often find out in advance what action is to be taken by a committee, and write this news before the press associations find the official report. The press associations wait till the news happens, unless it is some topic of burning national interest, and if we wait till it happens, they can always beat us by a half-hour or an hour with their leased wires. But we see daily the congressmen who are interested, we know them well, and they tell us what action a committee, for example, plans to take on a local measure before the official report is written. They do this because they know the interest their community has in the measure, and they want us to give them credit for obtaining the passage of a bill which benefits their constituencies. We almost always give this credit.

These are the things we must do to satisfy the needs of a string of papers. We must furnish something better and different, designed to meet the special needs of each of our forty papers, with which we must be well acquainted.

What they want is "home town stuff"—records of home town people, home town measures that deal with appropriations for the district, appointments the congressman makes—"pork and patronage."

If the congressman, as is frequently said, is only an errand boy for his district, we are only press agents for that errand boy. Of course, sometimes we do point out that the congressman has failed in some achievement, and sometimes we give the paper news about him which he would prefer not to have published.

This localization is a geographical, an industrial, and a personal localization. News about the particular section where our client is located, news affecting the industries of that section, and news about the people of that section is what we have to furnish.

The geographical localization is obvious—news of rivers and harbors projects, appointments to or removal from federal office, postoffice construction or improvement, national parks or monuments, claims of individuals, all in that district, and all before Congress for action.

Then there is the industrial localization. In Uniontown, Pa., for example, everything about soft coal is of interest. In Schenectady, any item about radio is usable, because of the location of the General Electric Company there. In western New York and western New Jersey, anything affecting the industry of canning fresh vegetables is welcomed. New Jersey uses news of the textile industry. In Virginia, Pennsylvania, and Connecticut, there are large tobacco interests. Much news of these industries comes out of Congress, the Department of Commerce, the Tariff Commission, the Department of Agriculture, and other executive branches of the government. We have to watch the enormous amount of information made public by all the departments every day, in order to find the needle in the haystack that will interest one or more of our newspapers.

Then there is personal localization, which is easiest to do, for we see our senators and congressmen almost daily, and watch for news about other people in the national capital who are from the towns we represent. There are, for example, 10,000 people in Washington from New York, many of whom are from some of the fourteen towns we represent in that state. Some of these are in official positions, and we write more personal news of them than the press associations use. "Home Town Girl Makes Good in National Capital" is always a good yarn.

Our papers are not interested in having us write about any of the big national issues until we can show a particular localization. The press associations and the feature services satisfy them as long as the news is merely national or international in its scope. For example, all the large papers and the feature services used interpretative news of the defeats of certain senators in the primaries, attributing their defeats to a reaction against the administration, to their support of the World Court, or to their stand against modification of the Volstead Act, according to the particular slant of the particular writer.

In this case, we wrote stories showing the relation of these defeats to the possibilities of the re-election of the senators from our states whose terms expire this year. If we should write a general story on the national significance of any state campaigns and send it to all our papers, most of them would throw it into the wastebasket. The only way in which we write on national politics is through a definite demonstration of the local significance of any development.

We have to remember, too, what the press association can't remember, and mustn't remember, for its own sake—the political affiliations of each of our papers. We know whether our paper is for or against its congressman, and we usually act accordingly. Most of the congressmen, however, know that, no matter what the attitude of our paper is toward them, they must give us the news. If they don't give us the news, we write what we know. That is usually much worse than what they tell us.

The amount of trivial stuff we write would simply amaze you. Unless you know much more about the workings of our government than I did, you probably are not aware how much of the time of Congress is taken up with private affairs, of interest to only a few people in a single locality. A schedule of one day's report will serve as an example of the large proportion of unimportant local stuff. A schedule which I picked up before I left the office shows the following stories gathered that day: Action on a bill to give an old lighthouse to the state of New Jersey; report of the committee on military affairs on construction and repairs at Fort Monmouth, N. J.; half-dozen bills, each for a different paper, providing for increases in pensions for dependents of Civil War veterans; admission to the United States of the fiancée of a naturalized American in Salamanca, N. Y., obtained through the intervention of a congressman; high school seniors from northern New York to be entertained by their congressman; political story on senatorial campaign in Pennsylvania; a congressman trying to get the Department of Commerce radio test car to visit several small towns in his district to investigate the cause of radio interference there; extension of rural delivery service out of a little Pennsylvania town; plans for hearings on the resolution providing for a senatorial investigation of the Passaic, N. J., textile strike; Somerville, N. J., chief of police tells the National Traffic Association that the Volstead Act is the chief cause of automobile accidents.

The Passaic strike, of course, has now become a national matter, and covering the Washington end of it has given us a series of most interesting stories, much more exciting than the usual private and local stories.

Out of the dozens of speeches and many thousands of words uttered about traffic problems at the meeting of the traffic directors, the only item we wrote was that about the Somerville chief of police. It had a double interest because of the New Jersey location, and because all New Jersey is interested in any attack on the Volstead Act.

The only stories I wired that morning are excellent examples of the difference between the way we handle a story and the way the press associations handle the same story. There had been a hearing before the House of Representatives judiciary committee on a bill to authorize the appointment of twelve additional federal district judges throughout the country. One of these would be in western New York, one in northern New York, and one in Connecticut, in all three of which districts we have papers. One story was wired to all the Western New York papers, another to all the northern New York papers, and another to all the Connecticut papers. The press associations handled only one short story about the entire hearing, whereas we had three fairly long localized stories out of the one meeting of the committee.

We are not interested in the big men in politics unless they come from our districts, or unless they take part in some activities affecting our district, as

when Senator Borah, Senator Wheeler, and Senator La Follette interested themselves in the Passaic strike.

We have been fortunate in having a few congressmen who have taken leading parts in the major legislation before Congress. One of our congressmen introduced and steered through to final passage the Railroad Labor Bill. Another has been the most active in trying to find legislative solutions for the coal and immigration problems. Although a city man and a former professor of economics and labor mediator, he made what is said to be the best analysis of the farm relief problem. The only cases in which we wrote about farm relief were in connection with his speech and in connection with the activities of another of our congressmen who is a member of the committee on agriculture.

You, as students of journalism, are probably interested in the opportunities for such work in Washington, which certainly has its high spots of interest in spite of the fact that I have shown you what most of the Washington correspondents fail to show you—the trivial affairs with which we must concern ourselves.

The opportunities are really strictly limited. It takes years and good business ability plus good news sense and hard work to build up such a bureau as ours. Ours has been growing for some fourteen years. Each paper pays only a small amount, some on a space basis and some on a salary basis. You are likely to be as poor as the young poet while you are starting such a bureau. Every year about a dozen people try to start bureaus of this kind in Washington, and only a very few survive the competition of the press associations and the feature services. Several such bureaus have very fine standing in Washington, and have been running successfully for years. One is a feature service on women's news.

Unless you have an independent income, the only way to get a start in such work is to get a job in one of the existing bureaus—and only two or three have more than one member—or to get some other regular paying newspaper job in Washington while you gradually build up a string of papers. Secretaries to congressmen often start such bureaus, and keep them going while working for their congressmen, later going into business for themselves.

At any rate, the risks are too great for a person without considerable financial backing and without large experience in Washington to attempt to start a bureau.

### *A College Woman's Work on a Small Daily*

BY MISS MURIEL KELLY

*Newspaper and Magazine Writer*  
*National Treasurer of Theta Sigma Phi*

It may be interesting to say at the beginning that my only claim to fame is the doubtful distinction of having been fired from the same paper, the old Appleton (Wis.) Evening Crescent, from which, local legend has it, Edna Ferber also was fired. That paper now is absorbed by the Appleton Post-Crescent and it is about the work on that paper that I shall tell you. I am going to talk in generalities, relating my experiences only as they illustrate how a

college woman, or any other well-trained woman, for that matter, may serve her community on a small daily newspaper.

More and more is being said to students of journalism concerning the field of work in the small cities, and even in the villages. The need for college women is much greater in the country than it is in the city. I suppose all writers want to be on the big city papers, and thus the city paper has a choice of its women writers. The problem in the smaller cities is to find women who can do the large amount of work and who are willing to work for the comparatively small wages which the small-town papers think they can afford to pay. In no place is it more true than in the small city that the reporter brings back from his story just what he has taken to it. The knowledge of people and things which a small-city reporter must have or must accumulate is staggering.

From my own experiences in Appleton and on the Milwaukee Journal, I have found that there are many differences in the way in which reporters approach their work in the city and in the small town. (By small city or town I mean those municipalities which run from 10,000 to 40,000; their newspaper problems run pretty much the same whether they are in Texas or Maine. Appleton is a college town of better than 20,000.) Where Mrs. Steward finds that she is handicapped when she indicates that she has taken work in college along the line of interest of the person whom she is interviewing we in the smaller places find that the big men and women who come to our town are much more ready to talk if they feel that the reporter has had some background along their line of interest. I found many times that the work that I had had in college or the experiences I had had in some field were the open doors to big stories. Our paper never failed to carry big social work stories from any visiting celebrities because, while I was in Milwaukee, I had the opportunity to learn a good deal about their work and methods. I would say that the more evidences that you can show in your opening conversation that you do know the field a little bit, the quicker you will get your story. Your first questions will show something of your understanding of what you are after.

Let me say at the beginning that the small-town daily has no place for the bored college graduate who thinks that his diploma is his meal ticket. If you think that all small towns are hick towns and that there is no place for anyone with brains save in the big cities, don't even apply in a small town for a job. You won't do and, should you get the job, you will be most unhappy.

The small-town reporter must be hard working. Not only must he get a large number of stories each day, but the mere physical exertion of typing so much copy is a strain. My experience was that in the first five weeks that I was with the Post-Crescent I wrote as much copy as I did in five months on the Milwaukee Journal. After I discovered that, I became so alarmed at the size of my scrap-book in the future that I failed to save any more stories. Some of them I wish that I had because they were interesting, and I hope, well done.

The small-town reporter must have good health. He probably will not have it after he is through with three years of constant work, day and night, Sundays and holidays. But he must have it to start with. The need for a vigorous constitution is greater for the woman general reporter than for the man, I believe. The nerve strain of deadlines, noise, telephones and other countless interruptions is greater for the woman than the man.

The small-town reporter must have boundless enthusiasm, which will carry him (or shall I speak only in terms of the feminine reporter since we here are chiefly interested with her problems) through quantities of routine work which is not particularly interesting.

The small-town reporter must have a great interest in people. I do not mean just the occasional visitors whom we like to think of as "big men." I mean all of the people whom she meets each day or several times a week: the local commander of the American Legion post; president of the Brotherhood of American Yeomen; the "goddess of love" of the Beavers; the assistant cashier of the First National Bank; the chore woman at the high school. She must be interested in these people and what they do at their work and at home because on the news in the lives of these people is the small city paper built. These are the people who give her the tip for the biggest story of the year, perhaps.

Of all the experiences which were my lot in my six years on newspapers, knowing people who would not have been in my experience as a "private citizen" was the most valuable and pleasurable. The newspaper brought to me friendships and acquaintanceships that never could have been mine had I not had the good fortune to happen to land a job on a newspaper the summer after I was a freshman in college.

Going back to the qualifications of the small-town newspaper woman, I should say that above all—of course, I am presupposing that she has had some training and some native ability—she must have a sense of humor. There is nothing which can be so hurtful to one's pride and one's nerves and one's digestion as a lack of sense of humor on a small-town paper. In her daily life she is very close to the people about whom she may be writing, and mistakes would be very tragic, indeed, unless one learned when and how to laugh the rancor out of her soul.

Let me give you some idea of what may be before you if you contemplate getting a job in the small-town office. I started at the Post-Crescent on the society desk because it was necessary that I stay at home for several months and to be without a job at the beginning of "my career" spelled tragedy. I hated "doing society" but it was the only job open at that time. I found that the society page and the mechanism for getting material for it had never been developed. The city editor was anxious that the page be built up and he had a good many ideas which we proceeded to carry out. As we went I gathered a few ideas of my own and the combination resulted in a complete change of policy.

The girls who preceded me had worked without success to get the news from "the country club crowd." The attitude of "We do not care to have our parties in the paper" was a seemingly unsurmountable barrier; it was an attitude that had existed and grown lustily for years. We decided that that news was not so important after all and set out to get news of parties and doings everywhere in the city. We made one rule which was a handy "crowbar" in prying loose the stories which we particularly wanted. Daily I quoted it over and over again; it went something like this: "Now, Mrs. Whoisthis, I am sorry, but if you are not going to give me this story correctly, I shall have to get it from someone else whose information may not be correct. We have a rule in this office that we must turn in an account of every party about which

we know. If you will not tell me correctly, I cannot be responsible for any errors in my information which goes into the paper."

Once or twice in consultation with the other reporters we faked the details of a party. The resulting uproar from people concerned brought the desired results and after the news of what had happened was spread about we found that getting our stories was easier.

In addition to the officers of clubs, lodges, and societies, we established a call list of more than 500 women to whom we telephoned about once in two weeks for news. Then we worked hard to build up our contacts with the organizations, giving them big stories whenever their activities warranted it. As soon as all of this was organized I asked to be transferred to regular reporting in addition to the feature work which I had picked up in addition to my society work.

My regular run included at times as many as one hundred people whom I had to see and ask "What do you know?" every day. It took me to offices, banks, stores, schools, hotels, everywhere. The schools developed an interest in educational feature work in the grades, high school and college. In addition there was a very large program of lectures, musicals, theatricals, both amateur and professional, which had to be covered. It was almost fatal to fail to cover some of these things because of the contacts which we were trying to build up. Many times I went to things to which I had not been assigned just because it was "good business" for me to be there. Of course, then, I had to write the story the next morning along with all my other work.

The work included everything from amateur performances of the children's dancing classes to trials for embezzlement. One big field that we never touched was the reviewing of movies. This is a field which is very hard to handle in a small city, but it is valuable to the readers, many of whom see every change of show at all of the theaters.

What the college woman writes and her interpretation of the city's news is not the only or perhaps even her biggest contribution to her work. The man for whom I worked thought he was unalterably opposed to college-trained journalists. He took me on because I had been "knocked into the game" before I took my theoretical work and because I knew a large number of people in the town. I seldom said to him: "In college, we learned to do it this way," but with his co-operation, I was able to test out much of the theory that I'd been taught. He allowed me to try many things about which he was dubious; but he never gave my college training credit for any of the plans which were successful.

Sometimes a woman's greatest contribution is to keep news out of the paper. Just a word said at the right moment may save many a mother's and father's heartache or child's disgrace. I remember one time when our paper had every occasion to be enraged at a woman, who held a public office and who was called before a public hearing of one of the various boards. In a fit of righteous indignation for the community, the paper, through its city editor, was going out of its way to publish uncalled-for details of the situation. One story, in particular, was like kicking a man when he is down. I sat at my desk listening to the rising tide of indignation, but thinking all the time of the woman's mother and of her small son. I had been a guest many times in her home and had tried hard to be her friend until she started giving me mis-



information for the paper. Our friendship had ceased, but if ever a woman needed a friend at court, she needed one. Finally, I could stand it no longer and I burst out to the city editor: "I hope your wife and small son never have anyone in a position to use 'the whip hand' as you are going to use it if you publish that story. It's hard enough on her family without our going out of our way to hurt them." The story did not appear and I have always taken to myself some of the credit. Perhaps those men would have seen the point of view before the paper went to press without my outburst, but I choose to think that they would not have.

My three years on the Post-Crescent were a tremendous experience in personalities and hard work. Perhaps three years is too long for an ambitious young journalist to stay on a small daily, but I certainly recommend a year or so as a part of the general training and experience of the writer. After being away from the "daily grind" for two years I find that I am more and more impressed with the value of the experience in having known people. My experience holds for me two disappointments. The one is that all my writing under stress did not teach me to be able to sit down at my typewriter at home and pound out copy at will. The other is that my three years of hard work did not convince my city editor of the value of college training and he put in two high-school girls when I left. Again I choose to think this is a matter of inability to pay salaries necessary for college-trained help rather than a failure to demonstrate that college women can get the jobs and hold them.

### *Opportunities in Rural Journalism*

BY MRS. BESS M. WILSON

*Editor, Redwood Gazette, Redwood Falls, Minn., and Member of the Board of Regents of the University of Minnesota*

I have not come to you from Minnesota today to make anything resembling a formal address. I come to bring all Missouri journalists, both embryonic and old-timers, a greeting from the country newspaper men and women of the North Star State. I have also come down into your "show me" state inclined to sound a note of warning to those of you about to start out in newspaper work. Not because journalism is in any particular sense a dangerous occupation nor because any warning is directly necessary, but because unless the young journalist enters upon his work with a very clear conception of its several and varied aspects, there is little chance of his ultimate success or of his achieving what is infinitely greater than mere material success—his own happiness in his work.

The most terrible and terrific sentence an unkind fate can deal to an individual is that he shall be unhappy, dissatisfied, and discontented in his work. To avoid this is possibly the chiefest excuse for schools of journalism. It is also the only reason why some of us who have already grown old in the work are asked from time to time to disclose to your generation some of the things we have learned from ours, at considerable cost to ourselves. It is true as well as trite that experience is the best teacher, but some of us never seem to be able to stop trying to put ourselves in the place of the Master Tutor.

The theory of journalism is inspiration and the practice of it is perspiration. In my girlhood and young womanhood I prepared for that greatest of all professions—teaching. When I received my diploma I had scores of beautifully prepared notebooks with countless theories and methods all nicely outlined. After graduation I went into a one-room school with pupils of all ages from the little kindergartners up through the eighth grade. And I found little in those notebooks to help me solve the problems that rushed over me in such a flood that I was almost drowned. It was only as I gained practical knowledge by working at that job for sixteen hours a day that I was able to co-ordinate the practical side of teaching with the theory. As I attained more and more of the real teaching sense my notebooks and my study of methods and means became of more and more value to me until finally the two were so blended that my work became less of a drudgery and more of a joy.

That is, I think, the way it will be with those of you who are now studying journalism. All your beautiful plans for literally carrying out the many things you have learned here will fall pretty flat. But they won't stay flat. Everything learned here will be of much value to you after you have had enough experience to give you both background and perspective—and both are very necessary to the artist who would paint a word picture on common print paper. Please don't think I underestimate the value of schools such as yours. My big regret thirteen years ago when I took up the work of editing a small-town paper was that I had not the least idea of how it was to be done, having never written a line for publication nor ever having had anyone tell me. I am still mindful of the mistakes I made because of my lack of training and so I am filled with admiration and respect for the motives and ideals of such schools. But I am endeavoring to pass on to you the idea that in spite of this training, finding your way in the path of newspaper work will not be treading a pathway of roses. Just now you are all busy educating your heads. When you get into the actual work you will find, willingly or otherwise, that it is your hearts that are being trained in the University of the World. And you will be a good writer or a poor one as you let your heart or your head dictate.

Please remember, as I talk to you, that my sole experience has been on a small-town weekly. By "small town" I mean just literally that—not a city of fifty thousand nor even of twenty-five thousand, but of three thousand. Literally a country town located in a rich farming section, drawing its trade and its people—its very life—from the soil, and as crude, as genuine, as dull, and as human as such towns are all over the United States. It always appeals a bit to my sense of the ridiculous to have the work of an editor of such a paper called journalism. Such a nomenclature seem to raise the work to the dignity of a profession, and it isn't that—it is just a job! A heart-throbbing, attention-compelling and all-absorbing job to be sure, but a job, nevertheless. The very word "journalism" implies certain rudiments, certain technique, and a certain orthodoxy of procedure. To slip back into the vernacular of an ancient story "there ain't no such animal" as any of these in a country newspaper office.

Usually the editor in such an office writes the headed news stories, writes the features, writes the editorials, and if he is worth his salt will bring in a column or so of personals each week just as a sideline. To get his news articles he must attend everything from the missionary society meetings and the school programs to the big political rallies and the governor's speeches. To

get his features he must visit farms and industries in his territory, he must interview numberless people on countless subjects, he must acquire a knowledge of the historical events of his vicinity, and do a million other things as well as thinking them all up before he does them. In order to write his editorials, which are necessary to the aliveness of even a weekly paper, he must keep up his interest in all the news of the day, must read the daily papers and the countless weeklies of his state as well as the worth-while magazines.

Any one of these things constitutes a man-sized job and yet there are to be found everywhere editors who are doing all of them. Some, in addition, will be found doing the work of the business manager of the plant, preparing the advertising copy. The editor may be the bookkeeper and in some instances he may even take on the work of the foreman of the composing room and job shop. I am not saying any man can do all these things and do them well. I am simply stating a fact which the older editors here present will admit when I say that there are many owners of newspaper plants who are doing them. Doing these things in the twenty-four hours of each day doesn't leave the editor a great deal of time in which to think of the best means of furthering the interests of journalism. He is usually more interested in settlement work than in journalism—the settlement of his paper bills at the end of the month.

In justice to the newspaper fraternity, though, I must say that there is less of this carrying of a multiplicity of burdens than there was even fifteen years ago. Efficiency has become an actual thing instead of something about which to write a caustic two-line paragraph. Even the most conservative is learning that the extension of the payroll very often means the extension of the bank account instead of its depression. The result is we are getting better writing on the small papers, better men are taking hold of them and the public is better served.

It is probable that very few of the young people studying in this school at the present time are looking forward to working on any other organ than a big or medium-sized daily. But many of you will. It is just impossible in accordance with the law of supply and demand, that more than a very small proportion of you will find places in the larger cities. The rest of you will go to work on papers from the size of mine up to the dailies in cities of a hundred thousand and less.

It may sound cruel but I prophesy that many of you will find your vocation finally in the offices of the really small paper. I have no wish to appear heartless nor to dash your aspirations and yet I hope this is true. I hope you will be absorbed in this big Midwest of ours and made to serve her and her tremendous future. You will be needed, and where the need is nature will just naturally supply the workers. The big cities are fed constantly by the cream of our rural workers—the tragedy comes when there is no one to take the place of these people who leave the rural districts. There is more to this tragedy of the city than just the congestion there; there is the tragedy of the vacancies left in the ranks of the workers back home. Some of these vacancies you are going to fill just as I have filled one and as thousands of others have done.

But the country newspaper is its own justification and those responsible for it have no occasion to apologize for it. It not only justifies itself, but, like virtue, it constitutes its own—and often its only—reward. Into its pages go the heart-throbs of its community, more or less artistically presented according

to the ability of its editor, but all there just the same. From these same pages come the impulses which later crystallize into that all-powerful thing, public sentiment and opinion. It has the power to make its readers happy or sad, to assist them in their financial stress occasionally, to help them when friendly sympathy is needed, to foster them all, to serve them all, to educate a little and to entertain much.

Because it is within its scope to cover all these intrinsic things, is my reason for saying a few sentences ago that the hearts of news writers must be educated as well as their heads—and in my opinion hearts are really the more important fountainhead of all really good copy. Suppose you drop with me for a minute into the little circle of readers served by my own paper—a matter of two thousand, with at least fifteen hundred of them all living in the immediate vicinity of the city in which the paper is published. Not a big nor an exciting field in which to labor, you will say. I have no doubt that many a sprouting newspaper man thinks he could within six months write up everything there worthy of publishing. And yet after years of work there I feel that I have only scratched the surface of the rich soil of possibilities.

Getting out this paper has become much like writing a letter to a large and much interested family. For instance, the boy and girl whose marriage we are announcing this week were high-school students yesterday or the year before that, and we were writing of their commencement and their class play. Within a year or two we will be making the birth announcement that so thrills the hearts of proud grandparents and thus we have seen another generation of Americans start on its way. We may send this same bridegroom of today into Congress in the next ten or twelve years; we may see tragedy stalk through that home, separating its members; we may see, as I saw the other day, a friend of my own son sent to our state institution of reform because of one wild evening with bad companions. Simple little items in many ways and yet they never fail to register pain or pleasure, expectation or disappointment in the hearts of the editor and the majority of his readers. The city journalist sees small value in such trivial and personal things. The country editor knows that even the least of these things contains great heart interest for his particular locality and plays it up accordingly.

My own aim has been, and I am not alone in it by any means, that there shall be nothing in the paper which is not perfectly fit for every member of the family to read, from the youngest and most impressionistic to the oldest and most astute. This precludes the publication of lurid details in divorce cases, in murder or suicide cases, in reports of social crimes committed. It requires the telling of the pleasant and profitable doings in a readable and interest-attracting manner. A critic of mine once told me that I would never be even a passably good editor, nor get out anything but the most mediocre of papers, until I stopped editing my paper with my sentiments instead of with my sense. That sort of mediocrity holds no fear for me. While I have no wish to be a sentimentalist I have a very big craving to be clean. The *Christian Science Monitor* is my personal ideal of a paper which accomplishes splendid editing, wonderful news values and absolute cleanness of material—and I say this with all the honest sincerity of a dyed-in-the-wool Methodist.

The other evening I sat at dinner in the home of Dr. Coffman, president of the University of Minnesota, and heard him say: "I have been quoted in the newspapers often as having made certain statements, without ever having

been interviewed or questioned on the subject, and without even a telephone call as the reporter's authority for the alleged quotation." Gov. Christianson, himself formerly a country newspaper editor, took up the thought of Dr. Coffman and said: "I have come to the point where I shrink from opening my morning paper for fear I shall find myself giving, through the press, an opinion which is exactly the opposite of what I actually hold." A little later during the same dinner hour, the conversation turned to Luther Burbank and his almost-dying statement that he did not believe in life after death. In the discussion Dr. Will Mayo of Rochester said: "I should rather have been Burbank, making this mistaken statement, than the reporter who, getting such a statement from an old and failing man by some means or another, made a sensational story of it and published it for the world to read. Supposing", he continued, "that Burbank did actually say that, the publishing of such a statement from such a man was cruel to the world who loved Burbank and it caused a very real grief to thousands."

I am not defending the statements of any of these three men. I am not arguing whether they are right in their opinions of the press or not. I am simply quoting their words as indicative of the very meager status the average news writer has in the minds of each of these men, each of them fair minded, intelligent, thoughtful, and well informed. Are we going to permit men of that caliber to hold that opinion of the universal press? Or are we, by catering less to the sensational and the speedy going, to obtain a pleasing and honest conservatism in our writings. The country weekly gives a much better opportunity for just that sort of journalism than does the big city daily. It has not such urgent need for quick news, it has a more intimate knowledge of its reading public, it has less competition in the field of sensationalism and thrills. At first thought its territory may seem so limited that its importance is negligible. But remember that there are several hundred weekly papers in every state for every daily paper published in the same territory. That means a circulation which is not an insignificant rival of the metropolitan papers.

May I then plead with you for infinite patience with what may seem the humdrum things of existence; an infinite sympathy for the frailties and failures of humanity in order that you may not be too greedy to reveal them; an infinite love for everything that is beautiful and lasting and lovable so that you may let this love creep into the stories you will write of the insignificant little happenings that mean so little to you and so much to somebody who will read your pages. Let us write from our hearts with our heads keeping us from being too altogether dull, and with humor leading both. In other words let's be servants of humanity first and brilliant journalists after. The two are not incompatible nor is the combination impossible. But let us keep the sequence straight and our sense of values true.

*System in Weekly Publications*

BY MRS. JESSIE CHILDERS WILLIAMS

*Editor-in-Charge, Free Press, Troy, Mo.*

I realize that the plan we follow may not be practical to use in every other office. It has worked for us and I submit it to you for what it may be worth.

In publishing a weekly paper it is so easy to put things off from day to day when a whole week lies between press days. A week seems such a nice long, leisurely stretch of time.

But when the news editor permits himself to procrastinate, the linotype operator is forced to procrastinate, and an idle linotype machine the first of the week means one crowded to the limit and sometimes past it on press day and the day and night just before. And it means frayed nerves for the operator and the make-up man and anything but a cheerful and efficient force on the day that such a force is most needed.

Hence, to be fair to all concerned, we have found an editorial plan the best solution.

Such a plan calls necessarily for a weekly routine. Thursday noon in the Free Press office finds the forms locked ready for the press and a new paper to be started on its way by the news editor.

That afternoon is ideal for clearing away the debris of the week before that will accumulate, for opening and looking over the few exchanges that have come, and for beginning local notes for the new week.

As the paper comes off the press it is easy right then to go over it and make notes to follow up the coming week. There's scarcely a person anywhere that likes an unfinished story, so we read the Free Press carefully for the purpose of finding any item that should be continued or concluded the next week. If an election of lodge officers is to be held, then next week's item contains the names of the new officers; if an arrest has been made, there's the preliminary hearing; if anyone is seriously ill, there's his condition to note. By the time the paper is carefully read there are several news notes ready to be followed up in the new paper.

Friday and Saturday until noon (our office gives a half-holiday on Saturday) are given over to the exchanges. The Lincoln County papers are read for county news that we have failed to get, the others for our "General Missouri News", which is the heading we use for news all over the state, and for miscellany and world items.

Just a word about miscellany and Missouri. We're mighty cranky about our miscellany. We simply will not use just anything. In selecting an article I try to think of three tests—Is the article helpful? Is it instructive? Is it amusing? If it serves one, or two, or all three tests, all right; if not, I don't use it. Of course, I have to judge according to my own taste in selection—often, I am sure, my taste seems poor to other folks. But that's one of the privileges of editing a paper—we get to use our own judgment.

It's quite a lot of trouble to get Missouri news, but we feel sure it pays. We still have some subscribers left whose only newspaper is the Free Press,

and, for that reason, we want it to carry as large a selection and variety of information as we can get into it. Then we have had some of our men prominent in state or national politics tell us that this department is worth the price of the paper to them. By reading it they get the news of their district all boiled down and it saves them time.

Selecting this, pasting it, writing it over when necessary, takes part of Monday, sometimes all of it.

We get our "News of Former Days"—from our old files—next, and by the middle of Monday afternoon start our front-page stories and local news items.

All of Tuesday is given to the writing of local news and to the correction of the correspondence that comes in that day.

We try very hard to have all the front-page stories that are available up to that time, written, and at least half of our local matter written, set, proved, and corrected for the forms by Tuesday afternoon.

Wednesday morning finds most of our correspondence in, in a bunch.

That department of our paper is a very important one to us. It has to be because of our ambition for a large subscription list and because of our limited local field. Troy is a town of only 1200 population and to secure and keep our subscription list of 3,000, we must have a goodly amount of Lincoln County, as well as Troy, news. Merely the latter would make the paper valuable to so much smaller a number of persons.

So we try to pay our correspondents well enough to make it a matter of personal gain as well as community pride to get in good letters regularly. We have news letters each week—and regularly—from seventeen towns or communities.

Does the expense and trouble of this department pay? We think it does. Our subscription list has not varied in number fifty names in the past eight years.

The correspondence is corrected and given to the machine at once Wednesday morning and by the middle of the morning, usually, the remainder of the local news is begun, so that, by the time the correspondence is set, this is ready for the machine. The proof is taken the last thing Wednesday afternoon and corrected before closing time, which, on Wednesday, is always an hour later than the usual time.

Thursday morning finds us free to interview the doctors, to get last-minute items, and finds the machine free to handle this news, and the type available to the make-up man by 10:30 or 11 o'clock. That makes us able to lock up the forms by noon and go to press shortly after noon, and keeps the touchiest and grouchiest of us from being all upset and peevish because of delay, of haste, or of crowding.

That this plan can be carried out in the Free Press office is due to a number of things, of course. Perhaps the greatest help in being able to so plan *now*, is our Duplex press. This gives us the ability to handle our news all at once and to distribute it evenly all over the paper.

That has made our system easier, but we used the same plan when we had two runs to make, solving our problems to some extent then by requiring more of our correspondents to get their letters in on Tuesday and using that, our Missouri news and as much miscellany as needed on the first run. We could use our plan then, but not as easily nor with as little crowding and friction as now.

We also use a system in our make-up, dividing the paper into departments and using much the same plan each week.

Page 1 is, of course, given over to our most important news stories, those meriting heads. Pages 2 and 3 contain our correspondence under the head of "Lincoln County News." Pages 4 and 5 are our local pages. On pages 6 and 7 we group our "General Missouri News," our "News of Former Days," "Farm Bureau Notes," "World News" and any miscellany that may be needed to fill in.

Page 8 is given over to correspondence from two neighboring villages about half the size of Troy, and we group the advertising from those towns around their news notes.

Naturally our make-up is not the same each week, as the news varies each week, but we follow this general plan.

We have found that the use of such a system (even though it works imperfectly at times, as any set plan influenced by outside things is bound to do) enables us to get out a better paper, more easily, more efficiently, and with greater fairness to everybody on the force.

### *Advertising as a Field for Women*

BY MRS. A. W. PROETZ

*The Gardner Advertising Company, St. Louis*

If one were discussing such a subject as "Opportunities for Women in the Profession of Teaching," he might let the accent lie where the influence of tradition places it—on the word "women." The opportunities involved would need attention only as they related to the ability or fitness of women to take advantage of them.

But when one thinks on the subject of opportunities for women in advertising, he finds himself driven to consideration of the opportunities. The influence of tradition breaks down before the sweep of the great development, the wonderful possibilities, and the interesting significance of the institution of advertising, as we know it today.

Testimony before the Federal Trade Commission within the last few days brought out the fact of \$750,000,000 expenditure in newspaper advertising last year as against \$120,000,000 nine years ago. Advertising in national magazines has increased from a few million dollars in 1916 to more than \$150,000,000 in 1925. The records of the leading advertising magazines in America show an increase of 700 per cent in the period from 1915 to 1925 in the volume of advertising on articles so staple as food.

The accepted estimate of the total expenditure for advertising of all kinds during the year 1925 is near to two billion dollars—a volume of business nearly twice as great as the business of the United States Steel Corporation. These high-spot figures standing alone would be impressively suggestive of opportunity. But, when we note the swift development—when one realizes that the human machinery for handling this great business has been developed in one decade, the opportunity for individual effort and accomplishment in such a field looms large indeed.



I shall not undertake to discuss the merits or the imperfections of present-day advertising. He who looks at the field only as to volume of business with relation to the time in which it has grown, need have no critical analysis to convince him that the opportunities for improvement and refinement are great in an institution that has so swiftly grown so large. And, he who thinks of advertising with appreciation of its present significance, cannot but be impressed with the possibilities of the future. It has been said—and, I believe truly said—that more progress has been made in America in the last fifty years in the production of new things to contribute to the comfort, convenience and happiness of the masses of the people than in all the previous course of human existence. It may be as truly said that more progress has been made in the last decade than in any other ten-year period in the history of the world. That is only to say that our progress has been a constantly accelerated progress, and it is by no mere coincidence that the decade of greatest progress has been the period in which the institution of advertising has had its phenomenal development. Without advertising the progress could not have been so rapid in a society so complex in its industrial organizations. We can't go ahead as we have gone, and wait for word of mouth report from one individual to another to spread the news of new things to the extent of making our neighbors want them. One might, with less logical fallacy than is often employed in reaching conclusions about social and industrial affairs, say that the chief cause of industrial and consequent social progress in the last ten years has been advertising.

But, be that as it may, one cannot look thoughtfully at present-day advertising without realizing that advertising as an institution is now a most essential part of our industrial system. It is a great educational force, which is developing the want for better things, showing how the mere wants can best be satisfied, and, through speedy development of great demand making possible the economics that accompany volume production.

To question whether the future holds wonderful possibilities of further development in advertising were to doubt whether there is to be still greater progress in industrial accomplishment—to doubt whether there is still a large field for the more extensive use of the physical things that increase the comfort and convenience and happiness of the people. To doubt that development, were to adopt a pessimism that is not possible to sane, normally intelligent beings living in these wonderful days.

If these observations be soundly made, then it follows that opportunities in advertising are of such extent and character as to thrill the imagination of those who would do worth-while things in the world's affairs. It remains, of course, to inquire whether, and to what extent, women are qualified to take advantage of these opportunities.

I presume that if advertising had to do with things used or purchased primarily by men, the conclusion would be pretty generally drawn that women had no place in the profession. It would not be so readily concluded that if all advertising were directed to women, men would have no place in it. Discussion of the correctness or the practice of those two conclusions would involve considerations of the influence of tradition, and the relative capabilities of men and women, both of which points may be passed. The necessity of attention to them may be avoided by answering that all now agree that women

have some capability in industrial activity. Without attempting to divide the opportunity in advertising between men and women on the basis of the relative appeal to each class, we may inquire how far the character of the appeal affects the opportunity of women in the advertising field.

Estimates of the percentage of advertising which appeals directly to women as the purchasers of the commodities advertised, generally run around 85 per cent. If that seems high, let us look at some definite facts that are instructive.

Of the hundred leading advertisements in national magazines something more than seventy-five are advertising articles purchased exclusively or chiefly by women. The first five of this hundred, representing foods, soaps and house furnishings, on the advertising of each of which is spent more than a million dollars a year, have an appeal almost exclusively to women. In this classification of national advertising the first place in volume of expenditure is held by foods, and second place by toilet articles. Third place is held by electrical equipment, a large part of which is in household appliances, and fourth place by passenger automobiles, on the purchase of which, it will be readily conceded, women exercise a considerable influence in these days when such advertising deals more with design and decoration than with points of mechanical quality.

And if we turn from national magazines to newspaper advertising, the preponderance of appeal to women is no less striking. The pages of the great city dailies are largely taken up with the advertisements of department stores and grocery stores.

If opportunity in advertising were divided between men and women on the basis of those to whom the appeal is directed, there would be small place for men in the advertising field.

I shall not undertake to prove the point that only a woman can understand women (perhaps not even a woman can do that), but I do stress the point that women may understand better than men the facts that will appeal to women about the articles that women buy and use. We have the same viewpoint, we are fellow users of the merchandise. If the long experience of men with business affairs has given to men an appreciation of those affairs superior to what a woman can have, isn't it just as certain that woman's long experience with food and clothes and household equipment has given her an appreciation of women's attitude toward those things that man may not quickly acquire?

We may turn to man-made advertising of women's articles and find some striking illustrations of how a woman's understanding of women's point of view and experience would have made for better advertising.

A recent piece of advertising copy illustrates this point. This copy portrayed a woman at breakfast in negligee loosely worn. The unkempt mode of apparel, itself, is a distinct insult to the better class of readers who observe this copy and who would not be dressed in this fashion if even another woman were present.

Also the copy writer used wrong psychology in depicting a woman entering her house to find her floors flooded and expressing gratification that the floor polish had saved her floor. In reality her first thoughts would have been to see if any of her furniture was ruined and whether "the water had seeped down to her 'pet stock' in the cellar."

Another copy writer advertised that a bungalow could be cleaned in one hour and a half with a vacuum cleaner. To a woman this statement is ridiculous. If the copy reader had only gone out and inquired the facts from half a dozen women he would not have committed so gross a blunder.

If now the question arises as to why women have not taken to themselves some of the opportunities which theoretically would seem to be theirs, the answer is that they have done so to an extent that is not generally known.

Mrs. Randor Lewis, Mrs. Ruth Watson, Marion Jean Lyon, advertising manager of Judge, and Grace Walton, advertising manager of Kayser Gloves, are only a few of the successful women in advertising today.

Out of this the firm conviction must come that in the field of advertising there is great opportunity for women. There is still to some extent the handicap of tradition to be overcome. There may still be in business those men who think they must have a man as advertising manager in order that they may have someone to swear at. But, fortunately, whether it be the influence of women in business or of gentlemen in business, the practice of having someone to swear at is becoming less and less prevalent. With more women advertising the things that appeal to women, it is certain that there would be fewer things about which to swear at anybody.

That women have taken hold of opportunity in advertising has already been noted. If we look at the different phases of advertising activity, we find women everywhere. In publicity, department stores, advertising departments of newspapers, house organs, and home economics, women are well represented. At the Grand Leader, one of our largest St. Louis department stores, a woman holds the position of art director with nine artists under her direction. The field of commercial art has been revolutionized by the development of advertising. Today the emphasis is not put upon *commercial* (with an uncomplimentary connotation) but upon *art*, the application to commercial purposes being only an incident. In this field two women hold positions of outstanding prominence. Maude Temsey Fengel's paintings for advertisers are so charming they not only compel the attention of the public to the page, but they fascinate the artist who sees them. Lucille Patterson March makes paintings of children in a style that is distinctive and charming. These two women are second to none in the character and distinction of their work. It is not exaggerating to say that they have made contributions to art in serving the cause of commerce.

Women are running advertising agencies of their own, handling large accounts and making a success of the business of advertising. The Churchill-Hall Agency in New York is owned and managed by women. In Racine, Wis., Miss Jellif conducts a successful agency which handles large accounts for national advertisers.

In many agencies women are holding positions of responsibility representing every phase of agency activity. On many large accounts the "service men" are women, and they have shown marked ability in handling the men who direct the affairs of the clients. It may be mentioned in passing that this "handling" of men is on no traditional basis of managing the creatures by humoring their whims, but on the cold basis of knowing how to do a business job and of "handling" the client by showing the way to the results that are demanded.

In the research departments of agencies, women's aptitude for careful attention to details has put her in many positions of responsibility. In this work, since the attitude and reactions of women have so often to be taken into account, the woman who is conducting a research department has an advantage of understanding that fits her peculiarly for the position.

To those who look with an analytical eye on agency work it must be evident that the place of the old-time copy writer is rapidly passing. The "word artist" who got from others only a general smattering of knowledge about the article to be advertised, and, then by his skill with words produced compelling copy, can hardly hold place in the activities of present-day advertising. An article recently appeared in a prominent magazine in which the president of a large company, engaged in extensive national advertising, told why he wrote his own copy. The point of his story was that he knew more about his product and gave more time and thought to its points of appeal to the public than any copy writer could give. There are women today designing and planning campaigns for advertising things that appeal to women, who are doing the real copy job, while they also "service" the account. They are able to bring to the copy work the same understanding of the product—the same appreciation of the point of view of consumers that led the president to write his own copy. When a woman writes the copy about a thing which women better know—copy directed to women—it is reasonable to believe that it makes for better advertising.

By the same consideration one must come to the conclusion that the art director can contribute something better to the art work of advertising that has to do with things that appeal to women. Any woman who knows advertising has something near to violent conviction that a lot of advertising illustration would have shown much better and would have been much better advertising if it had not so obviously been prepared by men who neglected to check up on details. It needed to appeal to women—not to men.

One cannot leave the subject of opportunities for women in advertising without a word about the kind of women to whom the opportunities are open. There are no worth-while opportunities open to women in advertising, except to the woman able to take advantage of the opportunities. Ability there must be, of course, and not the mere temperamental ability sometimes mistaken for genius. The business of advertising is largely a personal service business, but it is not an *individual* service business. The work of advertising in the agency or in the organization of the client, is organization work. There are a few "solo players" in advertising work, but their success is largely a matter of accident. No matter what great ideas one may have, no matter what ability, unless she can adapt herself to the needs of organization, her opportunities in advertising are limited, as they would be in any other field of endeavor. The measure of success for the woman in advertising, as for anyone in any field, will be determined largely by the extent to which she is willing to work at the job in hand, with more thought for how well the job is done than for the credit she may get for doing it. There is, on account of the character of the work, perhaps something more of personal enmity and jealousy in organizations engaged in advertising than in ordinary businesses. But here, as elsewhere, the person to whom the best of opportunity falls is the person who meets it as it comes by doing worth-while work on whatever there is at hand to do.

There may be no surprise in my admission that it has been difficult to talk about advertising as work for women without reference to my own

experience, since I am engaged in the work. The experience has been to me so fascinatingly interesting that I like to talk about it. I shall do so, however, only as far as my own experience touches the point of opportunity to do nearly everything that is to be done in an agency on an account. In servicing the account—handling the client—in planning the campaign, in studying the product, in buying the art, in handling the copy ideas, in dealing with the publications, even in calling on the trade that sells that article, I have had nothing but pleasing experiences, have found nothing that women need shun—have found opportunity for interesting work, often hard, but never without the thrill that comes from worth-while tasks performed. From my own experience, I think of advertising as a field of most delightful opportunity for women.

### *Department Store Advertising*

BY MRS. ROSALIE TUMULTY DENT

*Advertising Department, Stewart Dry Goods Company, Louisville, Ky.*

We speak much of a woman's intuition—as a man once said, a woman's into-everything. That is true of advertising. However, there are some places in advertising where women serve better than in others. Certainly the department store and the specialty shop are natural fields for women.

There are stores throughout the country who have only women in their advertising departments—as managers, copy writers and artists. A woman understands the motives that lead women to buy. She knows the appeal that will bring the greatest response. She knows a woman's vanity, her sense of style, her appreciation of details and her knowledge of value. And of course she knows that the national pocketbook is handled by women. A woman sees the romance in merchandise that most men do not conceive of and she presents it to her fellow women in the most appealing way.

Since news is the first thought of department store advertising as it is with a newspaper, one must know much about the merchandise to be offered. I always see the merchandise before I do anything else. I become thoroughly acquainted with its history, its quality, use, or anything else that the public should know. Then I hope for an inspiration to show me the most interesting way to present my story. Accuracy and truth are not to be overlooked.

It is essential that one having to do with department store advertising be informed as to the merchandise. We have many sources to keep us informed. The buyers tell us all they know. We subscribe to such magazines as Harper's and Vogue, we get merchandise and fashion reports from New York and Paris offices. We read trade magazines and the leading newspapers of various cities. Nothing is overlooked to give us a greater knowledge of what we are trying to sell. Many stores send their copy writers to Paris, New York, and Florida. One must be fashion-wise, have good taste, get about in other stores, have constructive ideas to get business and to better advertising.

There is no letting down in a department store advertising office. It is like getting out one edition of a newspaper, it means only that you are ready

to start on another. One is working against time always, doing creative work together with the mechanical. There is no chance to loaf or indulge in temperament—we let the artist do that. We come in touch daily with the entire store. The buyers bring their joys and sorrows to us and demand that we show as much enthusiasm over their merchandise as one does over the first-born of a dear friend. All poor days are blamed on the advertising office and credit is given the merchandise for good days. But we don't mind that. We have learned to use tact and diplomacy, be sympathetic and understanding. I find working in a department store advertising office like being a part of a great oversized family of brothers and sisters—a thousand personalities and hundreds of ups and downs—everything just crammed full of human interest.

Perhaps you would like to know something of the routine of our advertising office. Our appropriation is made for the year for newspaper and direct advertising. The number of columns of advertising to be used each day is decided upon. Of course this is elastic when the need arises. About the middle of every month definite plans for promotion for the next month are completed. The buyers, advertising and merchandising managers confer. They discuss the merchandise, the volume needed to beat last year and the best ways to promote sales for this year. These plans are printed with all necessary information and copies given to advertising, merchandising, and president's offices. Thus we know exactly what is ahead. Each day has its program. Daily advertisements are assigned a week in advance. A layout is made, cuts and headlines properly allotted, and every buyer represented notified as to the size of the space and the volume expected from it. He then sends up his copy. Window displays, main floor tables, elevator cards co-operate always.

Right here I will say the usual thing—take advantage of as many courses offered by the University as possible. The copy writer and advertising manager who has a background of culture together with business acumen is to be envied. English courses are priceless—the classics, mythology, astrology, psychology, art, and many others. There are numerous occasions when a copy writer would like to have a reference at her brain-tip, and if she remembers only vaguely something she has learned in school it may be just the thought to put her ad over. Advertisements of today are romantic, classical, beautiful, and it is much easier to make them that way if you have a versatile mind.

There is also a mechanical side to advertising. Knowledge of type is essential. The science and art of layout-making is indispensable. Know how to order a drawing and the various processes of cut making. Be informed as to the mechanical difficulties of a newspaper. In short, learn everything that the School of Journalism offers you.

Now if nothing else has convinced you of the joy of working in a department store advertising office, here are two things that should. The salaries paid to women for this work, as far as I can learn, are equal to and sometimes surpass those paid to men. Most stores realize the value of the services rendered. The work can hardly be considered as competitive. I know of no men copy writers in this field but of course there are lots of men managers. The other reason will especially appeal to those of you who have to sell space to merchants. Of course they never want it—it doesn't do them any good—advertising doesn't pay—at least, that is what they used to tell me. There is a paradise for you all in the department store, for there the folks who should use advertising space, cry for it, fight for it, and never have been known to get enough of it.

*The Technique of Applying for a Job*

BY MRS. SUSAN DIBELKA

*Head of Woman's Journalistic Register, Chicago**Member of Theta Sigma Phi National Council*

There is a real technique in applying for a position. I have been connected with the Woman's Journalistic Register for six years and I am very glad to pass on my observations.

People who want jobs divide themselves into three classes: First, beginners who have had no experience—girls who have come from journalistic schools and who have never done any work of any kind.

Second, beginners with experience—girls who have worked during summers on newspapers and whose journalistic courses are sufficiently practical to assure their being in the beginner-with-experience class.

The third class consists of those who are experienced.

The beginners don't know where to go, nor what to do. Before the advent of the Journalistic Register, many graduates went into teaching. Now most of them go into journalism, I am glad to say. The beginner with experience feels more sure of herself. Assurance is very important. The experienced girl can refer to her former employer for reference and that of course gives her a great deal of assurance. A girl of one or two years' experience, who has had good luck, doesn't usually have to have the help of an agency because she feels sure of herself and can make contacts with employers.

In going to the big city for a job, the beginner should, if possible, get into touch with some welfare organization or some agency. In Chicago she can go to us, or in New York City go to our representative. In Minneapolis, she can go to the Women's Occupational Bureau; the same in Los Angeles, Philadelphia, and Boston. There are a number of such organizations.

A beginner without experience should never start walking the city unless she knows what she's after. She can go to the telephone book and find out where the publication offices are, but she should work on some plan, anyway. In case she does drift into a city, she will usually find the people very kind. I think that is because of the fact, as Mr. Croy brought out yesterday, that everybody sympathizes with the person who is one against many.

The biggest point in technique is "sell yourself." That is the thing. Divide your applications for positions into two classes: One way is by mail; another way is by personal call.

By mail the important thing of course is to write a good letter and to have strong follow-ups. Another way is answering advertisements. In the city, unless you have a great deal of discernment, you are going to run into a number of blind leads in answering advertisements. Chicago newspapers are just full of ads which read:

"WANTED: College woman, assistant to business executive."

I follow up many of those to see what is being offered. The busy executive whose address was 616 Brashear Building turned out to be a man who wanted

a woman to go out and demonstrate to physicians corsets and binders so that they, in turn, would prescribe them for their patients.

There are other advertisements which read:

“WANTED: School-teacher, or person with literary training.”

That will be selling books.

There are just any number of ads which are clothed in enticing terms and which guarantee large salaries. Those are usually real estate salesmen ads. Anybody who wants salesmen has to get around the fact some way because nobody wants to sell who is trained in anything else.

Fifty-dollar-a-week jobs are rare. If anyone advertises for someone with no experience and says he will give \$50 a week—don't waste your time on that.

In applying for a job in person, the three important things are personal appearance, assurance, and poise.

Personal appearance is important in some cases and in some cases it is not. A Chicago woman who caters to college people almost exclusively, told me she had a job for a girl which was almost cinched before the interview, but the girl came down three different times dressed in a pale blue georgette dress. Mrs. Sinsler every time arranged for an appointment at another time. It finally happened to be a rainy morning and the girl came down in a raincoat and got the job.

I have never had the nerve to talk to girls about clothes. There is one girl who is quite huge and she comes in in ruffles and billows and all kinds of things hanging down her back and I know that will be against her getting a job on a newspaper although I know she is efficient. She got twenty-eight pages added to the paper she formerly worked for by her own efforts in getting advertising. I had to convince the man that she wouldn't get her tassels caught in the machinery. If she would calm down and put herself in the hands of someone who could turn her out modestly, she could demand \$45 a week, but as it is, she can only get about \$30.

I don't want to over-emphasize the part about clothes because very often a real personality can get a job regardless of what she wears. The unfortunate thing is that not everybody who wants a job is a real personality.

Poise is absolutely essential. I know of only one or two cases where a girl without poise could convince a man that she could do the job.

Assurance is a great thing. You should feel you definitely have something to offer. Most of you have, and if you just don't act as if the man is going to do a favor by taking you on, you will have the assurance that is necessary.

There are some things that I always like to tell undergraduates and that is the way to prepare themselves for jobs—just the ordinary things that they can do while they are still in college:

Save your clippings. Have a scrapbook. Samples of your work will never hurt and very often are asked for.

Start making inquiries before you leave school. With some people and under some conditions, jobs have been very hard to get. In that case, it has been a matter of time. So the thing to do is to start looking for your job soon enough. Start writing to employers or start having your teachers inquire for you soon enough so that you don't have to wait long after you are out to get a job.



Another thing is to follow every clue that you know about for a job. Make every possible contact. If the job is for a man don't let that stop you. Go after it anyway. If the employer asks for somebody over 30 and you are only 22, go after the job anyway. If the man cannot take you on, he can probably tell you of a job. The last point is the biggest of all. Don't spare yourself and don't spare your friends when you want a job.



UNIVERSITY OF MISSOURI BULLETIN

JOURNALISM SERIES

Edited by

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- No. 34. "Missouri Alumni in Journalism," a directory of the graduates and former students of the School of Journalism, University of Missouri.
- No. 35. "Advertising and Publicity," addresses delivered at the sixteenth annual Journalism Week, May 4-8, 1925.
- No. 37. "Recent Books for Journalists," by Besse B. Marks, B. J.
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- No. 39. "Beginnings of Modern Journalism," a comparative study of St. Louis newspapers from 1875 to 1925, by Orland Kay Armstrong, B. J., A. M.
- No. 40. "Dedication of a Stone from St. Paul's Cathedral," a report of exercises held at the School of Journalism of the University of Missouri on Nov. 10, 1925.
- No. 41. "Development of the Cartoon," by Clifford K. Berryman, cartoonist, Washington Evening Star.
- No. 42. "Journalism Week, 1926," addresses delivered at the School of Journalism, University of Missouri.

