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SCHOOL OF JOURNALISM

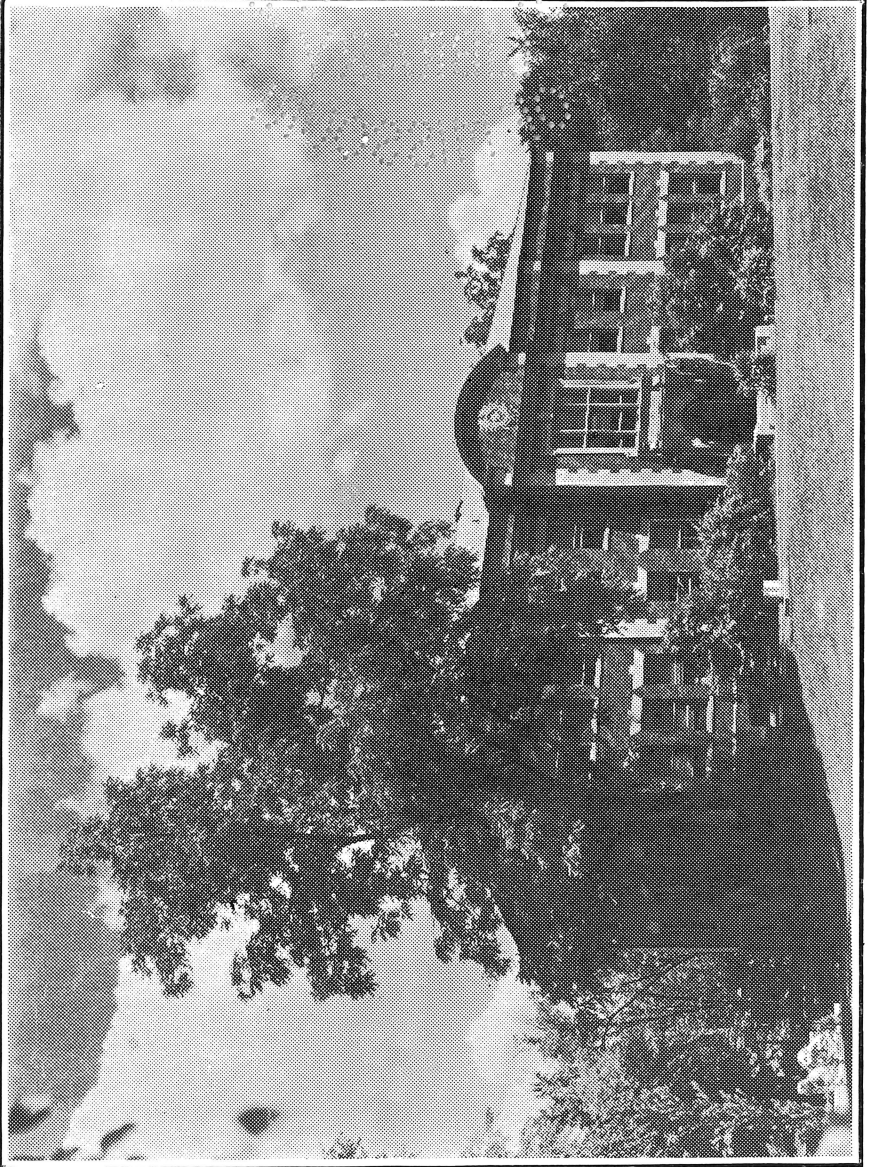
ANNOUNCEMENT 1934-35



COLUMBIA, MISSOURI

ISSUED TWO TIMES MONTHLY; ENTERED AS SECOND-CLASS MATTER AT THE
POSTOFFICE AT COLUMBIA, MISSOURI—1,000

MARCH 1, 1934



Jay H. Neff Hall, the Home of the School of Journalism

1935
1934

Suggestions to Students

This announcement is confined to the School of Journalism of the University of Missouri. For information about the University as a whole, and for lists of courses in the other Schools and Colleges of the University, see the University Catalogue.

Students interested in graduate study in journalism should use this School of Journalism Announcement in conjunction with the yearly announcement of the Graduate School.

For summer courses, consult the Summer Session Announcement.

Courses offered in the School of Journalism during the August Inter-session are listed in this School of Journalism Announcement.

For the Fall and Winter Terms a schedule giving the time and place each class in the University will meet is issued shortly before each semester begins and may be secured from the Secretary's office in Jesse Hall. The schedule for the Summer Session is included in the Summer Session Announcement. No schedule is issued for the Inter-session.

Copies of all these booklets, with the exception of the hour schedule, may be obtained free from The Registrar, Jesse Hall, Columbia, Missouri.

Inquiries about admission to the University and the School of Journalism should be sent to the Registrar, Jesse Hall, Columbia, Missouri.

Other inquiries about the School of Journalism should be sent to Mr. Frank L. Martin, Associate Dean, Faculty of Journalism, Jay H. Neff Hall, Columbia, Missouri.

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UNIVERSITY CALENDAR AT COLUMBIA, 1934-35

1934

Summer Session

June 10.....Monday, registration.
June 11.....Tuesday, class work begins, 8 a. m.
July 4.....Thursday, Independence Day, holiday.
July 28.....Sunday, baccalaureate address, 11 a. m.
August 2.....Friday, summer session class work closes, 4 p. m.
August 2.....Friday, commencement exercises, 8 p. m.

First Semester

September 10.....Monday, freshman conference, 10 a. m.
Entrance examinations.
September 11.....Tuesday, registration begins, 1 p. m.
September 12.....Wednesday, registration continues.
September 13.....Thursday class work begins, 8 a. m.
Opening Convocation, 10 a. m.
November 11.....Sunday, Armistice Day.
November 29.....Thursday, Thanksgiving Day, holiday.
December 15.....Saturday, Christmas holidays begin, 4 p. m.
1935

January 2.....Wednesday, Christmas holidays close, 8 a. m.
Winter course in agriculture begins, 8 a. m.
January 19.....Saturday, mid-year examinations.
January 26.....Saturday, first semester closes, 4 p. m.

Second Semester

January 28.....Monday, registration.
January 29.....Tuesday, class work begins, 8 a. m.
February 23.....Saturday, winter course in agriculture closes, 12 noon.
April 18.....Thursday, Easter holidays begin, 12 noon.
April 22.....Monday, Easter holidays close, 8 a. m.
May 25.....} Saturday, final examinations.
June 1.....}
June 2.....Sunday, baccalaureate address, 11 a. m.
June 5.....Wednesday, commencement exercises, 10 a. m.

FACULTY OF JOURNALISM

- WALTER WILLIAMS, LL.D.,
President of the University, Dean of the Faculty of Journalism.
- FRANK LEE MARTIN, A.B.,
Associate Dean of the Faculty of Journalism, Professor of Theory and Practice of Journalism
- HERMANN BENJAMIN ALMSTEDT, B.L., Ph.D.,
Professor of Germanic Languages and of Teaching of German.
- ROSCOE BRABAZON ELLARD, A.B., B.J., A.M.,
Professor of Journalism.
- ARTHUR HENRY ROLPH FAIRCHILD, A.B., A.M., Ph.D.,
Professor of English.
- JAY WILLIAM HUDSON, A.B., A.M., Ph.D.,
Professor of Philosophy.
- FRANK FLETCHER STEPHENS, Ph.D.,
Professor of American History, Dean of Underclassmen in the College of Arts and Science.
- JACOB WARSHAW, Ph.D.,
Professor of Romance Languages.
- EMERY KENNEDY JOHNSTON, B.J., A.M.,
Associate Professor of Advertising.
- THOMAS CECIL MORELOCK, B.J., A.M.,
Associate Professor of Journalism.
- EUGENE WEBSTER SHARP, A.B., B.J., A.M.,
Associate Professor of Journalism.
- LOLA ANDERSON, B.S., B.J., A.M.,
Assistant Professor of Journalism.
- JAMES EDWARD GERALD, A.B., B.J., A.M.,
Assistant Professor of Journalism.
- FRANCES DABNEY GRINSTEAD, B.J., A. M.,
Assistant Professor of Journalism.
- FLOYD KENNETH BELL, B.J.,
Instructor in Advertising.
- WILLIAM HENRY LATHROP, B.J.,
Instructor in Journalism.

THE JOURNALIST'S CREED

I believe in the profession of journalism.

I believe that the public journal is a public trust; that all connected with it are, to the full measure of their responsibility, trustees for the public; that acceptance of lesser service than the public service is betrayal of this trust.

I believe that clear thinking and clear statement, accuracy and fairness, are fundamental to good journalism.

I believe that a journalist should write only what he holds in his heart to be true.

I believe that suppression of the news, for any consideration other than the welfare of society, is indefensible.

I believe that no one should write as a journalist what he would not say as a gentleman; that bribery by one's own pocketbook is as much to be avoided as bribery by the pocketbook of another; that individual responsibility may not be escaped by pleading another's instructions or another's dividends.

I believe that advertising, news, and editorial columns should alike serve the best interests of readers; that a single standard of helpful truth and cleanness should prevail for all; that the supreme test for good journalism is the measure of its public service.

I believe that the journalism which succeeds best—and best deserves success—fears God and honors man; is stoutly independent, unmoved by pride of opinion or greed of power, constructive, tolerant but never careless, self-controlled, patient, always respectful of its readers but always unafraid; is quickly indignant at injustice; is unswayed by the appeal of privilege or the clamor of the mob; seeks to give every man a chance and, as far as law and honest wage and recognition of human brotherhood can make it so, an equal chance; is profoundly patriotic while sincerely promoting international good will and cementing world comradeship; is a journalism of humanity, of and for today's world.

The School's Teaching Plan

The School of Journalism, the oldest school of journalism in the world, is a professional school, having begun instruction leading to a degree in journalism in the fall of 1908. It is a charter member of the American Association of Schools and Departments of Journalism.

Jay H. Neff Hall, the School's building, is a modern and completely equipped newspaper plant, located at the northeast corner of Francis Quadrangle. It is the gift of Ward A. Neff, a graduate, in honor of his father, who was formerly a Kansas City publisher. As a newspaper plant it is fitted for the work of reporters, copy readers, editorial, sport, and feature writers, book reviewing and editing of special pages and departments, rural and class journalism, a complete photo-engraving plant for the making of newspaper cuts, and several newspaper mat services and other equipment necessary for the writing and selling of newspaper advertising, as well as necessary materials for the handling of circulation and business management problems for both a daily "wire-serviced" newspaper and a typical country weekly.

Four publications are used for practice work: *The Columbia Missourian*, *the Columbia Herald-Statesman*, *the Centralia Courier*, and *the Sturgeon Leader*. All news, editorial, feature, and advertising work is done by students in journalism, under direct supervision of faculty members, all of whom are men and women of newspaper experience. This laboratory practice is combined with work in the classroom, which trains for a high standard of ethics and a better understanding of the moral problems that confront workers in the newspaper profession.

The journalism library, in charge of a trained librarian, is open from 8:30 o'clock in the morning until 9 o'clock at night, and contains approximately 3,500 volumes, and receives 125 periodicals and newspapers from all over the world.

The School is equipped with direct-line telephone service to all departments, many typewriters, a motion picture machine, a slide machine, two printer-telegraph machines supplying a full leased wire from the United Press, four type-setting machines, a complete stock of type for daily use, a rotary newspaper press with all equipment necessary for proper operation, a dark-room, cameras, and photo engraving materials for a complete photographic laboratory and the making of newspaper cuts.

The School of Journalism exists to serve the newspapers of the state. The primary aim is to equip students for work on newspapers and other periodicals. Its methods conform to the most modern standards of journalism. Regular attendance is required at all times. Graduates are working as editors, copy readers, editorial writers, feature writers, editors of special pages and departments, book reviewers, free lance writers, novelists, Sunday editors, teachers of journalism, writers for agricultural and trade and class journals, on women's pages, sports writers, illustrators, cartoonists, advertisement copy writers, copy salesmen, for advertising agencies, advertising managers, classified department managers, newspaper promotion workers, in the field of publicity, radio writing, play writing, motion picture work in both editorial and advertising, business and advertising managers, and press association correspondents, abroad and at home. The School issues regularly, a directory of

graduates and former students, many who own newspapers in Missouri and other states.

Admission to the School

The school's students are made up of the following classes:

1. Students who have completed at least two years of study in the College of Arts and Science of the University of Missouri, or in some other recognized college of liberal arts. These may enter as regular students and complete the requirements for the degree of Bachelor of Journalism in two years. Students who have more than two years of college credit may reduce the length of their stay, but the sequence of courses makes it desirable for every student to spread his professional courses over at least three semesters, or two semesters and a summer term, or an intersession. The student who combines his studies in the School of Journalism with studies in the College of Arts and Science may obtain degrees from both in five years.

2. Students who have completed a four-year academic course and received a bachelor's degree. They may obtain the degree of Bachelor of Journalism upon the successful completion of the required professional courses. In exceptional cases, and with permission of the Dean of Journalism, this may be done in two semesters, but it is better, on account of the sequence of courses, to take three semesters, or two semesters and a summer term, or an intersession.

3. Special students—persons more than 21 years old who do not meet the requirements of admission as regular students, and who are not candidates for degrees. The attention of men and women of journalistic experience but no college education is called to this class. These students may take such courses as they are prepared to enter, without regard to the requirements for graduation.

4. Students from other Divisions in the University, to whom certain courses in Journalism are open.

5. Graduate students in Journalism. Most of such students hold bachelor's degrees in journalism. They enroll in the Graduate School of the University of Missouri, but take their principal work in the School of Journalism.

It is suggested that the student have a working knowledge of typewriting before entering the School of Journalism.

Requirements for Graduation

The School of Journalism confers one undergraduate degree, Bachelor of Journalism (B.J.). A student specializing in agricultural journalism will have the notation (*in Agricultural Journalism*) made upon his diploma.

To obtain the degree of Bachelor of Journalism the student must fulfill the following conditions:

1. He must be regularly admitted to the School.

2. He must complete at least 30 hours in Journalism, including 6 hours of History and Principles of Journalism, 6 hours of The News and Reporting 1, 4 hours of Copy Reading, 3 hours of Advertising Principles and Practice, and in addition, (a) 3 hours of Reporting 11 and 2 hours more of Copy Reading 11, or (b) 10 hours more of courses in Advertising, or (c) 10 hours of courses in Illustration, or (d) 6 hours of courses in Special Writing, or (e) 10 hours of courses in Rural Journalism.

3. In addition to the 60 hours required for admission, he must complete at least 20 hours in courses intended for upperclassmen (listed in the catalogue as 100 and above) in some of the following departments: Accounting and Statistics, Art, Bible and Religion, Classical Languages, Economics and Finance, English, Geography, Germanic Languages, History, Home Economics, Mathematics, Philosophy, Political Science and Public Law, Psychology, Sociology, and Spanish. (This requirement may be in part waived on condition that the work presented by the student at admission shows, in the opinion of the Dean, sufficient acquaintance with a given subject.)

4. He must complete a total of 60 hours.

5. He must earn 60 points on the following basis; Grade of E, 3 points for each hour of credit; grade of S, 2 points for each hour; grade of M or grade of Passed, also credit for Advanced Standing (work done elsewhere and presented at admission), 1 point for each hour; grades lower than M, no points.

No student may take more than 16 hours or less than 12 hours a term, except that the Dean of Journalism may reduce the minimum. A student's program should be about half professional and half academic subjects each term.

All regular students in Journalism must pass, at a date to be announced and near the close of their second term in Journalism a test of their proficiency in English. No student will be recommended for any degree unless his English is satisfactory.

To obtain the degree of Bachelor of Journalism (in Agricultural Journalism) the student must fulfill the following conditions:

1. He must be regularly admitted to the School.

2. He must complete at least 30 hours in Journalism, including 6 hours of History and Principles of Journalism, 6 hours of The News and Reporting I, 4 hours of Copy Reading, 3 hours of Advertising Principles and Practice, 3 hours of the Rural Newspaper, and 3 hours of The Agricultural Press.

(These requirements may be in part waived on condition that the work presented by the student at admission shows, in the opinion of the Dean, sufficient acquaintance with a given subject.)

3. He must complete 30 hours of technical courses in agriculture.

4. He must complete a total of 60 hours.

5. He must earn 60 points on the following basis: Grade of E, 3 points for each hour of credit; grade of S, 2 points for each hour; grade of M or grade of Passed, also credit for Advanced Standing (work done elsewhere and presented at admission), 1 point for each hour; grades lower than M, no points.

Planning the Course

A student may enter the School of Journalism at the beginning of the second semester or the summer session with no disadvantage. His required courses will ordinarily be taken in the following order:

First Semester: History and Principles of Journalism, 3 hours; The News, 3 hours; Advertising Principles and Practice, 3 hours.

Second Semester: History and Principles of Journalism, 3 hours; Reporting I, 3 hours; Copy Reading I, 2 hours. The Copy Reading course may be delayed a semester, but may not be taken ahead of Reporting I. Students planning to take further advertising courses should take Advertisement Writing

and Advertising Layout this semester, which may be combined with other advertising courses.

Third Semester: Reporting II, 3 hours; Copy Reading II, 4 hours. The Reporting may be omitted, and the Copy Reading cut down to 2 hours, if the student takes alternative courses listed under (b), (c), (d), or (e) in paragraph 2 of the requirements for graduation (page 8).

Fourth Semester: All elective.

In selecting elective courses the student should keep in mind the requirements for graduation stated above. Generally speaking, his course should be about equally divided between journalism courses and academic work.

Elective Journalism Courses

The following journalism courses are available without professional prerequisites: Principles of Photo-Engraving, The Agricultural Press, The Rural Newspaper, Newspaper Management, Principles of Typography, Trade and Technical Publications, The School Newspaper and Annual, Advertising Promotion in School Publications, International News Communications, Law of the Press, Press Photography, and Use of Illustrations.

Beginning with the student's second semester in the school, other courses will be available for election. By careful selection of electives, a student may specialize in such fields as the following:

ADVERTISING: The instruction given seeks to prepare not only for work on newspapers and magazines, but also for agency, merchandising, direct mail, investigation and other advertising positions. The fundamental course, Advertising Principles and Practice, is required of all candidates for graduation, and is ordinarily taken in the student's first term in the School of Journalism. Students who plan to specialize in advertising may, with permission, combine other advertising courses with this course.

ILLUSTRATION: The student who plans a career as a newspaper, magazine, or advertising artist, should elect a number of the fundamental courses in theory and practice of art before entering the School of Journalism. Introduction to Art, Representation, Theory of Design, History of Architecture, Pictorial Composition, Painting, and Advanced Representation help to give a broad foundation necessary for successful work. A student may take courses dealing directly with advertising art and design, and the course in Principles of Photo-Engraving, dealing with the picture in plate form.

RURAL JOURNALISM: A group of courses dealing with the country newspaper will be found in the statement of courses, beginning with No. 170. The Agricultural Press course is a study of successful farm journals, their fields and contents, and is a course primarily for contributors on agricultural subjects to country newspapers, city newspapers' farm departments, and agricultural journals: it is especially designed for those already familiar with farm conditions and farm terminology but desiring to learn the essentials of farm news presentation. The student seeking the degree of Bachelor of Journalism (in Agricultural Journalism) has the opportunity to make his four-year course include most of the courses required in the first three years of the regular curriculum of the College of Agriculture of the University of Missouri.

WRITING: Students will find training in writing in such courses as Feature Writing, The Special Article, Newspaper and Magazine Departments, The

Editorial, Advanced Editorial Writing, Reporting III, Literary Reviewing, Special Correspondence, and Promotional Advertising.

A limited number of students in Reporting will be assigned to the preparation of the *Missourian* sports page.

Suggested Non-Professional Courses

While there is hardly any form of knowledge that may not prove valuable to the journalist, the following courses are especially recommended to students in the School of Journalism as an aid in choosing their elective studies:

ART: Introduction to Art; Representation; Theory of Design; History of Architecture; Painting (of which the 3 hours of lecture cover the general field of painting and sculpture).

ECONOMICS: General Economics; Elementary Accounting; Money, Credit, and Banking; Transportation and Public Utilities; Labor Problems; Public Revenues; Advanced Accounting; Corporation Finance; Trusts and Combinations; Investments; Foreign Exchange and Trade; History of Commerce and Industry; Business Law; Taxation.

ENGLISH: Narration and Description; Exposition; Public Speaking; Advanced Composition; The English Language; Modern Prose Writers; Dramatic Interpretation; The Romantic Period; The Victorian Period; Shakespeare; Milton; American Literature; The Book Review and Critical Essay; The Short Story; Recent and Current Literature; The Age of Reason; The Novel; Literary Criticism; Argumentation; Rhetorical Theory and Speech Criticism; Modern Poetry; Modern Drama.

FRENCH: Elementary; Intermediate; Advanced; Composition.

ITALIAN: Elementary; Intermediate.

GEOLOGY AND GEOGRAPHY: Industrial Geography; Geography of North America; any other regional course.

GERMAN: Beginning Course; Reading, Syntax, and Composition; Advanced Reading Course; Masterpieces.

HISTORY: Introduction; American; Contemporary Europe; Near East; Far East; Expansion of Europe; British Empire; Recent United States; History of the West; American Diplomatic History; Hispanic America; Modern Germany; Economic History of Europe; England Since 1832.

HOME ECONOMICS: Food in Relation to Health; Clothing Selection; Home Care and Training of Children; Design; House Furnishing; Home Sanitation; Dress Design; Home Nursing and Health.

PHILOSOPHY: Elementary Logic; Ethical Theory; History of Modern Philosophy From the Renaissance to the Nineteenth Century; American Ideals.

POLITICAL SCIENCE AND PUBLIC LAW: American Government; The Government of Great Britain and the British Empire; the Governments of Continental Europe; Municipal Government; Party Government; International Law; Constitutional Law of the United States; International Relations; Administration of American Foreign Relations; National Administration; State Administration; Contemporary American Politics.

PSYCHOLOGY: Instincts and Habits; Abnormal Psychology; Social Psychology.

SOCIOLOGY: General Sociology; Social Pathology; Criminology; Rural Sociology; Urban Sociology; The Family; Emigration and Immigration; General Anthropology; Cultural Anthropology; Leadership; Child Welfare.

SPANISH: Elementary; Intermediate; Advanced; Composition and Conversation; Advanced Composition and Conversation; Commercial Spanish; Spanish-American Literature; Spanish Life and Literature; Spanish-American Life and Literature. (The last two courses, which are conducted in English, are open to all students, irrespective of whether or not they have had any work in Spanish.)

Summer Session Courses in Journalism

The School of Journalism remains in session the year around. Immediately after Commencement in June, an eight-week Summer Session is begun, at which a student may earn a maximum of eight hours.

Only the courses in Journalism are listed in this bulletin. For a complete list of all University courses, see the Summer Session Announcement of the University.

Two courses designed for college and high-school teachers are given:

180s. THE SCHOOL NEWSPAPER AND ANNUAL. Primarily for high school teachers in charge of student publications. Available material, headlines, construction of the news story, illustrations, make-up, and editorial problems. (2)

181s. ADVERTISING-PROMOTION IN SCHOOL PUBLICATIONS. For high school and college teachers in charge of school publications. The writing and selling of advertising, with special attention to problems of student solicitors and methods of publication sale. (1)

FOR PROFESSIONAL JOURNALISM STUDENTS. All the basic courses of the School are given in the Summer Session, so that a student may obtain a degree in Journalism even if unable to attend the Fall and Winter Terms, or the Intersession. The School of Journalism holds an Intersession of five weeks during August and the first part of September. The work, giving one credit hour for each week, is in laboratory courses, with one registration fee for enrollment during the entire session or any part thereof.

In many cases the student enrolled in the Fall and Winter Terms will find it advantageous to include at least one Summer Session in his course. If he has completed two years of preliminary college work he may enter the School of Journalism in June and complete at least two courses, The News, and Advertising Principles and Practice, and one-half of the course, History and Principles of Journalism, which is a two-semester course. These are prerequisites to nearly all other professional journalism courses. Or, if the student has completed two years or slightly less of academic credit in some other institution, he may complete the professional courses required for a degree by attending two semesters and a Summer Session in the School of Journalism.

Recognizing the educational value of travel, the School offers when possible during Summer Session, for eight hours credit, a course in Special Correspondence. The work consists principally of making a trip over a route changed each year, and writing daily news and feature stories gathered along the way. Each student acts as a correspondent for one or more daily newspapers, to which he sends his stories for publication. Travel expense is kept at a moderate scale. Among the places visited in recent years are Muscle Shoals, Mexico City, the Black Hills of South Dakota, Germany, a trip around the world, and numerous places in Missouri.

Details of each year's trip may be obtained by writing about May to the Dean of the School of Journalism.

August Intersession

Students adequately prepared may enter the Intersession of five weeks during August and the first part of September. The work, giving one credit hour for each week, with one registration fee for enrollment during the entire Session or any part thereof, is in the following laboratory courses—

- 103ss. Reporting I.
- 104ss. Reporting II.
- 105ss. Reporting III.
- 111ss. Copy Reading II.
- 112ss. Copy Reading III.
- 124ss. Advertising Copy.
- 125ss. Advanced Advertising Copy.
- 127ss. Advertising Salesmanship.
- 128ss. Advanced Advertising Salesmanship.
- 129ss. Advertising-Service Plans.
- 152ss. The Editorial.
- 157ss. Newspaper Making.
- 172ss. Country Newspaper Production.
- 174ss. Problems of Newspaper Management.
- 200ss. News-Desk Methods.
- 201ss. Copy-Desk Methods.
- 202ss. Advanced Editorial Writing.
- 220ss. Advertising-Desk Methods.

Graduate Study

Graduate students in Journalism may obtain the degree of Master of Arts upon satisfactory completion of two semesters or four Summer Sessions of study. He must have at least the equivalent of the professional courses required for the degree of Bachelor of Journalism. A degree in journalism from any institution holding membership in the American Association of Schools and Departments of Journalism will be recognized as meeting this requirement. These prerequisite courses are: Two semesters of History and Principles of Journalism; The News; Advertising Principles and Practice; Reporting I; Copy Reading I; and Copy Reading II. News majors must have in addition, two more hours of Copy Reading II, and Reporting II. Majors in Advertising must have in addition, the courses in Advertisement Writing and Advertising Layout. None of these prerequisite courses carries graduate credit.

Candidates for the Master's degree in Journalism are required to take two semesters of course 204, Research in Journalism, or course 222, Research in Advertising, the total of either one not to exceed 10 credit hours for the two semesters. In these courses a thesis must be written showing capacity for original research and independent thought.

Candidates are further required to take course 203, Journalism Seminar, or course 221, Advertising Seminar. Approximately half the student's graduate study should be in professional courses, the rest in academic courses related to journalism.

A student desiring to undertake graduate work in journalism should consult both the Dean of the Graduate School and the Dean of the School of Journalism. He should also read the regulations governing the degree of Master of Arts, as published in the yearly announcement of the Graduate School.

The following courses may be counted toward a graduate major (or minor) in journalism. For details see the Description of Courses, pages 18-23.

105. Reporting III.
112. Copy Reading III.
132. Advertising and Distribution.
133. Advertising and Campaign-Procedure.
134. Retail Store Advertising.
135. Direct-Mail Advertising.
136. Advertising Problems.
137. Promotional Advertising.
150. Newspaper Administration.
151. Comparative Journalism.
152. The Editorial.
153. Newspaper Making.
154. Special Correspondence.
160. Feature Writing.
161. The Special Article.
162. Literary Reviewing.
163. Newspaper and Magazine Departments.
173. Country Newspaper Production.
200. News-Desk Methods.
201. Copy-Desk Methods.
202. Advanced Editorial Writing.
203. Journalism Seminar.
204. Research in Journalism.
220. Advertising-Desk Methods.
221. Advertising Seminar.
222. Research in Advertising.

Awards to Students

JOHN W. JEWELL SCHOLARSHIPS: Five scholarships of \$50 each, awarded annually to students in the School of Journalism considered deserving upon the basis of scholarship and general merit. Established by Mr. H. S. Jewell and Mrs. John W. Jewell, of Springfield, Greene County, Missouri, in memory of John W. Jewell, a former student in the School of Journalism, killed at Camp Funston in 1918, these scholarships are paid from an income on a gift of \$5,000.

JAY L. TORREY SCHOLARSHIP: Awarded annually to the woman student in the School of Journalism considered the best equipped to do the work of a journalist. The scholarship consists of the income from \$2,000, a gift from the late Colonel Jay L. Torrey, of Fruitville, Howell County, Missouri.

EUGENE FIELD SCHOLARSHIP: Open to all students in the School of Journalism and awarded annually to one who has shown himself well equipped in professional ideals and in general newspaper-making ability. Established

in 1913, largely through the efforts of the late J. West Goodwin, of Sedalia, Pettis County, Missouri, the scholarship consists of the income from \$1,500, made up of contributions given as a memorial to Eugene Field, a former student at the University of Missouri.

JOURNALISM ALUMNI SCHOLARSHIP: Open to all students in the School of Journalism and awarded annually to one chosen on a basis of meritorious class work. This scholarship was given by alumni of the School of Journalism and consists of the interest on \$1,500.

JOURNALISM STUDENTS ASSOCIATION SCHOLARSHIP: Two scholarships of \$50 each, awarded annually to students in the School of Journalism, chosen on a basis of industry, character, mental alertness, capacity for leadership, and harmonious work with others as evidenced in activities other than class work. Grades must average M or better. Funds for these scholarships are supplied each year from the proceeds of the annual Journalism Show.

SIGMA DELTA CHI SCHOLARSHIP: Open to all students in the School of Journalism and awarded annually to one chosen on a basis of meritorious class work and harmonious working with others. Funds for this scholarship are supplied by the Missouri Chapter of Sigma Delta Chi, national journalistic fraternity.

THETA SIGMA PHI SCHOLARSHIP: Open to all students in the School of Journalism and awarded annually to one chosen on a basis of character, scholarship, and general merit. Funds for this scholarship are supplied by the Missouri Chapter of Theta Sigma Phi, national journalistic sorority.

SPECIAL DISTINCTION AWARD: Given annually by an anonymous donor to the woman student in the School of Journalism who best exemplifies the spirit, attainments and aspirations that make for an all-around, self-controlled journalist.

WALTER WILLIAMS AWARD IN JOURNALISM: A plaque given annually during Journalism Week by the Missouri Writers Guild to the student in the School of Journalism who has done the best work in journalism for the year.

AGRICULTURAL JOURNALISM AWARD: Each year the name of the student in the School of Journalism doing the most outstanding work in agricultural journalism will be engraved upon a mahogany and silver shield, presented to the School of Journalism by the *Missouri Ruralist*, a farm paper published by the Capper Publications.

SIGMA DELTA CHI HONOR AWARDS: The national chapter of Sigma Delta Chi, national journalistic fraternity gives each year, certificates of award to the highest ranking ten per cent of the senior class in the School of Journalism, based entirely on scholastic records.

OLIVER N. GINGRICH MERIT AWARD: Given annually by Mr. Oliver N. Gingrich, a former student in the School of Journalism, to a man student majoring in advertising. The award, a medal, is made on a basis of scholarship, general capability, aggressiveness, seriousness, and general conduct in his chosen profession.

THETA SIGMA PHI PRIZE: An annual prize of \$10, given by the Missouri Chapter of Theta Sigma Phi, national journalistic sorority, for the best feature article written by a woman student in the School of Journalism and dealing with woman's work in journalism.

GAMMA ALPHA CHI PRIZE: An annual prize of \$10, given by the Missouri Chapter of Gamma Alpha Chi, national advertising sorority, to the outstanding woman student majoring in advertising.

ALPHA DELTA SIGMA PRIZE: An annual prize of \$10, given by the Missouri Chapter of Alpha Delta Sigma, national advertising fraternity, to the outstanding man student majoring in advertising.

A. C. BAYLESS AWARD: Awarded annually to the student majoring in advertising in the School of Journalism who has shown the most outstanding all-around development while a student. Funds for this award are given each year by A. C. ("Tex") Bayless, of Houston, Harris County, Texas, a former student in the School of Journalism.

THE FRANCIS SCHOLARSHIP IN CREATIVE LITERATURE FOR WOMEN: An award of the annual value of one-half the annual income on \$10,000, will be made to a woman student who has successfully completed three years of college work, and who is primarily interested in creative literature. She must have shown special ability in the languages, the social sciences or journalism. The award will be for two years. During the first year of the award, the recipient must be enrolled in her senior year of the undergraduate course in the University of Missouri, and during the second year of the award, she must be enrolled for graduate study in the Graduate School of the University of Missouri.

The selections of the scholars are to be made by a Committee consisting of the Deans of the Graduate Faculty and the Faculties of Arts and Science, Law, Business and Public Administration, and Journalism, which committee shall have the power, for just cause, to cancel the award to a student at any time.

Student Organizations

KAPPA TAU ALPHA is a purely honorary national fraternity for journalism students, both men and women. Membership is based on scholastic standing in professional courses, with the provision that standing in academic courses shall not be below the normal passing grade. Only those students may be elected who have completed fifteen hours of professional courses in journalism. Of these, the names of the highest 8 per cent in scholarship are presented to the society, which may elect all or only the highest 5 per cent. Members pledge themselves on entrance to consider only scholarship and moral character in voting on new members.

The object of the society is the promotion of scholarship and high ideals among students preparing for journalism. Kappa Tau Alpha was organized in March, 1910, at the University of Missouri.

SIGMA DELTA CHI is a professional journalistic fraternity, founded at DePauw University, April 17, 1909. The Missouri Chapter was installed Feb. 22, 1913.

Sigma Delta Chi interprets "journalism" to mean the direction of editorial policy of, the editing of, and writing for, newspapers or periodicals. Men intending to pursue the profession of journalism are not eligible to membership.

THETA SIGMA PHI is an honorary professional organization for women, founded at the University of Washington, April 9, 1909. It aims to bring college-trained women together in the profession of journalism, to improve the working conditions for women in this profession and to inspire its members to greater effort in this field. Gamma chapter was chartered at the University of Missouri in 1911. The grade of "Superior" in six hours of professional work in journalism, or its equivalent, is required before the initiation of a new member into Theta Sigma Phi. Other qualifications are also necessary, includ-

ing the purpose of the initiate seriously to enter the profession of journalism after graduation.

ALPHA DELTA SIGMA is a national professional advertising fraternity, recognized by and affiliated with the Advertising Federation of America. The John W. Jewell Chapter was founded at the University of Missouri, Nov. 14, 1913. To be eligible for membership a man must have declared his intention of entering the advertising field, must have made more than the average grade in at least two courses in advertising, and show promise in his chosen work.

GAMMA ALPHA CHI, honorary advertising sorority, was founded Feb. 9, 1920, at the University of Missouri. Its purpose is to honor women in the School of Journalism who have shown special ability in advertising, and to promote the broader interests and higher ideals of advertising as a profession for women. The members are elected from women students who have received grades of "Medium" or better in every course taken. The sorority is affiliated with the Advertising Federation of America.

Visits by Distinguished Guests

Addresses by journalists of state, national, and international importance are arranged from time to time throughout the school year. A large number of these are given at the annual Journalism Week, held the early part of May, which has brought nation-wide attention to the School. The Missouri Press Association and the Missouri Writers Guild hold their state meetings at this time. Meetings are open to the public. Anyone interested may obtain information as to the program by writing a few weeks in advance to the Dean of Journalism.

Interscholastic Press Meetings

The Missouri Interscholastic Press Association, composed of editors and faculty advisers of student publications of Missouri preparatory schools, meets at the School of Journalism each year. Efforts are made to help the editors with constructive criticism and suggestions, not only during the annual convention but all through the school year. It is hoped that the association may do something to help promote a high standard of writing, editorial tone, and journalistic enterprise.

Contests to determine the publications and individuals that are doing the best work in journalism are part of each year's convention.

Courses for school executives and faculty advisers are offered in the summer term.

Costs to Students

Tuition is free to all residents of Missouri. Non-residents, except those admitted to the Graduate School for graduate work only, must pay \$25 a semester. A matriculation fee of \$10 is assessed all students enrolling in the University for the first time.

All students are required to pay a library, hospital, and incidental fee of \$40 a semester, or \$30 a Summer Session, or \$20 for the Intersession. This, among other things, assures the student free medical attention and hospital care.

A late registration fee of \$5 is charged to each student who registers later than the days set in the University calendar.

There is a laboratory fee of \$7.50 per semester to each student registered in the School of Journalism and to students from other Divisions taking more than one course in the School of Journalism, and a fee of \$5 for students from other Divisions taking one course in the School of Journalism. This covers the use of all laboratory equipment.

For the Summer Session there is one fee of \$3.75 to each student registered in the School of Journalism and to students from other Divisions taking more than one course in Journalism. A fee of \$2.50 for students from other divisions taking one course in the School of Journalism.

The library, hospital, and incidental fee for the Intersession is \$20, with a laboratory fee of \$3.75. The non-resident fee for the Intersession is \$12.50.

For fees in academic courses open to journalism students, see the University Catalogue.

Many students earn all or part of their expenses while in school. To aid them the University maintains free employment bureaus. Information may be obtained by writing to the Dean of Men or the Dean of Women, Jesse Hall, Columbia, Mo.

The University maintains one dormitory for women, but the number of students that can be accommodated is limited. There are also a Methodist dormitory for women and a Knights of Columbus dormitory for men. The other students live in private rooming houses or in houses maintained by fraternities, sororities, or clubs.

Estimated Expenses for One Semester

Fees.....	\$ 55
Board.....	110
Rents.....	40
Laundry.....	15
Books and stationery.....	25
Miscellaneous.....	50

Total.....	\$295

These estimates show the expenses of the *average* male student. Expenses for a woman will usually be \$25 higher. No provision is made in the estimates for clothing and railway fares.

Description of Courses

The letter following the number of a course indicates the term in which it is offered; thus, "100f" is offered in the fall term. Courses marked "s," as in "181s" are given in the summer session only, but many of the fall and winter courses are also given in the summer. Courses marked "ss" are offered for one credit hour for each week during the August Intersession.

The number of hours credit for each course is given in parenthesis just before the name of the teacher. The hours and places of meeting are announced in a schedule issued shortly before the beginning of each term.

Basic Courses

100f and s. HISTORY AND PRINCIPLES OF JOURNALISM—TO 1850. No journalistic prerequisite. May be taken for credit in the College of Arts and Science. (3) MR. ELLARD; MR. MORELOCK; MR. GERALD.

101w and s. HISTORY AND PRINCIPLES OF JOURNALISM—SINCE 1850. No journalistic prerequisite. May be taken before course 100. May be taken for credit in the College of Arts and Science. (3) MR. ELLARD; MR. MORELOCK; MR. GERALD.

102f, w and s. THE NEWS. Introductory course, prerequisite to all other courses in Journalism, except when noted, and except in courses in Advertising. Methods of gathering news, the work of press associations, the writing of news, and news values. (3) MR. MARTIN; MR. SHARP; MISS GRINSTEAD.

103f, w, s and ss. REPORTING I. Prerequisite, course 102. Assignments on a daily newspaper. (3) MR. SHARP; MR. GERALD.

104f, w, s and ss. REPORTING II. Continuation of course 103. (3) MR. SHARP; MR. GERALD.

105f, w, s and ss. REPORTING III. Advanced reporting and writing for a daily newspaper. Enrollment by permission. (3-5) MR. SHARP; MR. GERALD.

110f, w and s. COPY READING I. Theory of editing newspaper copy and writing headlines. Course 103 must be taken either before or with this course. (2) MR. MORELOCK; MISS ANDERSON.

111f, w, s and ss. COPY READING II. Practice in editing copy and writing headlines for a daily newspaper. (2-4) MR. MORELOCK; MISS ANDERSON.

112f, w, s and ss. COPY READING III. Continuation of course II. Enrollment by permission. (3) MR. MORELOCK; MISS ANDERSON.

Advertising

120f, w and s. ADVERTISING PRINCIPLES AND PRACTICE. Advertising fundamentals in relation to modern business activities. No journalistic prerequisites. May be combined with other courses in Advertising. (3) MR. JOHNSTON; MR. BELL.

121f and w. ADVERTISEMENT WRITING. Application of modern merchandising methods to the preparation of advertising copy. Must be combined with course 122, and may be combined with other courses in advertising. (2) MR. JOHNSTON.

122f and w. ADVERTISING LAYOUT. Designing advertisements with special consideration to layout, type, illustrations, color, and lettering. Must be combined with course 121. (1) MR. JOHNSTON.

123f and w. PRINCIPLES OF TYPOGRAPHY. Consideration of type styles and sizes and the mechanical equipment of the newspaper plant. (2) MR. BELL.

124f, w, s and ss. ADVERTISING COPY. Practice writing of advertisements for publication in newspapers and magazines. Prerequisites, courses 121 and 122. (2) MR. BELL.

125f, w, s and ss. ADVANCED ADVERTISING COPY. Continuation of course 124, with special assignments. (2) MR. BELL.

126f and w. PRINCIPLES OF SALESMANSHIP. The elements of salesmanship as applied to the selling of newspaper space. May be taken with or before course 127. (1) MR. BELL.

127f, w, s and ss. ADVERTISING SALESMANSHIP. Applying the principles of space selling to specific lines of business by work with newspaper clients of a daily newspaper. Prerequisites, courses 121, 122 and 126. (4) MR. BELL.

128f, w, s and ss. ADVANCED ADVERTISING SALESMANSHIP. Continuation of course 127, with special assignments. (4) MR. BELL.

129f, w, s and ss. ADVERTISING-SERVICE PLANS. Business problems of all kinds of publications and advertising organizations, with emphasis on promotional selling. Enrollment by permission. (2) MR. BELL.

132f. ADVERTISING AND DISTRIBUTION. The mechanism and operation of markets, in relation to effect on the distribution of advertised commodities and services. (2) MR. JOHNSTON.

133w. ADVERTISING CAMPAIGN-PROCEDURE. Planning and presenting of national and local advertising campaigns, with special reference to a particular investigation of a product or service. (2) MR. JOHNSTON.

134f. RETAIL STORE ADVERTISING. Analysis, from the advertising viewpoint, of the selling and store-management problems encountered in the local field. (2) MR. JOHNSTON.

135w. DIRECT-MAIL ADVERTISING. Practice writing to a selected audience through all forms of direct media, and a consideration of the physical make-up of each. (2) MR. JOHNSTON.

136f. ADVERTISING PROBLEMS. Analysis and solution, by the case method, of a wide variety of advertising, merchandising, and distribution problems, from the approach of the business executive. (2) MR. JOHNSTON.

137w. PROMOTIONAL ADVERTISING. The scope and possibilities of modern methods of promoting advertising for civic, co-operative, public, institutional and business organizations. (2) MR. JOHNSTON.

138f. TRADE AND TECHNICAL PUBLICATIONS. Study of publication types and writing for house organs, business, and trade and technical publications. (2) MR. JOHNSTON.

139w. THE PSYCHOLOGY OF ADVERTISING. Application of psychological knowledge and technique to practical advertising, salesmanship, and publicists' problems. (2) MR. MCGEOCH; MR. MCKINNEY.

140f and w. SENIOR SEMINAR IN ADVERTISING. Special work on current problems. For seniors majoring in Advertising. (1) MR. JOHNSTON; MR. BELL; MR. LATHROP.

Illustration

141f. ILLUSTRATING FOR ADVERTISEMENTS. Fundamentals of art as they affect advertising illustration. (2) MR. HUDSON; MR. BATCHELDER.

142w. PRINCIPLES OF PHOTO-ENGRAVING. A study of engraving and printing processes, including rotogravure, photogravure, and process color printing. (2) MR. LATHROP.

143f. USE OF ILLUSTRATIONS. Pictures in relation to text in both news and advertising. (1) MR. LATHROP.

144f and w. PRESS PHOTOGRAPHY. News and advertising assignments involving the use of the camera. (1) MR. LATHROP.

145f and w. ADVANCED PRESS PHOTOGRAPHY. Continuation of course 144, with special assignments. (1) MR. LATHROP.

Editorial Direction

150f. NEWSPAPER ADMINISTRATION. Conduct of newspapers from the editorial point of view. (3) MR. MARTIN.

151w. COMPARATIVE JOURNALISM. Study of foreign and American publications. (3) MR. MARTIN.

152f, w, s and ss. THE EDITORIAL. Practice work in editorial writing for the daily newspaper, and discussion of editorial background and editorial problems. (3) MR. ELLARD; MR. MORELOCK.

153f, w, s, ss. NEWSPAPER MAKING. Special laboratory instruction for advanced students in both news and advertising. Enrollment by permission. (1-3) MR. MARTIN; MR. ELLARD; MR. JOHNSTON; MR. MORELOCK; MR. SHARP; MISS ANDERSON; MR. GERALD; MISS GRINSTEAD; MR. BELL; MR. LATHROP.

154s. SPECIAL CORRESPONDENCE. Field trip, including the daily writing of articles for newspapers. Details of each year's trip available about May 1. (8) MR. MARTIN; MR. ELLARD.

155f. INTERNATIONAL NEWS COMMUNICATIONS. The use of cables and radio in carrying news between nations. (1) MR. SHARP.

156w. LAW OF THE PRESS. Study of libel, privacy, copyright, and constitutional guaranties of freedom of the press. (2) MR. MORELOCK.

Special Writing

160f and w. FEATURE WRITING. The writing of feature stories, with related problems. Prerequisite, course 103. (3) MISS GRINSTEAD.

161f and w. THE SPECIAL ARTICLE. Writing of articles for syndicates, newspapers and magazines. Prerequisite, course 160 or its equivalent in writing experience. (3) MISS GRINSTEAD.

162f and w. LITERARY REVIEWING. Critical study of modern books; study of newspapers and magazines devoted entirely or in part to this type of journalism; preparation of book pages. Prerequisites, courses 103 and 110. (3) MISS GRINSTEAD.

163f and w. NEWSPAPER AND MAGAZINE DEPARTMENTS. Writing for and editing of special pages or departments. Prerequisites, courses 103 and 110. (4) MISS GRINSTEAD.

Rural Journalism

170f. THE AGRICULTURAL PRESS. Writing for and editing of agricultural publications. For students who expect to become farm journal contributors, county agents, teachers, extension workers, or farm managers. (3) MR. GERALD.

171f and w. THE RURAL NEWSPAPER. The editorial and business departments of the rural newspaper, covering news and editorial policy, circulation, advertising, cost finding and accounting. (3) MR. GERALD.

172f and w. NEWSPAPER MANAGEMENT. Organization and operation of the small newspaper publishing business, including circulation methods and policies, advertising procedure, cost-finding and accounting. (3) MR. GERALD.

173f, w, s and ss. COUNTRY NEWSPAPER PRODUCTION. A laboratory course in which the students prepare all the news and editorial matter for a

typical rural weekly newspaper. Prerequisites, except by permission, courses 111 and 171. (5) MR. GERALD.

174f, w, s and ss. PROBLEMS OF NEWSPAPER PUBLISHING. Management, operation, and advertising salesmanship problems of the country weekly. A laboratory course giving practice in the activities of the newspaper office apart from the collection and writing of news. Prerequisites, except by permission, courses 171, 172, and 173. (4) MR. GERALD.

High School Publications

180s. THE SCHOOL NEWSPAPER AND ANNUAL. Primarily for high school teachers in charge of student publications. Available material, headlines, construction of the news story, illustrations, make-up, and editorial problems. (2) MR. MORELOCK.

181s. ADVERTISING-PROMOTION IN SCHOOL PUBLICATIONS. For high school and college teachers in charge of school publications. The writing and selling of advertising, with special attention to problems of the student solicitor and methods of publication sale. (1) MR. JOHNSTON.

Religious Journalism

190f and w. RELIGIOUS JOURNALISM. This course aims to acquaint the student with sources of religious information; with the historical setting of principal religious concepts; with ecclesiastical terminology, forms, and usages; with current religious interests and movements; with outstanding religious leaders; with the organization and administration of the leading denominations, giving special attention to their nomenclature; with the religious journals representing the various denominations and points of view. (2) MR. HOERNER.

Graduate Courses

200f, w, s and ss. NEWS-DESK METHODS. The handling of assignments and futures; the direction of reporters. (3) MR. SHARP; MR. GERALD.

201f, w, s and ss. COPY-DESK METHODS. The handling of copy; direction of copy-readers; advanced headline writing; principles of headline display. (3) MR. MORELOCK; MISS ANDERSON.

202f, w, s and ss. ADVANCED EDITORIAL WRITING. Prerequisite, course 152 or by permission. A study of effective style, of public opinion campaigns, page policy and make-up, current events from standpoint of editorial interpretation, and of current practice on leading editorial pages of the United States. (3) MR. ELLARD; MR. MORELOCK.

203f, w and s. JOURNALISM SEMINAR. A discussion of graduate problems, including a survey of bibliographical methods and aids in research. Must be taken with course 203. (1) MR. MARTIN; MR. ELLARD; MR. MORELOCK; MR. SHARP; MISS ANDERSON; MR. GERALD; MISS GRINSTEAD.

204f, w and s. RESEARCH IN JOURNALISM. Thesis. (1-10) MR. MARTIN; MR. ELLARD; MR. MORELOCK; MR. SHARP; MISS ANDERSON; MR. GERALD; MISS GRINSTEAD.

220f, w, s and ss. ADVERTISING-DESK METHODS. Advertising-office equipment and methods; direction of solicitors, selling procedure and publication contracts. (2) MR. BELL.

221f, w and s. ADVERTISING SEMINAR. Special problems, methods, organization, and objectives for research in advertising and related subjects. Must be taken with course 222. (1) MR. JOHNSTON; MR. BELL; MR. LATHROP.

222f, w and s. RESEARCH IN ADVERTISING. Thesis. (1-10) MR. JOHNSTON; MR. BELL; MR. LATHROP.

Bulletins on Journalism

The School of Journalism tries to be of the greatest possible service to the profession of journalism in general, as well as to give instruction on the campus. One of the School's activities is the publication of a series of bulletins for distribution among workers in journalism. These now number 69 and may be obtained by writing to the Dean of the School of Journalism, Columbia, Missouri. Bulletins still in print may be obtained for 10 cents a copy, except the "Deskbook," which is 25 cents. They are:

- No. 54. "What Is Taught in Schools of Journalism," an analysis of the curricula of members of the American Association of Schools and Departments of Journalism, by Prof. Vernon Nash.
- No. 55. "Local Government and the Press," a lecture on Don R. Mellett, by Marlen E. Pew.
- No. 56. "Journalism and Diplomacy," addresses delivered by Mr. Katsuji Debuchi and Senor Don Manuel C. Tellez.
- No. 57. "News, Its Scope and Limitations," addresses delivered at the twentieth annual Journalism Week at the University of Missouri, May 5-11, 1929.
- No. 58. "Organization of Journalists in Great Britain," by Dean Walter Williams.
- No. 59. "Deskbook of the School of Journalism," tenth edition revised, 1930, by Prof. T. C. Morelock.
- No. 60. "Missouri Alumni in Journalism," a directory of the graduates and former students of the School of Journalism, University of Missouri, compiled by Lola Anderson.
- No. 61. "Visit of the German Ambassador and the Gift From the Press of His Country," a report of exercises held at the School of Journalism of the University of Missouri during the twenty-first annual Journalism Week, May 4-10, 1930.
- No. 62. Missouri's Honor Awards, 1930; "For Distinguished Work in Journalism."
- No. 63. Missouri's Honor Awards, 1931; "For Distinguished Work in Journalism."
- No. 64. "Presentation of Stone Lions From China," a report of exercises held at School of Journalism during the twenty-second annual Journalism Week, May, 1931.
- No. 65. "Deskbook of the School of Journalism," eleventh edition. Revised, 1932, by Prof. T. C. Morelock. (Price 25 cents.)
- No. 66. "Some Observations on the German Press," by Dr. Walter Williams, dean of the School of Journalism and president of the University of Missouri, on the occasion of a visit to Germany in 1932 under the auspices of the Carl Schurz Memorial Foundation.
- No. 67. Missouri's Honor Awards, 1932; "For Distinguished Work in Journalism."
- No. 68. "Struggle in Europe for the Freedom of the Press," by Walter Williams, dean of the School of Journalism and President of the University of Missouri.
- No. 69. Missouri's Honor Awards, 1933; "For Distinguished Work in Journalism."

All the early numbers of this series are out of print, but copies may be found in most of the university and large public libraries of the United States. They are:

1. "Missouri Laws Affecting Newspapers," by Walter Williams, dean of the School of Journalism.
2. "Journalism Week in Print," from speeches by newspaper makers and advertising men at the University May 6 to 10, 1912.
3. "Retail Advertising and the Newspaper," by Joseph E. Chasnoff.
4. "The News in the County Paper," by Charles G. Ross.
5. "Journalism Week, 1913."
6. "Building a Circulation: Methods and Ideals for Small-Town Newspapers," by J. B. Powell.
7. "The Editorial Page," by Robert S. Mann.
8. "Journalism Week, 1914."
9. "The World's Journalism," by Dean Walter Williams.
10. "Newspaper Efficiency in the Small Town," by J. B. Powell.
11. "Journalism Week, 1915."
12. "Deskbook of the School of Journalism," fifth edition, edited by Charles G. Ross.
13. "The Journalist's Library: Books for Reference and Reading," by Charles E. Kane.
14. "Making the Printed Picture: A Treatise on Photo-Engraving Methods," by Herbert W. Smith.
15. "The Law and the Newspaper," by Frederick W. Lehmann, LL.D.
16. "The Journalism of Japan," by Frank L. Martin, professor of Journalism.

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Notes	Some page curvature due to tight binding.

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