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NEWSPAPER WRITING AND EDITING

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REVISED AND ENLARGED EDITION

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PREFACE

THE first edition of this book, prepared twenty years ago, was one of the earliest attempts to provide a textbook in what was then a comparatively new field of academic instruction. In only a few universities had schools or departments of journalism been established, and methods of teaching news writing and editing were still in the experimental stage. The first national association of college instructors in this new subject, the American Conference of Teachers of Journalism, was organized a few months before this book was published. At that time the desirability of using textbooks in teaching journalism was being debated, some instructors believing that the study of current newspapers was the best approach to the subject. Now one or more courses in journalism are being offered in several hundred institutions of college grade, thirty universities and state colleges have well organized schools or departments of journalism, methods of teaching are fairly uniform, and textbooks on journalistic technique are being used in most of these institutions.

In revising this book for the second time, the author has aimed to adapt it more fully to the needs of present day courses in reporting and news writing. The greater part of the book has been rewritten, the treatment of news gathering and news writing has been amplified, much new illustrative material has been substituted for that included in the first two editions, and the order in which different phases of the subject were originally presented has been considerably changed. A number of problems have been grouped together at the end of the book to furnish material for class-room discussion and for individual study. They take the place of the practice work that in the earlier editions appeared at the end of many of the chapters. The general method of approach to the subject has not been materially changed, because, during the twenty years that the book has

been used in class rooms and in newspaper offices, it has apparently proved satisfactory.

This revised and enlarged edition, like its predecessors, is designed both for use in college classes and for independent study by persons interested in preparing themselves for journalism. As the book is intended to show students how to accomplish the tasks that are likely to confront them during the first years of their newspaper experience, it does not consider editorial writing, book reviewing, dramatic or musical criticism, financial writing, or other forms of highly specialized newspaper work.

To formulate a large number of rules for news writing and editing is plainly impossible, even if it were desirable. Methods of editing and publishing during the last seventy-five years have undergone so constant and rapid an adjustment to new conditions, both within and without the newspaper office, that only a few traditions remain unchanged. Instead of attempting to lay down dogmatic rules and directions, the author has sought to analyze current newspaper methods, with the aim of showing the reasons for them and the causes that have produced them.

The examples selected for illustrative purposes have been taken from well edited newspapers and may be said to represent the best practices now prevailing in the American press. Except in the chapter on news writing, the illustrative material in this edition has not been printed in column measure with rules, as it was in the previous editions, because the author believes that the student naturally thinks of news stories and special articles in the typewritten form in which he prepares them rather than as they appear on the newspaper page. For obvious reasons the names and addresses in most examples have been changed.

As it has been assumed that students who use this book are familiar with the principles of grammar and rhetoric and have had sufficient training in English composition to be able to express themselves in correct form, only such matters of structure and style have been considered as are peculiar to journalistic writing.

Throughout the book attention has been directed to the possible influence that may be exerted on readers by the various types of news stories and headlines. This has been done in the belief that the desirability or undesirability of any journalistic practice must be determined by its probable effect on newspaper readers. The purpose has been, not to settle dogmatically the various problems in the ethics of journalism, but to encourage students to give them thoughtful consideration.

The author is indebted to many newspapers, as well as to the Associated Press and the United Press, for the examples that have been reproduced. The excerpts from the news service account of the accident reprinted in Chapter XV are reproduced by permission of the Associated Press. For permission to reprint the special articles in Chapter XIV the author is indebted to the editors of the *New York Times*, the *New York World-Telegram*, the *Brooklyn Eagle*, the *St. Louis Post-Dispatch*, and the *Detroit News*. The editors of *Collier's Weekly* and of the *Independent* have given their permission to reprint material from those magazines. The facsimile newspaper headlines were made possible through the courtesy of the Mergenthaler Linotype Company, New York.

In the preparation of this and the preceding editions, the author has had the invaluable assistance of his wife, Alice Haskell Bleyer, to whose suggestions and criticisms no small degree of credit is due.

CONTENTS

I. Newspaper Organization and Production . . . 1
II. News and News Values 29
III. The Reporter 56
IV. News Gathering 71
V. News Writing 98
VI. Speeches and Meetings 137
VII. Interviews 166
VIII. Fires and Accidents 183
IX. Crime 209
X. Courts 228
XI. Sports, Society and Other News Fields . . . 254
XII. Rewrite and Follow-up Stories 300
XIII. Human Interest Stories 317
XIV. Feature Articles 338
XV. Copy Reading 373
XVI. Headlines 392
XVII. Proof-Reading 424
XVIII. Make-up 431
Problems 442
Style Sheet 468
Index 477

CHAPTER I

NEWSPAPER ORGANIZATION AND PRODUCTION

Characteristics of the Newspaper. The newspaper is both a private business enterprise and a quasi-public institution. On the one hand, it is a business concerned with the manufacture, distribution, and sale of a commodity; and, on the other, it is an institution of society, the freedom of which is guaranteed by the Federal Constitution and by individual states. As a business, it is influenced by the economic trends of the times; as an institution, it is affected by current social and political ideas and ideals. Its success as a business is measured in terms of profit; its success as a social institution is determined by the character of the information, instruction, and entertainment furnished to its readers. The importance of the press in its relation to government and society lies in the influence that it may exert on the opinions, morals, tastes, and standards of living of the people. The success of a democratic government depends upon public opinion, and the newspaper, it is generally assumed, plays an important part in expressing, guiding, and creating that opinion. The welfare of society, likewise, is dependent upon the maintenance of standards of conduct compatible with the well-being of all its members, and, again, it is generally held that the newspaper influences those standards. Thus, although the newspaper is conducted as a business enterprise, it performs functions that are vital to the success of society and government.

The Business of Newspaper Publishing. As a privately owned business undertaking, newspaper-making consists of producing and distributing a commodity composed of a number of printed pages. The mechanical plant of a newspaper turns out rapidly thousands of copies a day, under conditions not unlike those in

any other manufacturing plant organized for mass production. Moreover, a newspaper distributes its product to news dealers and readers quite as a manufacturer distributes his product to retailers and consumers. Mass production requires mass distribution and mass consumption. Most newspapers, therefore, undertake to secure as large a circulation as possible, just as manufacturers seek to sell as much as they can of their particular commodity.

The economics of newspaper publishing differs from that of manufacturing, however, in one important respect. The manufacturer sells his product at a price that will cover the cost of production and net him a profit. The newspaper publisher, on the other hand, sells each copy of his paper at only a small fraction of the cost of producing it. This low price is made possible by the fact that advertisers are willing to buy space in his paper for the display of their advertisements. As a result of this peculiar situation, newspapers derive from two-thirds to three-fourths of their revenues from advertisers, and only one-third or one-fourth from readers. Because the value of a newspaper to the advertiser depends largely on the number of readers who see his advertisements, the rates at which a publisher can sell advertising space are generally determined by the size of the paper's circulation. Thus, from a business point of view, the desire of the average newspaper publisher to obtain as many readers as possible grows out of his desire to gain as large a revenue as possible from advertising.

Newspaper publishing, like any other business enterprise, must be profitable. The capital invested in a newspaper must be assured of a fair return in the form of interest and dividends. As long as the profit motive is the dominant incentive in business, newspaper publishing will doubtless continue to measure its success by its profits. A newspaper that is successful financially is better able to serve both readers and advertisers than one that is unprofitable. If a newspaper is constantly published at a loss, it must receive financial aid from individuals or corporations that are interested in keeping the paper alive. Although such support may grow out of public spirit or community pride, it is more likely

to be due to some ulterior motive. The stronger a newspaper is financially the less likely it is to be influenced in its policies by outside interests.

The Newspaper as an Institution. Ever since the earliest prototypes of the newspaper appeared in Europe over three centuries ago, governments of all nations have held that the press has an influence upon the opinions, beliefs, and morals of persons who read newspapers. Government censorship, the laws of libel, statutes against obscenity, and official propaganda in times of peace and war, bear witness to this theory. The use of advertising, publicity, and propaganda by public and private agencies affords further evidence of a general belief in the influence of the newspaper on both public and private opinion and action. Critics of the press in all periods of its history have inveighed against the publication of vivid accounts of crime, scandal, and vice, believing that such news tends to exert an unwholesome moral influence. Finally, guarantees of freedom of the press incorporated in the Federal Constitution and in state constitutions, give the highest official recognition of the importance of the press in a democracy.

Because of this widespread belief in the influence of the press, the newspaper has been accorded a place among the institutions of society, along with the family, the church, and the school. When it was proposed in 1787 to incorporate in the Constitution of the United States a guarantee of freedom of the press, Thomas Jefferson wrote the often quoted words: "The basis of our government being the opinion of the people, the first object should be to keep it right; and were it left to me to decide whether we should have a government without newspapers or newspapers without a government, I should not hesitate for a moment to prefer the latter." In 1793, while editing a daily paper in New York City, Noah Webster, the compiler of the dictionary that bears his name, wrote of newspapers, "like schools, they should be considered the auxiliaries of government." In 1832 Daniel Webster declared: "In popular governments, a free press is the most important of all agencies and instruments." Wendell Phillips, in the period of the

Civil War, spoke of the press as "parent, school, college, pulpit, theater, example, and counselor, all in one."

The Function of the Press. As a social institution the newspaper performs four functions: (1) it informs; (2) it instructs; (3) it entertains; and (4) it serves as an advertising medium. The newspaper is the sole printed medium for keeping readers informed day by day about what is happening in the world. Because "the food of opinion is the news of the day," as President Wilson once said, readers tend to form or modify their opinions on the basis of the day's news. The individual opinions thus formed or changed by news bear a direct relation to public opinion, since thousands of persons in the community read the same paper day by day. To explain, interpret, and discuss current news and issues, newspapers print editorials and special articles. Such editorial comment and articles also tend to affect the opinions of readers. In fact, the importance of safeguarding the freedom of the press is to be found in the influence that newspapers are popularly believed to exert in the formation of public opinion.

Besides news and editorials, newspapers usually publish a large amount of informative and instructive reading matter on a great variety of subjects. Special departments are devoted to home building, home furnishing, and home decoration; to household management, including the selection and preparation of foods and the use of labor-saving devices; to fashions in dress and personal adornment; to health and beauty; to etiquette and conduct; to the care and education of children; to the selection and use of radio receiving sets and automobiles. All these departments tend to raise the standards of living of readers by creating desires for new necessities, comforts, and luxuries.

The features of the newspaper that afford entertainment and amusement are as varied as are those devoted to information and instruction. They include almost everything from comic strips to a chapter of a novel; from humorous verse to familiar essays; from cartoons to short stories; from jokes to poetry. Even some of the news is published primarily because it is entertaining.

Humorous and pathetic human interest stories afford entertainment rather than significant information. Dramatic stories of accidents, crime, and scandal are frequently published not because they contain important information but because they interest readers in the same way as does the treatment of similar subjects in fiction and in the theater. Some editorials, likewise, are written in a light, humorous vein to amuse and entertain rather than to inform or instruct. The printing of clean, wholesome amusement and entertainment is as legitimate a function of the newspaper as it is of any other publication.

Advertisements, which constitute at least one-half of the contents of a newspaper, would be of little value to merchants, manufacturers, and other advertisers if they did not influence the opinions and actions of readers. Their purpose is to create desires for commodities and services offered by advertisers and thus to stimulate consumption. Since constantly increasing consumption is necessary to keep pace with the ever increasing production, advertising performs an important economic function. Moreover, the desires aroused by advertisements tend to change and raise the standards of living of readers and therefore have important social consequences. Advertising is also used by public utility companies, political parties, candidates for office, and various organizations established to promote causes, as a means of winning approval for the persons, corporations, and causes advertised. The social, political, and economic effects of newspaper advertising must therefore be considered in connection with the influence of the press as an institution.

Newspaper Circulation. The size and the extent of newspaper circulation in the United States are significant to the newspaper both as a business enterprise and as an institution. There are approximately 2,000 daily papers in this country, with a combined circulation on week days of about 40,000,000 copies and on Sundays of about 28,000,000. On the basis of the 1930 census, which shows a total population of over 122,000,000, it is estimated that there are about 30,000,000 families in this country. Accordingly,

one copy of a daily paper and one copy of a Sunday paper is published for every three or four men, women, and children, or at least one for every family on week days and nearly one for every family on Sundays.

The circulation of daily newspapers is no longer confined to the cities where they are printed, for, in typical agricultural states, it has been found that from two-thirds to nine-tenths of the farm homes receive a daily paper. Good roads, auto trucks, motor cycles, and rural free delivery have extended the circulation of city papers into the rural districts to a greater extent than ever before. This rural circulation of city dailies, together with radio broadcasting, motion pictures, rural circulation of magazines, and the common use of the automobile, is responsible for the increasing urbanization of rural life and the disappearance of many of the differences between city and country.

Newspaper Production. Since an eight-column page of reading matter, exclusive of advertisements, contains from 8,000 to 9,000 words, a 24-page newspaper, with half of its contents devoted to advertising, consists of from 75,000 to 100,000 words, or as many as does the average novel. To demonstrate how much reading matter is contained in a single typical issue, the publishers of the Philadelphia *Evening Bulletin* reprinted the contents of one issue in book form, omitting advertisements and reducing illustrations and headlines to a size suitable for the pages of a book. This octavo volume contained 307 pages. The issue thus reproduced consisted of 102.48 columns of news, editorials, pictures, and reading matter of various kinds, equal to nearly 13 newspaper pages, exclusive of advertising. If the advertisements in this 40-page issue had been reproduced in the book, the volume would have contained over 900 pages.

From the point of view of newspaper production such a comparison is illuminating. A novelist spends months or years in writing and rewriting his novel, and publishers require several months to issue it in book form. A newspaper is written, edited, printed, and distributed within twenty-four hours. The novel

that attains a sale of 100,000 copies within a year is considered a "best seller." A number of American newspapers circulate from 100,000 to 800,000 copies daily. Novels retail at from two to three dollars a copy. A daily newspaper costs but two or three cents. When the amount and variety of reading matter and advertising furnished daily for two or three cents is taken into consideration, as well as the labor and materials that go into the making of a newspaper, it is the cheapest of all commodities. It costs only one-fifth as much as does an ice cream soda, a good cigar, or a package of cigarettes.

Newspaper Organization. Although in its main divisions the organization of newspapers is essentially the same, no standard type can be described that will hold good for all. The lack of such uniformity of organization as is generally to be found in other business concerns is due largely to the fact that many newspapers have evolved rapidly in the last half century from comparatively small undertakings into large enterprises. During the greater part of the nineteenth century, individual editors were dominant figures in American journalism and often owned a controlling interest in their papers. With the passing of individualism in journalism as well as in business and industry, corporate ownership of newspapers has become almost universal. In the process of this evolution, the dual character of the newspaper as a privately owned business and as a public service institution became more pronounced. As the business side grew in importance, and the editors who had been responsible for the success of the papers died, the publisher tended to become more important than the editor. In the course of readjustment no one standard type of organization has been developed.

The work of producing a newspaper divides itself naturally into three distinct parts, with three entirely different classes of workers: (1) the business organization; (2) the mechanical force; (3) the editorial staff.

Business Department. A newspaper company, regarded in the light of a business enterprise, is not essentially different from any

manufacturing company that produces and sells a commodity. From a financial point of view, the purpose of the newspaper is to make enough money to maintain the paper, to pay interest to its bondholders, and to pay dividends to its stockholders. The object of the business department is to sell as many copies and as much advertising space as it can; and, on the other hand, to pay out for salaries, wages, and materials only so much as is necessary to keep the paper up to a standard that will insure a good circulation and enough advertising. As a business, the newspaper tends to conform to the prevailing trends and standards of business in general, in which both profits and service to consumers are the objectives.

The business department is usually directed by an executive known as general manager, publisher, or business manager, who has control of the finances and business management of the paper, and who is often the chief executive over all other departments, subject to the board of directors of the newspaper corporation. Frequently the publisher, or general manager, is an officer of the corporation, and is thus a member of the board of directors. In those instances where he is the chief executive, all other department heads are responsible to him. In other forms of organization his authority extends over the business and mechanical departments only.

The business organization is divided into four distinct parts: (1) the advertising department; (2) the circulation department; (3) the promotion department; (4) the accounting department, each with a manager in charge. The business department of a newspaper is still sometimes spoken of as "the counting room" or "the front office."

Advertising Department. The head of the advertising staff is known as the advertising manager or director. The work of the department is divided among four groups of workers, each with a manager at its head: (1) the local display advertising staff, which solicits and handles copy for city advertisers; (2) the national, formerly called "foreign," advertising staff, which secures

advertising outside the local field that is placed through advertising agencies or directly by manufacturers and distributors of products; (3) the classified advertising staff, which obtains and handles "want ads." and other small classified advertisements; (4) the merchandising service department, which prepares data concerning merchandising conditions in the newspaper's circulation area for the use of advertisers. Most newspapers have special representatives in New York, Chicago, and other large centers, who secure national advertising for them. On papers that have no advertising director, the managers of the four divisions of the advertising department are responsible directly to the business manager or chief business executive. In some newspaper organizations, minor executives are in charge of special types of advertising, such as that of automobiles, radio, financial affairs, and travel, or that in the rotogravure sections of the Sunday paper. Because the sale of advertising space produces a large proportion of a newspaper's income, the advertising department is of great importance.

Circulation Department. The distribution of papers, not only by carriers, newsboys, and news dealers, but also by mail, is carried on under the direction of the circulation manager by a staff which consists of: (1) the city circulation manager, with his city and street supervisers and district and station managers; (2) the state circulation manager, with a similar staff, including rural route carriers; (3) the superintendent of delivery, who supervises truck drivers and garage men. Some newspapers maintain their own carrier service for city delivery; others depend on news dealers to distribute the paper to subscribers. Since street sales, particularly in large cities, constitute an important part of a paper's circulation, street supervisers and street men are a necessary part of the city circulation manager's staff.

Owing to the growth of cities, the extension of the circulation areas through good roads and automobiles, and the reduction in the number of papers through mergers, the circulation of individual newspapers has greatly increased in recent years, and the work

and personnel of the circulation department have grown accordingly. In the decade from 1920 to 1930, the number of daily papers was reduced by a hundred, but the total circulation of these papers increased by 11,000,000 copies daily.

Promotion Department. As the most recently developed business activity of newspapers, the work of the promotion department is not yet definitely standardized. Some papers have no special department for it, others carry on promotional activity in connection with the circulation and advertising departments, and others have well developed promotion departments. As the name implies, such a department is designed to promote good will for its paper, particularly in connection with the two products that a newspaper has to sell, circulation and advertising. Various activities may be carried on under the direction of the promotion manager and his staff, such as providing Christmas dinners for the needy, summer vacations for under-privileged children and working mothers, inspection tours of the newspaper plant by school children, cooking schools for women, and similar forms of community service that create and maintain good will for the paper. To promote circulation directly, subscription contests of all kinds may be conducted from time to time. Advertising on bill boards, in motion picture theaters, and in other newspapers and magazines is employed to popularize various features of the newspaper. To increase the use of display and classified advertisements, the promotion department undertakes to attract and retain advertisers. Data collected by the merchandising service department are used to call attention to the value of the newspaper as an advertising medium, through display advertisements in journalistic and advertising periodicals, as well as in printed material distributed to local and national advertisers and to advertising agencies. In short, whatever will advance the interests of the newspaper in any way is within the province of the promotion department.

Accounting Department. The general business affairs of the newspaper not taken care of by other divisions of the business

department are included in the accounting department. The cashier, the auditor, the purchasing agent, the credit manager, bookkeepers, accountants, and similar employees are as necessary to large newspapers as they are to other business enterprises.

Mechanical Departments. The mechanical work involved in newspaper production is done in four different departments, under the general direction of the mechanical superintendent, with a foreman or superintendent in charge of each department: (1) the composing room, where the copy for reading matter and advertising is put into type to be made up into page forms; (2) the stereotyping room, where paper molds, matrices, or "mats," are made of these page forms of type, and where curved and flat lead printing plates are cast in these molds by stereotypers; (3) the press room, in which the papers are printed from these curved lead plates attached to cylinders of the printing press; (4) the photo-engraving department, where zinc etchings, half-tones, and rotogravure cylinders are made by photo-engravers, as illustrations for reading matter and advertisements. Attached to the composing room is the proof-reading department, manned by a head proof-reader and several assistants, who compare proof-sheets made from the type with the original copy and make the necessary corrections on the "galley proofs." These corrected proofs are returned to the linotypers and compositors, who correct the errors made in setting or casting the type. Most of the workers in the mechanical departments belong to strong national labor unions that are recognized by newspaper publishers, but a number of newspaper plants are operated on the "open shop" basis.

News and Editorial Staffs. The writing and editing of a newspaper are divided into two distinct departments: (1) the news staff, with the managing editor at the head; (2) the editorial writers, with the editor, or editor-in-chief, in control. Although these two departments involve different kinds of work and are relatively independent, they are generally grouped together under the term, "the editorial department," and their offices are known

as "the editorial rooms." The editor-in-chief, frequently called simply the editor, may be responsible to the board of directors, to the publisher, or to the managing editor, according to the organization of the paper. The managing editor is responsible to the board of directors, to the publisher, or to the editor. On a number of papers there is no executive known as the editor, and the control of editorial policies, as well as the direction of the editorial writers, is in the hands of the managing editor. On papers that have both an editor and a managing editor, these two executives usually confer constantly regarding the general policies of the paper.

The editorial page is directed by the editor, who holds daily conferences with the editorial writers, or associate editors, to consider what attitude the paper shall take editorially on questions arising from day to day, and to divide the work of writing the editorials. In some instances the managing editor and the publisher take part in the editorial conferences, in order to have a voice in determining important policies of the paper. Editorials on special subjects on which other members of the staff are better informed than are the regular editorial writers, are often written by these other staff members, such as the financial editor, the musical or the dramatic critic, and the labor editor. Occasionally editorials are contributed by the city editor, the state editor, reporters, or even by men in other professions not connected with the paper; but, as a rule, most of the editorials are the work of the editor and the editorial writers.

The news and feature pages are under the direction of the managing editor. All other executives of the staff, except the editor and editorial writers, are usually responsible to him, including the news editor, the city editor, the state editor, the telegraph editor, and the Sunday editor. His immediate aids are the assistant managing editor and, on evening papers the news editor, on morning papers the night editor, to take charge of apportioning space to the several departments and arranging, or "making up," the contents of the paper.

The city editor, aided by the assistant city editor and the night city editor, has charge of local news gathering and news writing by reporters who "cover" the city and its suburbs. If the copy written by reporters is edited at the "city desk," the assistant city editor, or the city editor himself, acts as head copy reader, assisted by a copy clerk. Local news stories taken from other papers or telephoned in by reporters are written by "rewrite men," under the direction of the city editor or assistant city editor. On large city papers, the city editor is in charge during the day and the night city editor during the night.

The telegraph editor, aided by an assistant telegraph editor, has charge of the news of the state, the nation, and the world, as it comes by mail, telegraph, telephone, cable, and wireless, from the paper's own correspondents or from press associations, like the Associated Press, the United Press, and the International News Service. On large papers the state editor supervises the state correspondents and the news and features furnished by them, and the cable, or foreign, editor handles the foreign news.

Particular kinds of news are collected and edited by persons in especially designated positions, such as the sports editor, the automobile editor, the radio editor, the society editor, the real estate editor, the financial and market editor, the literary editor, the editor of the women's department, the musical, dramatic, and motion picture critics, all of whom are usually responsible to the managing editor. The Sunday, or magazine, editor has charge of the Sunday or Saturday magazine sections, with an assistant editor and special writers to aid him. He also is under the managing editor.

Large newspapers maintain news bureaus in important centers, such as New York and Washington, as well as in some foreign capitals, usually London and Paris at least. The heads of these bureaus are responsible to the managing editor. The news supplied by them is edited by the telegraph editor, the cable editor, or the foreign editor, and such feature articles as they prepare go to the Sunday, or magazine, editor.

The exchange editor goes over the newspapers and magazines that the paper subscribes for or receives in exchange, to clip and edit material worth reprinting. On some papers he is assisted by a translator who selects similar material from newspapers and magazines in foreign languages.

The art department, comprising artists, cartoonists, and photographers, supplies the various illustrations used in the daily and Sunday editions. Newspapers that cannot afford to have an art department secure cartoons and illustrations from syndicates, and have local photographs taken by commercial photographers. There are also companies that supply news and feature photographs to newspapers throughout the country.

The library, in charge of a librarian and his assistants, consists of reference books, current numbers of American and foreign periodicals, bound files of newspapers, and a collection of clippings, photographs, and similar material known as the "morgue." Portraits and other half-tone illustrations that have been printed in the paper are usually filed away in the "morgue" for future use in connection with news stories or feature articles.

Some newspapers have a "universal copy desk," at which all news matter is edited and supplied with headlines under the direction of the head copy reader, assisted by a number of copy readers. This desk is semi-circular or shaped like a horseshoe, with the head copy reader seated in the "slot" and the copy readers around the "rim." On many newspapers, one copy desk is maintained for the city news and another for the telegraph news, each with a separate set of copy readers. Magazine and feature editors, as well as those of such special departments as the society and women's pages, generally edit their own copy and write headlines for it.

Getting News into Print. The interrelation of the various departments of a newspaper is best shown by following through the process by which a piece of news gets into print. Early one morning, for example, the telegraph editor of an evening paper in the capital city of the state receives from the "teletype," or

printing telegraph machine, an Associated Press bulletin to the effect that the attorney-general of the state has been run down and killed by an automobile in the metropolis of the state. He at once telegraphs to the newspaper's own correspondent in that city to telephone full particulars of the accident. He immediately informs the city editor, so that the latter may assign reporters to get the local phases of the piece of news, or "to cover the local ends" of the story, as newspaper workers call it. He then turns over the original bulletin to the copy desk, where it is edited and a headline written.

The city editor sends one reporter to interview the members of the late attorney-general's family. He assigns another to go to the governor's office in the state capitol to interview the governor on the deceased official, and to stop on the way at the attorney-general's office to look up the provision of the law concerning the filling of such unexpected vacancies. He delegates one of the re-write men to get a biographical sketch of the attorney-general from the office "morgue" and to write an obituary. The librarian is asked to look up the half-tone engraving, or cut, of the late official, or to get out a photograph of him from the morgue to be sent to the photo-engraving department. The editor is also informed, so that he may write an editorial on the life and work of the late official.

When the telegraph editor turns the original bulletin over to the head copy reader at the copy desk, the latter indicates that it is to be given a No. 4 headline, or "head," which consists of a four-column drop line and a three-line pyramid bank, and passes it over to one of the copy readers to be edited and to be supplied with this form of headline. The copy reader, after editing the bulletin and writing the head as indicated, passes it back to the head copy reader, who glances over it and sends it through a pneumatic tube to the composing room to be put into type.

When the headline and the two pages of copy reach the copy-cutter's desk in the composing room, he sends the copy for the headline to the linotype machine equipped to set headlines. The

two pages of the news story copy he cuts into three pieces, or "takes," and each take is sent to a different linotype, because, if the copy of the whole story were sent to one machine, it would take three times as long to get it into type.

Meanwhile the newspaper's correspondent in the metropolis has telephoned to one of the rewrite men the details of the accident, and the latter has written the story on the basis of these facts, while another rewrite man has prepared an obituary from the biographical sketch secured from the morgue. These two pieces of copy then go to the copy desk, to be handled in the same way as the original telegraphic bulletin, and, when edited, are sent to the composing room.

By this time the reporters have returned with their interviews and have reported to the city editor, who tells each man how long a story to write and possibly what feature to "play up." As each of these stories is finished by the reporter, it is turned over to the city editor, who glances over it and passes it to the copy desk, where it goes through the same process as the other pieces of copy and is sent to the composing room.

After the copy of the original bulletin and the No. 4 head have been set in type, the linotype lines of type, or "slugs," are assembled in a narrow metal tray, or "galley." The galley is then taken to a small hand proof press, also in the composing room, on which several impressions called "galley proofs" are printed, or "pulled," from the type. One of these proofs with the four pieces of copy goes to the proof room to be compared with the copy and carefully corrected by the proof-readers. Another proof is sent to the managing editor or to the assistant managing editor, as these executives are responsible for everything that goes into the news columns. A third proof is delivered to the news editor, who apportions the space on each page and arranges, or "makes up," the news stories on a page "dummy."

After the proof-readers have corrected the proof, and the editors have made any necessary changes, the proof-sheets are returned to the linotype operators, who make the necessary alterations by

recasting the lines for which any changes or corrections have been indicated on the proofs. From the type thus corrected, a second set of proofs, called the "revise," is printed and distributed to the editors. The type is then ready to be used in the next process of printing the paper.

Making up the Paper. Half an hour before an edition of the paper is to be printed, the news editor takes the "dummy," or schedule, of each page, together with the galley proofs, and goes to the composing room to oversee the arranging, or "making up," of the type and illustrations for these pages by the "make-up" men, in accordance with the dummy that he has prepared. The importance of the news of the attorney-general's death and the size of the head given to the story entitled it to a prominent place on the first page. On the dummy of that page the news editor had put the head in the four columns on the right-hand side of the front page, with the story in the outside column under this head, and the half-tone portrait in the seventh column immediately under the four-column head. He also directs the make-up men in placing the other news stories on the first and other pages that are to be "made over" for that edition.

Each page is made up in a "form," consisting of a "chase," or iron frame, somewhat larger in its inside dimensions than the page as it appears when printed. This chase rests on the smooth steel top of a table, slightly larger than the chase, supported by a steel frame with small wheels, so that it can be moved easily to the stereotyping room. Into the chase the type and illustrations are arranged between brass column rules, which print the lines between the columns of type. The advertisements are placed in the forms in accordance with the directions of the advertising department given to the news editor and indicated by him on the dummy of each page. Advertisers may stipulate in their contracts the page and position on the page where their "ads." are to be printed, or they may accept any page and position in "the run of the paper." The latest moment at which anything can be inserted in the paper before the forms are "closed" for a given edition is

called the "dead-line." When each page form is filled with type, the whole page is "locked in the form" by tightening the turn-screws in the bottom and the right-hand side of the chase, a process that presses the two "quoin-bars" within the chase against the type so firmly that it cannot become disarranged. If the type and linotype "slugs" fall out and get mixed up, they are said to be "pied," and the mixture is called "pi."

Stereotyping. The forms, after being locked, are wheeled to the stereotyping room on the trucks on which they were made up. If the newspaper uses the "wet-mat" process of stereotyping, the form is slipped from the truck on to a steam table, and a matrix, or "mat," is laid over it consisting of alternate layers of thick, unsized paper and tissue paper, in moist, plastic condition. The mat is covered with a felt blanket. The stereotyper then pushes the form, with the mat and blanket over it, under the heavy "platen" of the steam press, and lowers this platen until it brings considerable pressure to bear on the moist mat. The blanket on top of the mat is thus forced down on the mat, which in turn is pressed against the face of the type and illustrations in the form, making a perfect mold of it. The steam which circulates in the press "bakes" the mat for from four to seven minutes until it is dry. Then the form is removed from the steam press, the mat is lifted off, and any blank spaces in it that might flatten out in the process of casting the stereotype plate are filled out on the reverse side of the mat with strips of cardboard.

The "dry-mat" process now used by many newspapers is not essentially different from that just described, except that the mats are placed in a humidor to absorb enough moisture to become soft and pliable, and when placed over the form with a blanket are not baked, as the pressure from a roller-press is sufficient to make them molds of the form. Time is saved by the dry-mat process, because baking is eliminated and a second mat can be made immediately without waiting for the form to cool. The dry mats are finally subjected to a "scorching" process in the casting room, which dries them thoroughly in a minute or two.

Either kind of mat is taken to the casting room to be bent into a semi-cylindrical form as a mold of the page form in which a lead plate may be cast. On small papers a hand-casting box is used, into which the molten metal is poured to form the plate. On large papers an automatic casting machine, known as the "autoplate," is used, which casts, trims, shaves, and cools plates at the rate of four a minute. Still other papers have a semi-automatic "junior autoplate" machine which casts plates in thirty seconds but does not trim, shave, or cool them, and these processes are performed by another machine, known as the "auto-shaver." The trimming consists of cutting down the plate to the required size and beveling the edges; the shaving process cuts down the back of the plate to the required thickness. Every newspaper stereotyping room also has flat casting boxes for making stereotypes of illustrations and advertisements supplied in the form of mats by syndicates or advertisers. These flat stereotypes are used like any other illustrations in making up the forms.

Printing the Paper. The semi-cylindrical lead plates, thus cast in exact reproduction of the page forms of type, are taken to the press room, where they are fastened to the cylinders of the press. Duplicate plates are often cast of all the pages, so that two or more presses may print the same edition of the paper simultaneously. As the cylinders of the press revolve, ink rollers touch the surface of the plates and ink the projecting letters and illustrations. The white paper, fed into the press from a large roll or from several rolls, passes between the cylinders and the blanket rolls which press the paper against the inked plates on the cylinders, and thus takes up the ink and receives the impression of the page of type. The press not only prints but cuts, assembles, folds, and counts the papers. Thus the blank paper that enters the press from a roll at one end comes out at the other end printed, folded, and ready for distribution.

Distribution of Papers. As soon as the newspapers are printed, they are turned over to the circulation department for sale or delivery. Some copies go to the mailing room to be addressed,

wrapped, and put into mail sacks, in which they are taken to the post-office or to trains. Others are done up in bundles in the mailing room to be taken to trains for shipment by express. Interurban auto-busses and electric lines are also used to ship bundles of papers to near-by places. Most of the copies are distributed locally by carrier boys, rural carriers, news dealers, and newsboys. Auto-trucks and motor-cycles speed delivery of papers in both the city and the surrounding country. To get copies of the newspaper "on the street" at the earliest possible moment is the aim of every evening newspaper staff, particularly when competition is keen.

Speed of Production. Despite the number and variety of the operations involved in newspaper production, the news of the death of the attorney-general would reach the public through the press in a comparatively short time after the event occurred. Within less than an hour from the time that the last piece of copy is written, a complete newspaper containing it can be printed and widely distributed.

The ever increasing use of machinery to do practically everything that was previously done by hand has led us to designate the period since 1900 as the "machine age." Ingenious machines have been invented and perfected in every field. Electricity in many instances has superseded steam as the motive power for machinery. Newspapers have not lagged behind other manufacturing processes in adapting machinery and electric power to their needs. Modern newspaper production has been made possible by the development of improved perfecting presses, the linotype and the intertype, the type caster, autoplate stereotyping machines, color printing, and the half-tone and rotogravure processes in photo-engraving. The development of wireless communication and of the printing telegraph machine, or "teletype," has greatly increased the speed by which news can be transmitted to newspapers from all over the world. Improvements in the telephone and typewriter, and their extensive use, have been of great value to the newspaper. Finally the automobile, which in a com-

paratively short time has revolutionized conditions of life in this country, has been of service to newspapers in a variety of ways. In the machine age, the newspaper, much more than ever before, may be said to be a machine-made product.

The general use of the teletype, an automatic printing telegraph machine, on which messages are transmitted by a paper tape perforated by a typewriter keyboard, instead of being sent by the telegraph key, and are recorded in printed form on an automatic typewriting machine, ready to be used as copy, has greatly speeded up the transmission of news, until now 60 words a minute can be received in this way. In eight hours some 20,000 words of telegraph news are received in a newspaper office on one teletype machine. Radio telegraphy and telephony, as well as the sending of pictures by wire and wireless — all comparatively recent inventions — have made it possible to bring to newspapers both news and news illustrations from all over the world almost instantaneously.

In 1928 a new invention, the "teletypesetter," was announced, as an extension of the principle of the teletype. The telegraph copy comes into the office on a paper tape with the letters of each word printed over code perforations, so that the copy, after being edited by copy readers, can be pasted together and fed into a transmitting distributor that changes the perforations into electrical impulses, which, in turn, operate the typesetting machine. The claim is made by its inventors that the teletypesetter can set reading matter twice as fast as human operators. It may also be used for local news, because reporters in writing their stories can operate the keyboard that prints and perforates a tape quite as readily as they can a typewriter.

The age-old method of setting and distributing type by hand has been completely superseded in all daily newspaper offices, and in many weekly newspaper plants, by the Mergenthaler linotype, which was first installed in newspaper offices generally in 1890, and by the intertype, a similar machine developed more recently. Both are ingenious machines operated by a keyboard like that

of a typewriter. As one key after another is struck, small brass matrices, or molds, each bearing a letter or character, are released from the magazine of the machine and are brought down to form a line of words, properly spaced. When the line is complete, the operator presses a lever that moves this line over to the casting box, where molten metal is forced against the line of matrices, or molds, to cast a line of type. These solid lines of type can be handled much more easily than type set by hand. Originally these machines were used to set only the body type, or reading matter, but they have been perfected until now they handle most of the headlines and much of the advertising. By increasing many-fold the speed by which copy can be turned into type, they have made possible the present rapid production of daily newspapers of many pages.

For casting semi-cylindrical stereotype plates, the autoplate machines are important time-saving devices. The time required for "running off" an edition is greatly reduced by making duplicate sets of these stereotype plates for a number of different presses, on which the same edition may be printed simultaneously.

Improved newspaper perfecting presses, operated by electrical power, take paper from several large rolls and turn out at high speed complete newspapers printed in black or colors, folded and counted, ready for distribution. They can be adjusted to print papers containing from four to forty-eight pages, at a speed of 50,000 copies an hour of a thirty-two-page paper. Tabloid magazine sections and full-size comic sections are printed in four colors on large presses under practically the same conditions as those just described. Rotogravure sections of tabloid or full-page size, in one or more colors, are also printed under similar conditions from etched copper cylinders instead of from stereotype plates.

In the mailing room, machines that either print the subscriber's address on a copy or wrap and address each copy as fast as papers are fed into them, have generally superseded on large newspapers the hand-mailer that pasted orange-colored address labels on each copy.

No other process of manufacture so complicated as newspaper making has attained an equal speed of production.

Rushing Big News into Print. The rapidity with which an important piece of telegraph news received shortly before the paper is to go to press is rushed into print, supplemented with pictures, explanatory material, and other information obtained in the office and from local sources, is well illustrated by the handling of the news of the sinking of the *Titanic*, as described by an editor of a New York morning paper.[1] The fact that this ship was the largest ocean liner at the time, that it was making its maiden voyage bound for New York, and that it had on board a large number of prominent persons made the news of unusual interest and importance. The coöperation of the different departments of the paper in this case and the way in which the organization of the staff adjusted itself quickly to deal with an unexpected occurrence of this kind, are worth careful study. The account in part follows:

> At 1:20 a.m. Monday, April 15, the cable editor opened an envelope of the Associated Press that had stamped on its face "Bulletin."[2] This is what he read:
>
> > Cape Race, N. F., Sunday night, April 14. — At 10:25 o'clock tonight the White Star Line steamship "Titanic" called "C.Q.D." to the Marconi station here, and reported having struck an iceberg. The steamer said that immediate assistance was required.
>
> The cable editor looked at his watch. It was 1:20 and lacked just five minutes of the hour when the mail edition goes to press.
>
> "Boy!" he called sharply.
>
> An office boy was at his side in a moment.
>
> "Send this upstairs; tell them the head is to come; double column, and tell the night editor to rip open two columns on the first page for a one-stick dispatch of the 'Titanic' striking an iceberg and sinking."
>
> Every one in the office was astir in a moment and came over to

[1] "Telling the Tale of the 'Titanic,'" by Alex. McD. Stoddart; *The Independent*, vol. 72., pp. 945–953.

[2] The teletype was not used by the press associations at that time.

see the cable editor write on a sheet of copy paper the following head [which he indicated was to be set up in this form]:

TITANIC SINKING IN MID-OCEAN; HIT GREAT ICEBERG

"Boy!" he called again; but it was not necessary — a boy in a newspaper office knows news the first time he sees it.

"Tell them that's the head for the 'Titanic.'"

Then he wrote briefly this telegraphic dispatch, and as he did so he said to another office boy at his side: "Tell the operator to shut off that story he is taking and get me a clear wire to Montreal."

This is what he wrote to the Montreal correspondent, probably at work at his desk in a Montreal newspaper office at that hour:

> Cape Race says White Star Liner "Titanic" struck iceberg, is sinking and wants immediate assistance. Rush every line you can get. We will hold open for you until 3:30.

"Give that to the operator and find out if we caught the mail [edition] on that 'Titanic' dispatch," he said quickly to the boy.

In a moment the boy returned.

"O.K. on both," he said.

The city editor, who had just put on his coat previous to going away for the night, took it off. The night city editor, at the head of the copy-desk, where all the local copy (as a reporter's story is called) is read, and the telegraph editor stood together, joined later by the night editor, for the mail edition had left the composing room for the stereotypers and then to the pressroom and from thence to be scattered wherever on the globe newspapers find readers.

The "Titanic" staff was immediately organized, for at that hour most of the staff were still at work. The city editor took the helm.

"Get the papers for April 11 — all of them," he said to the head office boy, "and then send word to the art department to quit everything to make three cuts, which I shall send right down."

Then to the night city editor: "Get up a story of the vessel itself; some of the stuff they sent us the other day that we did not use, and I ordered it put in the envelope. Play up the mishap at the start. Get up a passenger list story and an obituary of Smith, her commander."

There was no mention of Smith in the dispatch, but city editors retain such things in their heads for immediate use, and this probably explains in a measure why they hold down their job; also having, it might be added, executive judgment, which is sometimes right.

"Assign somebody to the White Star Line and see what they've got."

The night city editor went back to the circular table where the seven or eight men who read reporters' copy were gathered.

"Get up as much as you can of the passenger list of the 'Titanic.' She is sinking off Newfoundland," he said briefly to one.

And to another: "Write me a story of the 'Titanic,' the new White Star liner, on her maiden trip, telling of her mishap with the 'New York' at the start."

And to another: "Write me a story of Captain E. J. Smith."

Then to a reporter sitting idly about: "Get your hat and coat quick; go down to the White Star Line office and telephone all you can about the 'Titanic' sinking off Newfoundland."

Then to another reporter: "Get the White Star Line on the 'phone and find out what they've got of the sinking of the 'Titanic.' Find out who is the executive head in New York; his address and telephone number."

And in another part of the room the city editor was saying to the office boy: "Get me all the 'Titanic' pictures you have and a photo or cut of Captain E. J. Smith."

Two boys instantly went to work, for the photos of men are kept separate from the photographs of inanimate things. The city editor selected three:

"Tell the art department to make a three-column cut of the 'Titanic,' a two-column of the interior, and a two-column of Smith."

In the mean time the Associated Press bulletins came in briefly.

Paragraph by paragraph the cable editor was sending the story to the composing room. What was going on upstairs every one knew. They were sidetracking everything else, and the copy-cutter in the composing room was sending out the story in "takes,"

as they are called, of a single paragraph to each compositor. His blue pencil marked each individual piece of copy with a letter and number, so that when the dozen or so men setting up the story had their work finished, the story might be put together consecutively.

"Tell the operator," said the cable editor again to the office boy, "to duplicate that dispatch I gave him to our Halifax man. Get his name out of the correspondents' book."

"Who wrote that story of the '"Carmania" in the Icefield'?" said the night city editor to the copy-reader who "handled" the homecoming of the "Carmania," which arrived Sunday night and the story of which was already in the mail edition of the paper before him. The copy-reader told him. He called the reporter to his desk.

"Take that story," said the night city editor, "and give us a column on it. Don't rewrite the story; add paragraphs here and there to show the vast extent of the icefield. Make it straight copy, so that nothing in that story will have to be reset. You have just thirty minutes to catch the edition. Write it in twenty."

"Get the passenger lists of the 'Olympic' and the 'Baltic,'" was the assignment given to another reporter, all alert waiting for their names to be called, every man awake at the switch.

In the mean time, the story from the Montreal man was being ticked off; on another wire Halifax was coming to life.

"Men," said the city editor, "we have just five minutes left to make the city [edition]. Jam it down tight."

Already the three cuts had been made, the telegraph editor was handling the Montreal story, his assistant the Halifax end, and the cable editor was still editing the Associated Press bulletins and writing a new head to tell the rest of the story that the additional details brought. The White Star Line man had a list of names of passengers of the "Titanic" and found that they numbered 1300, and that she carried a crew of 860.

In the mean time proofs of all the "Titanic" matter that had been set were coming to the desk of the managing editor, in charge over all, but giving special attention to the editorial matter. All his suggestions went through the city editor, and on down the line, but he himself went from desk to desk overlooking the work.

"Time's up," said the city editor; but before he finished, the cable editor cried to the boy: "Let the two-column head stand and tell them to add this head:"

the first days of April and October each year, as required by the federal government under the newspaper publicity law of 1912.

3. Note also the average daily circulation of the paper for the preceding six months as given in the sworn statement.
4. Find out the names of the heads of all the various departments of the paper.
5. Calculate by columns the proportion of reading matter to advertising in an average daily issue and in an average Sunday issue.
6. Note the names of the press associations, supplementary news services, syndicates, special correspondents, and other sources of news and features that the paper uses.
7. Learn as much as possible about the advertising and subscription rates and methods of the paper.
8. Visit all of the mechanical departments and familiarize yourself with the processes of newspaper making.
9. Interest yourself in the welfare of the paper as though it were your own property.

CHAPTER II

NEWS AND NEWS VALUES

The Importance of News. The word "newspaper," which was first used in England over two hundred and fifty years ago, has always been applied to a periodical, published once a week or oftener, the primary purpose of which is to print news. Thus, the one feature of newspapers that differentiates them from other periodicals is that they publish news. Weekly and monthly magazines may devote considerable space to summaries of the news, but they do not attempt to cover the whole news field, as do newspapers, nor can they print local news unless it is of interest and significance outside of the community in which it develops. Brief bulletins of news may be broadcast by radio, as well as speeches, sermons, and reports of athletic contests, but only such persons as have receiving sets and time to listen can avail themselves of news distributed in that form. As yet no substitute for the newspaper has been devised as a means of disseminating news of all kinds in a form available to practically everyone at small cost. It is, therefore, the prime function of the newspaper to give the day's news.

The problem that constantly confronts every member of the news staff of a newspaper is that of evaluating all kinds of current information in order to determine whether or not it is news. Every piece of news is then examined from the point of view of its interest, importance, and significance. At the outset, accordingly, it is necessary to define what is meant by news and to consider what determines its value.

What is News? Although every good newspaper worker recognizes news at once, and almost instinctively decides upon its value, few of them find it easy to define news briefly and to give criteria for judging its value. In a symposium conducted some years ago by *Collier's Weekly*, a number of editors throughout the

country undertook to define news, and the following definitions are typical of the result:

News is whatever your readers want to know about.

Anything that enough people want to read is news, provided it does not violate the canons of good taste and the laws of libel.

News is anything that happens in which people are interested.

News is anything that people will talk about; the more it will excite comment, the greater its value.

News is accurate and timely intelligence of happenings, discoveries, opinions, and matters of any sort which affect or interest the readers.

News is everything that happens, the inspiration of happenings, and the result of such happenings.

News is the essential facts concerning any happening, event, or idea that possesses human interest; that affects or has an influence on human life or happiness.

News is based on people, and is to be gauged entirely on how it interests other people.

News comprises all current activities which are of general human interest, and the best news is that which interests the most readers.

Whatever concerns public welfare, whatever interests or instructs the individual in any of his relations, activities, opinions, properties, or personal conduct, is news.

The essentials of news, as brought out by these definitions, are: (1) it must be new, current, timely; (2) it must interest readers; (3) it includes anything and everything that has any such interest. Furthermore, these definitions emphasize the fact that the value of news is determined: (1) by the number of persons that it interests, and (2) by the extent to which it interests them. The composite of these definitions, therefore, is: *News is anything timely that interests a number of persons, and the best news is that which has the greatest interest for the greatest number.*

Some of the definitions go a step further by pointing out that news is anything that "concerns public welfare," or "that instructs the individual in any of his relations, activities, opinions, or personal conduct," or "that affects, or has an influence on

human life or happiness," or "that does not violate the canons of good taste." It is evident that some of these editors are not satisfied to give readers merely what they are interested in; they aim rather to furnish news that is significant to readers from the point of view of their personal affairs and of the welfare of society, as well as to present it in a manner that will not violate the canons of good taste. They apparently do not subscribe to the doctrine, "Give readers what they want" in the way of news, regardless of the effect that the news may have. They suggest rather that it is the purpose of their newspapers to arouse interest in significant news that of itself may not seem to appeal to a considerable number of readers. From this constructive point of view, a definition of news may be phrased thus: *News is anything timely that is interesting and significant to readers in respect to their personal affairs or their relation to society, and the best news is that which possesses the greatest degree of this interest and significance for the greatest number.*

These definitions of news may be still further amplified. Interest in anything timely and significant may be greatly stimulated by the manner in which the material is presented. Some events, persons, opinions, and utterances are so interesting and significant in themselves that they unquestionably are news. Other events, persons, opinions, or utterances do not at first sight seem of sufficient interest or significance to the average reader to constitute news. If, however, the reporter is able to discover in what looks unpromising some interesting and significant element that he can present in such a way as to attract the average reader, then obviously such an event, person, opinion, or utterance becomes news. The point of view from which a piece of current information is presented, or the style in which it is written up, may arouse interest in it, and thus it becomes news. By taking into consideration this possibility of creating interest by the way in which material is presented, the previous definition may be stated in these terms: *News is anything timely that can be made interesting and significant to readers in respect to their personal affairs or their*

relation to society, and the best news is that which can be given the greatest degree of this interest and significance to the greatest number.

Although theoretically anything timely is news, in actual practice the mass of such timely material available for publication day by day is much greater than newspapers have room for. The selection, therefore, by members of the news staff of what they consider most interesting and significant, or of what they believe can be made most interesting and significant, actually determines what news is published. The character of a newspaper's circulation naturally affects the decisions of its editors as to what interests their readers. A newspaper that appeals primarily to intelligent, well educated business and professional men and their families often gives space and prominence to a type of news that may not appear at all in a newspaper that circulates largely among the masses, and vice versa. Thus, what is news for one kind of paper is not news for another. In actual practice the definition of news for a given newspaper amounts to this: *News is anything timely that is selected by the news staff because it is of interest and significance to their readers or because it can be made so.*

The Importance of Defining News. Upon its definition of news and its standards of news values depend, not only the character and the tone of a newspaper, but whatever influence it may exert on the ideas and ideals of its readers. If the editors decide that the best news is that of accidents, crimes, and scandals, such news is given the greatest space and prominence, and the paper thus becomes sensational in character. If, on the other hand, they decide that the best news is that pertaining to social, political, and economic conditions at home and abroad, and that news of accidents, crimes, and scandals is generally of much less significance, they will apportion space and prominence accordingly to these two distinct types of news. Because the newspaper is the chief, if not the only, source of information concerning current events and issues for the average man and woman in this country, the selection of news is important from the point of view of the welfare of

society and the success of democratic government. The opinions and reactions of most persons as to what is going on in the world are determined, to some extent at least, by the news that they read in one or more daily papers. Hence, the kind of news that is printed has an influence on public opinion.

Even a reporter, in gathering and writing news, has the responsibility of deciding what is the most important and most significant information for the readers of his paper. In reporting a meeting of the city council, for example, he may give greater space and prominence to an altercation between two aldermen over some minor issue than to the appropriation of a large sum of money, an action that might increase the tax rate and thus affect every citizen of the community. The fact that the two aldermen would have come to blows if their colleagues had not interfered is undoubtedly a matter of interest, but obviously it is of much less significance to readers than is the probability of higher taxes.

How to Apply the Definition of News. By applying the definitions and the standards just discussed to each event, idea, or activity, the newspaper worker must determine for himself what is news and what is not, as well as what is the most significant news for his readers. He should ask himself concerning each piece of news that he handles: (1) Is it new and timely? (2) How many readers will it interest? (3) Is it important or trivial? (4) Is it significant to readers in their personal affairs or in their relations to government and society? (5) Can it be made interesting and significant to them by showing how it affects them? (6) Has it great interest and importance for a large number of readers?

Often an event, idea, or activity seems, at first glance, to possess little that is interesting and significant, but, examined more closely, it reveals some phase or some connection that is of considerable news value. By constant reading of newspapers and magazines, a reporter or a copy reader will be able to recognize the connection between a piece of information in hand and previous matters of news, and, by bringing out this relation, can make the new information interesting and significant. A good memory,

a well-stocked mind, keen observation, and the ability to recognize significant aspects and relations of a person, an event, or an idea, often lead to the discovery of news values that may escape the attention of a less able and acute observer. The sale of a piece of real estate, for example, as recorded in the office of the register of deeds, by subdivision, with block and lot numbers, may mean little to a reporter, but, if he looks up the exact location, he may find that the transfer of the property is the first step toward the erection of a large building or the tearing down of a landmark. Hence, from the formal record can be developed an interesting piece of news. An alert reporter sees in every event, incident, record, or activity the possibility of a good news story.

Timeliness in News. Although a fantastic explanation still persists of the derivation of the word "news" as coming from the abbreviations of the four points of the compass, N.E.W.S., the word is, of course, derived from the adjective "new." Newness is the essence of news. Except in morning papers, "yesterday" has almost ceased to exist for the newspaper man. Even "today" tends to become "this morning," "this noon," "this afternoon," or "tonight." "Up to date" gives way to "up to the minute." Constantly increasing speed in the transmission of news by telephone, telegraph, and wireless, as well as improved mechanical equipment for turning news into print, has made for a greater degree of freshness in news than would seem possible were it not a daily, or almost an hourly, phenomenon. The whole tempo of modern life has been speeded up to such an extent that we forget that a daily newspaper is a daily miracle. Competition between rival newspapers, and the publication of frequent editions, increase the necessity of giving readers the latest news at the earliest possible moment. The reporter and every other member of the news staff must catch the spirit of getting the news while it is new, and of getting it into print before it has lost its newness.

What Interests People. Analysis of successful short stories, novels, stage plays, and motion pictures furnishes valuable information as to what the average person likes to read, hear, and

see. The two essential elements in all forms of fiction and drama are: (1) some kind of struggle, fight, or contest, and (2) the love interest. Moreover, readers and members of an audience always identify themselves in imagination with one of the characters in the plot, and thus inevitably take sides in the contest and the romance. Every man tends to identify himself with the hero, and every woman, with the heroine.

What is true of fiction and drama is equally true of the day's news. It is not without significance that news reports are called "stories." Because a large proportion of the day's news is concerned with events involving human beings, reports of these happenings are narratives, or "stories," not unlike those of fiction. Many news events have interest because they consist of a struggle, and not infrequently include the love element. Just as in fiction, stage plays, and motion pictures, everyone seeks to identify himself with one of the characters and thus takes sides in the struggle, so every newspaper reader identifies himself with the real persons who figure in the day's news, particularly when the event involves a contest, a love element, or both.

In every story and drama, if the interest is to be sustained, there must be some suspense as to the outcome of the struggle. So, likewise, in the day's news the element of suspense may enter in to heighten the reader's interest. This applies particularly to news stories that are not complete in themselves and that leave the reader uncertain as to the results that may ensue. Newspapers follow up a piece of news in its developments from day to day, publishing each day the latest results, much as a magazine publishes serially the chapters of a novel. Each day's developments in a disaster, a crime, a trial, an investigation, or any similar event, become a chapter, as it were, in a serial story.

Abstract ideals of beauty, goodness, and truth do not interest most persons unless they can be given concrete form, can be brought into relation to human life, or can be made to figure in a struggle or controversy. If such ideas and ideals are humanized and dramatized, they at once become both comprehensible and

interesting. Until the theory of evolution, for instance, became the subject of violent controversy, it did not arouse much popular interest. When every reader of the discussion was led to wonder whether he was descended from a monkey or from divinely created Adam and Eve, the theory of evolution was given a concrete form that aroused his interest.

In fiction and on the stage and screen, ideals of goodness are personified in the characters of the hero and the heroine, and ideas of evil and wrong-doing in those of the villain and the adventuress. The struggle between good and evil, as represented by these characters, constitutes the plot. Similarly, stories of crime involve a struggle between the forces of law and order, as embodied by policemen and detectives, and those of lawlessness as represented by criminals and wrong-doers.

The various ways in which the elements of struggle, love, suspense, and personal identification play their parts in news will appear more fully in connection with the detailed consideration of nine classes of things that give pleasure and satisfaction to the average individual. These are: (1) struggles; (2) romance; (3) mystery; (4) adventure; (5) the unusual; (6) human beings; (7) children; (8) animals; (9) amusements and hobbies.

Struggles. Events that involve struggle, as we have seen, make an almost universal appeal, doubtless because men have never completely lost their primitive love of fighting. Although today actual physical combats are few, almost every activity in modern life is a struggle. Competition in business, contests in sports, rivalry in politics, are all based on the love of fighting to win. Strikes and lockouts, as elements in the contest between capital and labor, appeal to the same interest. So does the struggle to secure control or monopoly in any part of the commercial field. In political campaigns the interest of many persons centers in the struggle for party victory and in the success of individual candidates, rather than in any direct results that will affect the individual voters. The enthusiasm manifested by all classes over baseball, football, boxing, racing, and other competitive sports

grows out of this love of contest. In all these struggles and contests the reader tends to take sides and thus identifies himself with the participants representing his side. Every form of fighting to win is good news.

Because of this universal interest in a fight, newspaper men are tempted to look for this factor in many events in which it is not the most important element. Thus, differences of opinion over minor matters in some discussion at a meeting may be seized upon by a reporter as an easy way to give interest to his story, and may thus be magnified out of all proportion to their importance, at the expense of other much more significant matters. In reports of strikes, small clashes between strikers and strike-breakers or officers of the law may be played up to the neglect of the causes of the strike. In international affairs, correspondents may make mountains of hostility between nations out of mole hills of difference in policy, and thus, by inflaming public opinion, they may endanger peace. It seems scarcely justifiable for a reporter or correspondent to create news or to increase news interest by magnifying the struggle element in his story when a fair evaluation of the facts does not warrant it. On the other hand, interest in important social, economic, and political problems may be legitimately aroused in the minds of readers who normally are indifferent to them, if the reporter or correspondent emphasizes the controversial elements in these matters.

Romance. Just as a "love story" is considered essential to fiction and drama, so romance in real life is an unfailing source of interest to young and old. News of engagements and weddings, particularly when the persons are well known, is interesting for this reason. All the world loves a lover, in real life or in fiction. As the course of true love never did run smooth, the struggle of lovers to overcome such obstacles as parental objections or poverty, serves to heighten the interest in the romance. In attempting to satisfy the interest of the public in the romances of prominent and popular personages, reporters and correspondents should not disregard the right of privacy of such individuals.

President Grover Cleveland was justified in protesting when newspaper reporters spied on him and his bride after their marriage. Reporters and photographers were justly rebuked by Colonel Charles A. Lindbergh for annoying him and his bride on their honeymoon. Even prominent and popular personages, as well as less well known persons, have some rights of privacy which self-respecting newspapers are bound to respect.

Divorce, scandal, and most breaches of the generally accepted codes governing the relations of the sexes, as examples of blighted or unconventional romance, have a similar news interest. These matters usually become public through some such legal action as an arrest or the filing of a suit for divorce, annulment of marriage, breach of promise, or alienation of affections, and thus may be legitimate news. Gossip and rumors of possible legal action may also be news, but, if the reports prove unfounded, the publication of them as news may injure the reputation of persons concerned, and may involve the newspaper in libel suits. In so far as news of this type casts a reflection on the virtue of an innocent woman, it does her an irreparable injury, even though the newspaper may not be sued for libel. Judges, probation officers, and social workers often undertake to adjust marital difficulties, as well as cases of juvenile delinquency and illegitimate parentage, without formal legal action, and in most cases without publicity. Often the publication by newspapers of the facts of the case would make such a settlement more difficult if not impossible. A growing recognition of the importance, both to the individual and to society, of bringing about such readjustments without any newspaper publicity, or with the minimum amount of it, cannot be disregarded by socially minded newspaper workers.

Although an interest in romance is universal, newspaper workers should consider carefully the possible effects of news of this type. They should not disregard an individual's right of privacy in personal matters that are of no public significance, even though these personal affairs may interest some readers. They must not injure the reputation of individuals by the publication of gossip

and rumors. They should not emphasize unwholesome elements in sex relations merely to satisfy a craving for the salacious on the part of some readers. The interest of the great majority in news of romance, whether happy or unhappy, can be satisfied without giving offense, injuring the innocent, interfering with individual and social readjustments, catering to idle curiosity, or pandering to the lowest tastes.

Mystery. Next to romances in interest for most readers are detective and mystery stories. Practical men of affairs who often eschew novels of sentiment find relaxation and entertainment in detective stories. In recent years there has been a veritable flood of murder mystery and detective novels, as well as of stage and screen plays dealing with such subjects. News-stands have overflowed with magazines devoted exclusively to detective and murder mystery stories, and even some of the better magazines have printed well written short stories and serials based on similar material. Never before in the world's history has so great an interest been shown by all classes in fiction and plays dealing with mysterious crimes and the efforts of detectives to solve them. In the day's news, particularly in crimes, disappearances, and similar happenings, are to be found mysteries as fascinating, but not always so readily and ingeniously solved, as in fiction. In fact, actual events of this type as reported in the press have furnished novelists and playwrights with material for their plots. The matching of the wits of detectives against those of criminals has a perennial appeal, both in news stories and in fiction.

Realizing fully the value of the mystery element in the news, reporters are tempted to inject it into events in which there is no really mysterious element. Thus, when a young plumber was killed in the kitchen of his home by the explosion of a bomb of his own manufacture and the police found in his apartment an ordinary notebook containing some problems in geometry, a reporter described the latter as "a book of mysterious geometric figures" that might "furnish a key to certain code messages" of the Communists, although as a matter of fact the police had no

evidence that the plumber was a radical. To create a mystery where none actually exists is an easy way to arouse greater interest in a piece of news,but it cannot be defended as a legitimate device.

Popular interest in the mysterious, however, is not confined to news of crime and disappearances. Unsolved problems in any field of human endeavor often contain an element of mystery. Such questions as to whether or not the planet Mars is inhabited, as to the possibility of perpetual motion or of communication with those in the spirit world, and even the authorship of a much discussed anonymous book, all possess this element of the mysterious. In the field of science there are many mysteries that are still unsolved. All life itself, from birth to death, is in a sense a mystery. To find in events of all kinds legitimate elements of mystery is to give to news of these events a very strong appeal. A constant sense of wonder is one of the essential qualifications of the successful journalist.

Adventure. Books and magazines of adventure, exploration, and travel in little known parts of the world are always popular. So, too, news stories dealing with such material can be counted on to interest newspaper readers. Part of this interest is due to the unusual character of such experiences and part to the fact that such news tends to satisfy a craving for adventure and travel. The vicissitudes of men in trying to reach the north pole in an airship or to pass under it in a submarine, in attempting to climb Mt. Everest, and in circumnavigating the globe in an open boat, or even those of a college boy in working his way through Europe, appeal to our love of adventure. Struggle to overcome obstacles and the unusual character of the experiences serve to give additional interest to adventure and travel. Although this source of interest is not to be found so frequently in the day's news as those of struggle, romance, and mystery, an alert reporter can often find news stories of adventure in the experiences at home and abroad of persons in all classes of society.

The Unusual. Whatever is out of the ordinary attracts attention and arouses interest, because it is a departure from the ex-

pected and normal order of life. The ever increasing standardization of life focusses the attention on whatever differs from the accustomed forms. Humdrum routine whets the appetite for every break in the monotony of regularity. When Charles A. Dana, famous editor of the New York *Sun*, declared, "If a dog bites a man, that's not news; if a man bites a dog, that's news," he was basing his dictum on the element of the unusual in the event.

As long as the average man conforms to the generally accepted standards of business and society, is not affected by any unusual circumstances, and does not achieve anything out of the ordinary, he does not possess any particular interest outside the circle of his immediate associates. As soon as he violates the moral or legal codes, is the victim of any violation of them, or accomplishes something unusual, his departure from the level of conformity becomes a matter of more or less interest according to the extent and results of the departure. Because hundreds of thousands of bank employees are honest and are not robbed in the performance of their duties, the fact that one is dishonest or is robbed is news. So all crime, as a violation of law and order, is news. When in any community, however, reckless driving, drunkenness, petty larceny, or even more serious offenses become so numerous that they cease to be unusual, they no longer have much interest or news value.

Accidents, disasters, and all unexpected occurrences, because they break in on the usual course of events, are matters of news. The thousands of passenger trains that reach their destination safely are as nothing compared to one that jumps the track. Billions of dollars' worth of property that remains intact from day to day does not interest the average man, but the destruction of some of it by fire, wind, or flood immediately lifts the part affected out of the mass and gives it interest to thousands of persons in no way affected by the loss. The frequency of fires and automobile accidents in this country, however, reduces the interest in them, because such events no longer are unusual. Hence they may have little news value unless they concern prominent individuals, are

attended by unusual circumstances, have fatal results, or involve large losses. It is not the crimes and misfortunes of others that give the reader pleasure; it is partly his interest in the fate of his fellow men and partly the fact that these events are departures from the normal course that makes them satisfy his desire for something different from the usual round of life.

An outstanding achievement in any field of activity, because it rises above the level, is news, and fortunately more inspiring news than that of crime and accidents. An heroic act, a marked success, a record airplane flight, the discovery of the cause of a disease or of a new serum to prevent it, the invention of a labor-saving device, a reform in government, the finding of a buried city, the completion of a great bridge — all are sufficiently out of the ordinary to attract attention. Everyone likes to read about successful achievements and the persons who accomplish them, because he thus sees possibilities of success for himself and gains inspiration to make greater effort to attain it.

In almost every event the good newspaper man can find something that is out of the ordinary and, by giving due emphasis to this unusual phase, can create interest in what might otherwise seem commonplace. In his search for some extraordinary element in an event, person, or utterance, the reporter must beware of picking out some minor, inconsequential detail and playing it up out of all proportion to its importance. A much better way is to uncover some significant phase of the subject that lies beneath the surface. What that something is will be determined by the newspaper worker's appreciation of what will appeal to the average reader as the most significant departure from the customary and the expected. Keen insight into underlying causes and possible results will often reveal extraordinary aspects of the subject that can be given real news interest and value.

Human Beings. The fellow feeling that makes all the world akin, the sympathy that binds together men who have little in common, is the basis of the interest that everyone has in the actions, thoughts, and feelings of others. The "human interest"

that newspaper and magazine editors demand is produced by emphasis on the personal element in the affairs of life. The human side of events is what the average reader wants. Every subject, as far as possible, must be humanized, to bring it within the range of the reader's knowledge and experience. The characters that appear in news stories, like those in fiction and drama, must appeal to readers as real flesh-and-blood men and women, with some of whom, at least, they can identify themselves. These characters must be more than mere puppets if they are to arouse interest.

How one man's life is saved by a new serum is read with much more attention than is the learned report of a scientist on the therapeutic value of the serum. The privations of the antarctic explorer in search of the south pole have almost as much interest for most readers as the discovery of the pole itself. The sufferings of strikers and their families interest the average reader more than an explanation of the economic conditions that produced the strike. By awakening the reader's interest in the fate of the strikers, however, the reporter or correspondent can lead him to read about the causes of the strike, and thus furnish him with food for thought about the economic conditions involved. In the same manner, an account of the saving of a man's life by the use of a new serum may include an explanation of the value of the serum that will be both interesting and valuable to the reader. Very frequently the reporter can create interest in social, economic, scientific, or technical matters by developing first the human interest phases of the subject and then passing on to an explanation of the more significant aspects of it.

So great is this interest in the lives of others that, by bringing out the humorous or the pathetic elements of comparatively trivial incidents in the day's happenings that have little or no real news value, the news writer can develop such incidents into what have come to be known as "human interest stories," or "feature stories." A sympathetic understanding of human nature is essential to the reporter who would write interestingly of the little

comedies and tragedies that he encounters in his round of news gathering. Although such stories undoubtedly make entertaining reading, they are seldom significant as news.

Children. However great may be our interest in the lives of men and women, that in the doings of children is even greater. The appeal of children is universal. Whenever a little child plays a part in an event, it is pretty sure to be one of the best features of the story. The letter that a small girl writes to the mayor asking that her pet dog be restored to her from the dog pound may be developed into a human interest story that the average reader will find more interesting than an interview with the mayor outlining his policies of city government. A child witness holds the attention of the entire court room and frequently is made the feature of the story of a trial, partly, of course, because the appearance of a child in these circumstances is unusual, but largely because of the universal interest in children. Just as a child's plea to a judge may save a worthless father or mother from a prison sentence, so the story of that plea will move every reader.

By portraying the hard lot of child workers in a factory as revealed by an investigation, a reporter may arouse interest in the cause of the conditions, such as the failure of the authorities to enforce the child labor laws. Thus, the interest in children is made the basis for awakening readers to the local political or economic conditions responsible for the situation. The arrest of a small boy for stealing may lead a reporter to seek the cause of the theft, and may thus reveal the failure of the poor relief agencies to furnish food to an indigent mother and her family. Interest in the welfare of children may also be used to attract attention to overcrowding and fire hazards in school buildings, to the dangers of unprotected street crossings, and to similar situations involving the life, health, or education of children.

Children, on the other hand, may be exploited in the news in a manner that may injure both the children thus presented and other children who read of their activities. By giving the names

of juvenile delinquents in his news story of their arrest or hearing in court, a reporter may quite unintentionally brand a boy or girl as a criminal and thus make his or her reformation more difficult. To prevent such undesirable publicity for young offenders, some states have forbidden by law the publication by the press of the names of juvenile delinquents. The printing by newspapers of pictures of young boys arrested for stealing and the description of them in the accompanying news stories as "boy bandits," "baby bandits," and "youthful gangsters," tends to make them appear as heroes in their own eyes as well as in those of other boys. Similarly, the featuring in the news and in pictures of the innocent children of men and women who figure in stories of crime and scandal, can scarcely be justified on the ground that such children become interesting through the misdeeds of their parents. Instances might be cited where sensitive boys and girls have committed suicide because such publicity subjected them to the ridicule or scorn of their schoolmates. Reporters and correspondents must guard against playing up children in the news merely to make their stories more interesting, regardless of the injury that may thus be done to the children.

Animals. The popular interest in animals, wild or tame, in captivity or at large, makes news stories of them good reading. Whether attracted by the almost human intelligence that animals display or by their distinctively animal traits, readers follow their doings with keen interest. Often it is the relation of animals to human beings that gives news of them peculiar interest. A dog, for example, that awakens a family asleep in their burning home, is the feature of the story of the fire. Anecdotes of pets make readable feature stories, even though such news has little importance beyond furnishing entertainment.

The fascination of the "zoo" and the circus menagerie for most persons, young and old, is akin to the pleasure that they derive from reading feature stories of animals in captivity. Every city editor knows the value of the local "zoo" as an assignment for his reporters when other sources of news run dry. Occasionally such

stories will serve to arouse interest in a movement for better care and housing of animals in the local "zoo."

In writing animal stories, reporters are often tempted to heighten the effect and make a better story by embroidering the facts with fictitious details. Although such "faking" may appear to be comparatively harmless, because no one seems to be injured by it, there are several reasons why it should be discouraged. If a news writer begins by adding fictitious details to animal stories, he may easily continue the practice in handling other kinds of news. For the reader who knows the facts, the addition of fictitious details to feature stories of animals tends to undermine his confidence in the newspaper's accuracy in the reporting of more important news. Thus it injures both the reputation of the newspaper that publishes the "faked" story and the standing of the profession of journalism as a whole. "Faking" in any kind of news story is never justifiable.

Amusements and Hobbies. The favorite sports, entertainments, and pleasures of readers form another large group of activities that must be considered in measuring news and news values. The steady decrease in the hours of labor in many occupations means a corresponding increase in the amount of leisure available for recreations and amusements. In their day's work most persons follow a regular round of routine over which they have little control, but in their leisure time they are generally free to do as they please. To show individuals how to use their leisure time to the best advantage is one of the important problems that our highly industrialized and mechanized society has to face. To the extent that the press realizes its opportunities to interest readers in all forms of wholesome recreation, amusement, and entertainment, it will aid in solving the problem of the best use of leisure.

In sports, besides the contest element that makes a universal appeal, there is the attraction that various forms of athletics have for players. Golf, tennis, bowling, and similar sports in which a large number of amateurs engage for recreation furnish news that is of general interest. Popular interest in all forms of

amateur sports tends to increase from year to year with the increase in the number of participants. In the past newspapers have been inclined to devote much space and prominence to big athletic spectacles, such as football, basketball, and baseball games, as well as boxing and wrestling matches, which attract crowds of spectators, and to allow relatively less space to those sports that interest readers as participants. But recently they have come to recognize the appeal of the latter type of sports and are giving greater attention to them. Both the contest element in amateur and professional sports and the interest in those sports in which many take part for recreation, make sports news attractive to various classes of readers.

News of the theater, especially that pertaining to motion pictures and the actors and actresses of the screen, has a general appeal, because of the large number of readers who patronize these places of amusement. Press agents for local theaters, as well as the publicity bureaus connected with the motion picture companies, supply newspapers with a large amount of free publicity material, from which editors select such as seems to have news value. Concerts and other musical entertainments interest some readers but usually a much smaller number than do more popular forms of amusement. The broadcasting of music of all kinds as well as a great variety of other forms of entertainment has created interest in news of the radio programs. As these programs are sponsored by advertisers who include in them announcements concerning their products and services, newspapers are confronted with the problem of deciding whether, by printing news of these programs, they shall give free advertising to the commercial interests supporting them. The problem is complicated by two other factors: the ownership of radio broadcasting stations by newspapers themselves, from which they send out news bulletins as well as miscellaneous programs sponsored by advertisers; and the competition between radio advertising and newspaper advertising.

Hobbies and pastimes, such as hunting and fishing, automobile

touring, canoeing and sailing, card games and chess, the collecting of books and antiques, amateur photography, stamp collecting, aviation, and travel have enough devotees to give news value to such avocations. The value of such news for a particular newspaper is measured by the number of its readers who engage in one or more of these activities. Some of these hobbies and pastimes are much more general than others, and hence news concerning the more popular ones is of proportionately wider interest.

Degree of Reader Interest. Although all of the events and activities just considered are interesting or can be made so by the manner in which they are presented, the degree of interest that they excite is proportional to three factors: (1) the reader's familiarity with them, the so-called "local interest"; (2) their own magnitude, importance, or prominence; and (3) the closeness of their relation to the reader's own life; that is, to his personal affairs, his home, or his business. These three factors, accordingly, play a large part in determining what news shall be published and how much space and prominence shall be given to each piece of news; that is, what, for a particular newspaper, is news, and how much news value it possesses.

Local Interest. Local events interest readers because they know the places and often the persons concerned and because they may be affected by the events. Local news, accordingly, takes precedence over news from elsewhere of equal or even greater importance as measured by the general standards of news values. Reader interest in many news stories may be said to vary inversely in proportion to the distance between the place of the event described and the place where the paper is published. Just as the splash is greatest where a stone strikes the water, the ripples growing less and less marked as the force of the shock spreads out over the pond, so the impression made by an occurrence generally grows less and less the farther one goes from the scene of action. We read more eagerly the account of a small fire in a building that we pass every day than we do a dispatch telling of a conflagration that wiped out a whole town two thousand miles away. Local

accidents, crimes, strikes, athletic contests, and social events that are given considerable space and prominence in the local newspapers, may not even be mentioned in papers published elsewhere, because interest in them is confined to the community in which they took place. If, on the other hand, their importance, or the prominence of the persons, places, or things involved, is sufficiently great, such local events may have news value far beyond the community in which the events occurred. The fact that much local news concerns matters affecting the home, business, or community interests of the average reader, also gives it significance.

Local phases, or "local ends," as they are called, of events that take place some distance away often quite overshadow in interest more important phases of the event itself. If a missionary coming from a city in this country is killed in an uprising of natives in some remote little place in Africa, his death has news value for the readers of the paper of that American city, although otherwise the uprising would go unmentioned in that paper. In a disaster abroad, the fact that Americans are killed or endangered is the only reason for American newspapers' giving much attention to the occurrence, unless it is of considerable magnitude or involves prominent persons or places. Any event, idea, activity, or utterance, no matter where it originates, may be given local interest by bringing out such phases of it as relate to the local community.

Magnitude, Importance, and Prominence. The element of size enters into the determination of news values. Interest is much greater in a fire, accident, wreck, or disaster of any kind when the amount of property and the number of lives involved are large than when they are small. The completion of a big building, a large bridge, a huge airship, a great ocean liner, a big dam, a trans-continental highway, or any similar achievement is good news because of the magnitude of the accomplishment. Mergers that result in the organization of the largest bank, holding company, mail order house, chain of retail stores, railway system, or other business enterprise arouse reader interest because of the size of the undertaking. Since size is always relative, the magnitude

of an event or achievement in the local field is measured for its local news value with reference to other events and accomplishments in the community or the state. In general, the greater the event, whether measured by a local or a nation-wide standard, the greater the news value.

The importance of an event may be due to its magnitude, but it may also be due to other elements, such, for example, as its results. The discovery by a hitherto unknown research worker of a preventive or cure for pneumonia, cancer, or infantile paralysis has great news value, because of its possible bearing on the health and longevity of many persons. The decision of a judge in convicting some obscure person of an act made illegal by a new law passed by the state legislature, may, if it is a test case, have important results for a large number of citizens and hence be good news. The recording in the office of the register of deeds of a sale of a piece of real estate may be the first step toward the erection of a theater, a factory, or a bank building, which, as an undertaking of importance to the community, has news value. To discover important results that are likely to develop from any event is to increase the news value of that event.

The interest that readers have in what is familiar to them in the community extends to persons, places, and things that they may not know personally but that they recognize as important or prominent. They like to read about the men and women who are leaders in social, business, or political activities anywhere in the world, even though these persons exist for them in name only. A high position itself gives added importance to news concerning the person who occupies it, although he may have been unknown to many readers before attaining to the position. The value of news concerning a person may be said to vary in direct proportion to his prominence or to the importance of the position that he occupies. Thus, a slight accident to a candidate for the presidency of the United States is of greater interest than a serious one to a candidate for Congress. A story of the wedding of the daughter of a local millionaire has thousands of readers because of the

prominence of her father, whereas an account of the wedding of the corner grocer's daughter attracts only a small number who know the families. To read of the daily life of the great affords daily pleasure to the humble.

The interest that readers feel in important and prominent personages may be used to stimulate greater interest in the social, economic, and political movements with which these persons are associated. In an interview with a prominent man, for example, his opinion may be sought on some current controversy with which he is familiar, and the reporter can play up these opinions in his story, relying on the reader's interest in the personage to secure attention to the ideas. In the same way, reports of speeches made by important men on current issues may be given greater space and prominence because of the popular interest in the speakers. In general, any subject may be given greater interest by connecting it with a personage who is prominent.

Because of the attraction that public figures have for the average reader, some less scrupulous reporters and rewrite men undertake to give a fictitious importance to persons who figure in the news by describing them as "prominent," "well known," "a leading business man," "a beautiful young society girl," or "a leader in the younger social set," when the facts do not warrant it. Personages who are well known do not need such introductions; their names serve to identify them.

By the amount of attention that newspapers sometimes give to gangsters, racketeers, and other criminals, as well as to hitherto unknown persons charged with committing some crime or with being concerned in some scandal, they seem to put such persons on a level with those personages who have won places of importance. Thus, when a humble young woman of the slums holds up several grocery stores, she becomes "the bobbed-haired bandit queen"; a leader in the traffic in narcotics is described as "the king of the dope ring"; and a good-looking gangster is pictured as "a handsome shooting sheik." Although accounts of crime and scandal may have legitimate news value, reporters should guard against

magnifying the importance of the persons involved beyond their deserts. If criminals are described as "kings," "queens," "leaders," and "chiefs," readers tend to regard them as heroes and heroines. By identifying themselves in their imagination with these characters, even if they do not attempt to emulate the criminal and vicious, they confuse notoriety with reputation.

Places that readers have often heard of but in many instances have never seen, such as New York, Paris, Washington, Atlantic City, Hollywood, Monte Carlo, possess an attraction that makes news connected with them the more interesting, although it may consist of no more than gossip and trivial happenings, and although the connection of the news with these places is slight. Well known places as the setting for events give added importance to the news value of these events. Nationally known institutions and organizations, such as universities and colleges, the Red Cross, the League of Nations, the American Legion, the Y.M.C.A., the Daughters of the American Revolution, the Rotary International, likewise attract attention to news in any way connected with them. Familiar names of great ocean steamships, of large commercial companies, and of important railroad systems, increase the news value of stories in which they appear. Prominence and magnitude of places and things, like importance and prominence of persons, determine news values.

Home and Business Interests. The most vital concerns of both men and women are their personal affairs, their home, their business, their prosperity, their happiness. Whatever in the daily round of events affects these interests most directly will gain their closest attention. Upon this principle depends the news value of many different kinds of newspaper stories. Stockbrokers and investors read the stock market reports; buyers and farmers, the produce and live stock quotations; owners and agents of real estate, the records of sales and of mortgages; business men generally, commercial and industrial news, because of the relation of such news to their own business interests. A marked rise or fall in the price of butter, meat, or any staple article of food concerns

not only dealers but housewives and all other purchasers of such commodities. Announcement of the proposed extension of water and sewerage systems to one of the suburbs, appeals to many who live in it, as well as to real estate dealers who plan to sell property there. Income tax legislation, reductions and increases in passenger and freight rates on railroads, state and federal supreme court decisions, and all similar legislative and judicial acts, usually interest the average reader in proportion as he thinks that they will affect him and his business. He is generally too much engrossed in his personal affairs to take great interest in social, political, and economic problems unless he comes to realize that such matters will concern him directly.

Women readers take a vital interest in news concerning home making, household management, the care of children, fashions, and civic matters that pertain to the home. The cost of living, pure food laws and their enforcement, the milk and water supply, garbage collection, the health and welfare of children, schools, the servant problem, the latest fashions in dress — all come very close to the every-day lives of women, who constitute a large part of the total number of newspaper readers.

Both men and women are interested in such personal matters as the organizations to which they belong, general movements with which they are connected, and the social life of which they are a part; hence news of these activities is read with interest. Newspapers recognize the value of printing the names of as many persons as possible, for they know that every reader likes to see in print his own name and the names of his acquaintances.

News values, therefore, are measured by the extent to which news affects directly the lives of readers; the greater the effect and the larger number of readers affected, the better the news.

One reason why a great many men and women do not read significant news of political and economic conditions at home and abroad is that they do not see any relation between such news and their own home or business interests. The proceedings of the city council, the state legislature, Congress, state and federal com-

missions, and international conferences, as reported in the press, ordinarily arouse little or no interest on the part of the majority of newspaper readers, because they fail to find in such news anything that affects them vitally. Lack of interest in most foreign news is due to the same cause. Nevertheless, the whole theory of democratic government is based on the assumption that men and women, as citizens and voters, must keep themselves informed by reading, day by day, news of significant events at home and abroad, in order to form sound opinions on current political and economic questions. Only well informed citizens can vote intelligently for men and measures that determine the policies of our government, local, state, and national.

One problem of newspaper writing and editing, therefore, is how to present significant news in such a manner that readers will readily recognize its relation to their personal affairs and will read it with interest. All news must be "brought home" to readers.

Combinations of Interests. That some types of news possess several of these different kinds of appeal has been shown in the preceding consideration of various classes of news that interest readers. An event that possesses a number of different kinds of interest is obviously very good news, because of the greater number of readers to whom it appeals and because of the stronger appeal that it makes. Thus, for example, the *Titanic* disaster described in Chapter I was extremely good news in that the largest ocean liner then afloat was sunk on its first trip by striking an iceberg while proceeding at a high rate of speed. Greater still was its interest because of the large number of lives involved. Added to this was the fact that many of the passengers were prominent both in the United States and in England. Newspapers devoted a large amount of space to the news of the disaster because editors knew that it would be read with eagerness by all classes everywhere in this country. The combination of sources of interest and the greater degree of interest that results must be taken into consideration in measuring the final value of news.

SUGGESTIONS

1. Ask yourself concerning every piece of information, How many readers will it interest? Is it important or trivial? Is it significant to readers in their personal affairs or in their relation to society and government? Can it be made interesting and significant to them by showing how it affects them?
2. Try to find the phase of every event or idea that will have the greatest interest and significance for the greatest number of readers.
3. Consider the things that give most persons great pleasure and satisfaction.
4. Humanize and dramatize news of social, political, economic, scientific, and technical matters, whenever you can do so legitimately.
5. Remember that a good fight interests many readers, whether it is in politics, business, or sport.
6. Don't create a fight or controversy where none exists.
7. Bear in mind that even prominent persons have a right to privacy in such personal affairs as are not matters of public concern.
8. Never cast reflections on the virtue of a woman who may be innocent.
9. Don't interfere with the efforts of judges, probation officers, and social workers to bring about social readjustments without needless publicity.
10. Don't cater to the low tastes of some readers by suggesting salacious phases of sex relations.
11. Remember that, although real mysteries may be played up to advantage, the creation of them where they do not exist is faking.
12. Look always for what will appeal to the average reader as the most unusual, curious, remarkable.
13. Try to find the human interest elements in the day's events.
14. Remember that children make a big appeal; but don't exploit them unnecessarily.
15. Beware of faking in animal stories.
16. Provide reading for men and women with hobbies.
17. Create as much interest as you can in news of wholesome recreation, amusement, and entertainment, in order to aid readers in solving the difficult problem of how best to use their leisure time.
18. Measure the value of your news on the basis of its local interest.
19. Try to find "local ends" of significant news that comes from outside the community.
20. Remember that readers are most interested in persons whom they know personally or know about.
21. Consider the news value given by the prominence of persons and things, but don't create fictitious importance.
22. Remember that readers like to see in print their own names and those of their acquaintances.
23. Bring your news as close as possible to the readers' home and business interests.

CHAPTER III

THE REPORTER

Importance of News Gathering. Because the distinctive feature of the newspaper is the day's news, the news gatherer plays an important part in the process of newspaper making. He may be only a collector of facts, a "legman," who telephones to the office the information for a news story to be written by a rewrite man, or he may be a "star reporter" assigned to cover the most important event of the day. In either case he is helping to supply the newspaper with material without which it could not exist. Even the humblest "cub" reporter is a cog in the great machine that produces the day's news. The manner in which he performs his task determines the completeness and accuracy with which the news is reported to the world so far as his newspaper is concerned. If he fails to do his work satisfactorily, other workers on the staff may be prevented by lack of time from making good his deficiency. The success of the press as a news gathering and news disseminating agency depends on reporters and correspondents.

Since the day's news is the food of opinion for millions of citizens, the competence of reporters and correspondents is a matter of great importance, not only to the press, but to the welfare of society and to the success of a democracy. Reporters and correspondents are more than news gatherers and news writers; they are the purveyors of material from which readers form their individual opinions on current events and issues, and they thus play a part in the formation of public opinion. The qualifications of news gatherers are a matter of concern to the public as well as to the press.

Qualifications for News Gathering. The competent reporter must have sufficient natural aptitude, education, and training to perform his tasks in a satisfactory manner. Some persons are better fitted than others to be news gatherers and news writers.

Although no satisfactory aptitude tests have as yet been devised to determine a person's fitness for newspaper reporting, it is possible to list those qualifications, innate and acquired, that are most important for success in gathering and writing news.

The outstanding requirements for successful reporting are these: (1) curiosity; (2) "a nose for news," or the ability to recognize news and to determine its value; (3) imagination; (4) a wide range of knowledge; (5) ability to think logically; (6) ability to write easily and correctly; (7) a sense of responsibility; (8) accuracy; (9) ability to work rapidly; (10) initiative and resourcefulness; (11) perseverance; (12) ability to establish and maintain personal contacts; (13) tact and courtesy. Everyone who desires to become a reporter or correspondent should try to make as fair and unbiased an appraisal of himself as possible, on the basis of these qualifications, in order to judge whether or not he is likely to succeed.

Curiosity. The first requisite for success as a reporter or correspondent is curiosity. A reporter must be curious about everything that he sees and hears and reads. He must be curious about the persons with whom he comes in contact; about what they do and say; about what they think and feel. He must be curious about events; about their probable causes and possible results. When, for example, before beginning his day's work, he reads the morning papers, his curiosity should be aroused concerning what has taken place in the city, the state, the country, and everywhere in the world. The question that involuntarily arises in his mind concerning whatever he sees and hears and reads is, Why? In undertaking to answer this question, he seeks to comprehend the meaning of things by connecting them with what he already knows. In brief, curiosity involves the desire to find out what lies behind the outward show of life.

A Nose for News. Ability to recognize news instantly and to appraise its value is another prime requisite for the news gatherer. It is the ability to select from a mass of events those subjects that will interest readers or that can be treated so as to interest them.

Some persons seem to be born with this news sense. Others acquire it through training and experience. It is often said that newspaper men, like poets, are born, not made, and this dictum is used in support of the argument that students cannot be successfully trained for the profession of journalism. Joseph Pulitzer, the famous editor of the New York *World*, himself a self-made man, declared:

> The only position that occurs to me which a man in our Republic can successfully fill by the simple act of birth is that of an idiot. Is there any other position for which a man does not demand and receive training — training at home, training in schools and colleges, training by master craftsmen, or training through bitter experience — through burns that make the child dread the fire, through blunders costly to the aspirant?
>
> The "born editor" who has succeeded greatly without special preparation is simply a man with unusual ability and aptitude for his chosen profession, with great power of concentration and sustained effort.... Even in his case might it not be an advantage to have a system of instruction that would give him the same results at a saving of much time and labor?

Although the nose for news is sometimes spoken of as though it were some mysterious sixth sense by which the newspaper man intuitively knows news and news values, it is merely a combination of curiosity, mental alertness, knowledge of human nature, and the imagination to appreciate what the majority of individuals like to read. Persons in whom the nose for news is lacking are usually self-centered. They are not interested in men and events. They do not habitually read newspapers to find out what is going on in the world. To acquire a nose for news, therefore, they must develop an interest in persons and events; they must cultivate their imagination so as to realize what other persons, their readers, are interested in; they must become curious about every phase of the life about them.

Imagination. Because the news writer is concerned with actual events rather than with fictitious ones, as are the novelist and the playwright, it might be thought that he needed much less imagina-

tion than they. Although he does not create his characters and his story, he must be able to reconstruct in imagination the occurrences that he has not actually seen if he is to describe them vividly. He needs imagination, also, to understand the experiences and motives of the persons who figure in the news, so that he may portray them accurately. He must be able to put himself in the place of his readers and to realize what will interest them. Thus he is constantly entering imaginatively into the thoughts and feelings of the persons about whom and for whom he is writing. The plodding, unimaginative reporter who merely presents the superficial aspects of the news can never hope to rise above the level of mediocrity.

Wide Range of Knowledge. No profession demands a wider range of knowledge than does journalism. A good reporter should know something about everything. The best way to acquire this knowledge is by taking a four-year college course that includes history, government and politics, economics, sociology, psychology, science, language and literature. If he also pursues courses in journalism designed to show him how to apply what he has learned in these other fields to the practice of journalism, he should be well prepared to do reporting. On the average daily newspaper, a reporter is called upon to gather and write news concerning a variety of events, to report any one of which demands some special knowledge. To get the news of the city hall, he needs to know something about municipal government; to gather the news of a court of law, he should be familiar with legal procedure; to report a meeting of a scientific society, he requires some knowledge of the basic sciences; to interview a novelist, he should know something about literature; to report events in the commercial and industrial fields, he must understand finance, labor movements, and business conditions; to elicit the views of a noted economist on the causes of business depressions and unemployment, he should know something about production, distribution, and consumption.

Because every newspaper devotes considerable attention to government and politics — local, state, national, and inter-

national — reporters and correspondents must be familiar with political science, both in theory and in actual practice. Many of the present-day political issues are problems in economics. Such questions as the tariff, farm relief, old age pensions, standards of living, unemployment insurance, regulation of chain stores, branch banking, and taxation, are primarily matters of economics rather than of political science. A knowledge of both individual psychology and social psychology is essential to an understanding of many questions in economics, government, and politics. The over-confidence that develops in times of business prosperity, and the lack of confidence that comes with a business depression, are psychological factors that have to be reckoned with in explaining business cycles. So, too, science has played so important a rôle in changing conditions of manufacturing, agriculture, and medicine that some knowledge of the basic sciences is needed to explain them.

Many of the blunders that find their way into newspapers, and many unfortunate experiences of reporters, result from a lack of knowledge. These errors not only mislead many readers but also undermine public confidence in the reliability of the press. Melville E. Stone, founder of the *Chicago Daily News*, and for a quarter of a century the general manager of the Associated Press, has said:

> There is nothing more pitiable than the attempt of an ignoramus to write an abstract of an intelligent speech or to interpret an intelligent man's ideas in an interview. It is equally lamentable to observe a stupid, half-baked youngster struggling to report any event involving a knowledge of a national or an international question. In American journalism of today we have a great army of so-called reporters, but we rarely have real reporters.

To keep informed about everything that is going on in the world, a reporter should read regularly several good newspapers, some of the weekly and monthly magazines, and as many recent books as time permits. Careful reading of the paper on which he is employed and at least one other local paper, is the best preparation he can make for his day's work. Until he knows what has

happened in the city and in the world at large, he is not ready to begin his news gathering.

Clear Thinking. The process of news gathering consists of much more than the mere collecting of material. It includes finding facts, sifting them, evaluating them, and arranging them in logical order. Often the facts must also be interpreted, if their significance is to be made evident to the reader. Each of these steps requires clear, logical thinking and sound judgment. In the case of most unexpected occurrences, for example, the reporter is not present and must rely on evidence furnished by eye-witnesses and participants. The accounts given by various witnesses almost always differ. He must compare the various versions of the event as furnished by those who saw it, and must try to reconstruct the occurrence as it actually took place. His knowledge of psychology should aid him in deciding how much weight can be given to the story told by each eye-witness and each participant. In such instances, the reporter is in a position not unlike that of a judge on the bench who, after hearing testimony on both sides of a case, renders his decision.

A man may know much, but, if he cannot apply intelligently what he knows, his knowledge is of little value. The successful news gatherer must view the facts with which he is dealing in the light of what he knows. Only thus can he judge accurately of their significance and reveal this significance to his readers.

Clear thinking is the foundation of all good writing. The reporter must be able to select, arrange, and connect his material so that it will form a coherent, unified whole, in which each part is given the space and prominence that it deserves. Thoughtless, muddle-headed work has no place in a well edited newspaper. "To think rightly, to think instantly, to think incessantly, to think intensely, to seize opportunities when others let them go by — this is the secret of success in journalism," said Joseph Pulitzer, distinguished editor and publisher of the New York *World*.

Ability to Write Well. Unless reporters are able to present clearly and interestingly the news that they have gathered, their

efforts are largely in vain. Readers will not be attracted to poorly written news stories and will not be able to grasp their meaning. Success in writing for newspapers depends upon the reporter's skill in choosing the right words to express exactly what he has to say, and upon the arrangement of those words in the best possible order. He should have at his command as large a vocabulary as newspaper readers are familiar with. If his subject requires the use of terms unfamiliar to them, he should explain the meaning of these terms. Because newspapers are read rapidly, words should be arranged in sentences so that their relation to each other is evident at first glance, and so that the sentences yield their meaning with the least possible mental effort on the part of readers. Journalistic style should be comparatively simple, to suit the intelligence of the average reader. It should conform to the generally accepted principles of good usage, for newspaper English ought to be synonymous with good English. Unless a person likes to write and is able to write easily and well, he cannot hope to succeed in journalism.

Sense of Responsibility. The young reporter at the foot of the journalistic ladder may feel that what he does and how he does it is not a matter of great importance, except as it affects himself and his immediate success. He does not always realize that everything that he writes reaches thousands of readers and plays a part in shaping their ideas and ideals. An incompetent doctor's mistakes, it has been said, are buried, a lawyer's are concealed in legal red tape, but a journalist's are spread broadcast where he who runs may read.

Every newspaper depends upon each of its reporters to get as completely and as accurately as possible the news for which he is responsible. If he fails, there may not be time to send another member of the staff to do what he has left undone. An irresponsible reporter who fails to cover satisfactorily his assignments or his run cannot expect to hold his position.

A reporter or correspondent should feel that he owes it to himself as a good craftsman, to his newspaper as a public institution,

and to his readers as his clients, to do the best work of which he is capable. By the care with which he does his work he demonstrates his appreciation of the great responsibility that rests upon him.

Accuracy. Accuracy must extend to every detail of news gathering and news writing. Careless, inaccurate reporting forms the basis of much of the adverse criticism of the American press. The often repeated statements, "It's only a newspaper story" and "You can't believe anything that you see in the papers," have grown out of careless and inaccurate reporting of the day's news. Every mistake in a news story tends to undermine the confidence of some readers in the reliability of the press, because such persons as know the facts can tell whether or not those facts have been correctly reported. Copy readers and editors cannot correct all the errors made by careless reporters and correspondents. Not until every news gatherer realizes his responsibility, both to his newspaper and to the public, shall we have that degree of care and accuracy in our newspapers that we have a right to expect.

As soon as a reporter begins work on a paper, he should familiarize himself with the city and its surroundings, noting carefully the names of streets, public officials, leading business and professional men, theaters, office buildings, churches, suburbs, and parks. By studying a map of the city and the classified business and professional lists in telephone and city directories, and by keeping his eyes open as he goes about, he can fix in his memory important names and places, so that he will be able to use them accurately.

The greatest care should invariably be taken to get names and addresses correctly. The reporter will do well to ask his informants to spell names that are unfamiliar to him. City, telephone, business, and society directories, the various kinds of "Who's Who" volumes, and similar compilations are convenient sources for verifying names, initials, addresses, and other facts. Even the necessity for speed is no valid excuse for carelessness and inaccuracy in news gathering. The time required to verify names, addresses and all other details is time well spent. Some well edited news-

papers require reporters to write at the top of every story such notations as, "All names and addresses verified," or "H. R. Wilson not in directories."

Accuracy is also important in news stories of speeches, interviews, reports, court decisions, and other utterances, which, because of their length, must usually be condensed. News reports of such material generally consist partly of direct quotations, partly of indirect quotations, and partly of summaries of facts. Not only should the direct and indirect quotations be given accurately, but the spirit, tone, and point of view of the original utterance should be preserved. It is easy to misrepresent a speaker by giving fragmentary quotations which may be verbally accurate but which do not express the general tone and spirit of the whole utterance. The importance of many official documents and speeches by prominent persons demands accurate reporting.

Rumors and unconfirmed statements should be carefully investigated, especially if they reflect upon the reputation of a person, an organization, or a business enterprise. A false rumor given wide currency may ruin a man or a woman or may seriously injure a bank or a business firm. No correction or retraction that a newspaper can make ever counteracts completely the effects of the original misinformation. A rumor is often valuable as a news "tip," but, like all news "tips," it needs to be traced to its source and confirmed by evidence before it is really news. Often it is mere gossip or the product of a fertile imagination, with little or no basis in fact. False and inaccurate information, no matter how interesting or striking it may be, is not what is wanted by well edited newspapers or their readers.

"Accuracy Always" is a motto that every news gatherer should apply to all his work.

Speed. The ability to work rapidly is another essential qualification for reporters. Nowhere is it truer that "time is money" than in newspaper making. News must be gathered, written, edited, and printed as rapidly as possible, so that each edition shall contain the latest information and the paper shall not be

beaten by its rivals. The reporter and correspondent must think quickly, decide quickly, act quickly, and write quickly. To know just where to get the news and how best to get it always means economy of time and effort. Rapid, accurate judgment of news values is also vital. Only by keeping his head and concentrating on his work can a reporter think and write rapidly amid the excitement of the events that he is covering and in the confusion of the "city room." Speed at the expense of accuracy, however, is not encouraged by well edited newspapers.

Initiative and Resourcefulness. Some reporters who do careful, accurate, and rapid work in following directions nevertheless lack the initiative and resourcefulness necessary to become first-class newspaper men. They often continue for years as dependable men for routine work but seldom advance to more important types of reporting. Just as it is the big news that "breaks" just before the "deadline" that tests the organization and executive ability of the news staff, so it is the unanticipated developments in his assignments and on his run that measure the full ability of the news gatherer. The mentally alert reporter or correspondent who is curious about everything that he sees, hears, and reads, discovers news that escapes the routineer. He can often find clues to important news in such routine matters as real estate transfers, marriage licenses, departmental reports, a chance conversation with a politician, a casual remark of a business man, a "want ad," or a court decision. He shows his initiative, not only by developing all the news in every assignment and in every place on his run, but by seeking news everywhere whether he is on duty or not.

Reporting has been likened to detective work, and in the history of American journalism are to be found some striking instances of good detective work done by reporters in criminal cases. It may be questioned whether or not it is the function of the newspaper to ferret out the detail of crime and to run down criminals, but the detective ability required for such work may be applied in other fields besides that of crime. The resourceful reporter can follow promising clues and thus uncover valuable news that is not found

by his less enterprising fellow workers. Reporters and correspondents can also display resourcefulness in forwarding news to their papers at the earliest possible moment, often in spite of obstacles that might seem insurmountable.

Perseverance. To get all the news, or sometimes to get any news, demands perseverance. The good reporter follows one clue after another until he finds what he is looking for or becomes convinced that there is nothing to find. By stopping in his pursuit before he has exhausted all the possibilities, he may miss the biggest feature of the story. Every neglected clue may mean a "scoop," or "beat," by a rival. To return from any assignment empty-handed is to admit defeat. News hunting is often discouraging business, but the reporter must always keep up his determination by a firm belief that what is eluding him may be a big story, possibly the biggest story of his career. "If at first you don't succeed, try, try again" is a good motto for every news gatherer.

Establishing and Maintaining Contacts. To cultivate personal acquaintance with everyone whom the reporter meets in the course of his work, is the best means of increasing his opportunities for getting news. He who would have friends, said Emerson, must himself be friendly. Unless a news gatherer is able to meet strangers easily and to establish friendly relations with them, he is not likely to succeed in his work. When men feel a sympathetic interest in a reporter and his work, and find that they can trust him to report accurately the news that they furnish, they often go out of their way to help him. Many a "scoop" has resulted from the friendly aid of someone who had news to give and who saved it for the reporter in whom he had become personally interested. When official news must be given to all alike, the favored reporter or correspondent may be given a tip in advance as to some important phase of this official news. Or he may be able to get an advance copy of a report or public document, so that his paper can have a good story on it ready to print as soon as the report is released.

Through his personal relations with men, however, the reporter is sometimes put in a difficult position. In conversation with a friend, for example, he may learn of important news that would make a good story and perhaps give him credit for a beat. But he must remember that, when he obtains news in the course of private conversation with friends or acquaintances, he has no right to use it without the consent of his informants. Sometimes he may be given news with the request that it be not printed until his informant agrees to such publication, and again he must beware of violating confidence by publishing the news prematurely. Even the fear that a reporter on a rival paper may get the same news from some other source does not release him from his obligation. No self-respecting reporter will fail to honor the trust thus placed in him. By violating a confidence he may be able to score a beat, but such an action will generally close news sources that would otherwise be valuable to him in the future. The reporter that everyone feels he can trust is the reporter that will get the most news in the long run.

Another problem confronts the reporter when a friend requests him to suppress the whole or a part of a news story that he feels it his duty to write. Because a reporter is supposed to give all the important facts in a fair and impartial manner, he has no right to omit any of them without the knowledge of his superiors. The best way out of the difficulty is to tell the person who desires the suppression of any news that the decision in such matters rests with the editor and not with him, the reporter. In all such cases the reporter has a greater responsibility to his paper and to his readers than to his friends or acquaintances. If there is some legitimate reason why the news should not be printed, his superiors are always ready to consider a suggestion for suppressing it.

Tact and Courtesy. In establishing and maintaining contacts in the course of his news gathering, a reporter finds it to his advantage to be tactful and courteous under all circumstances. Although many persons are ready to furnish information that he desires, others are reluctant or unwilling to do so. The greatest tact is

often necessary to overcome this reluctance or hostility. By polite and good-humored persistence, a news gatherer can generally succeed in getting what he wants. Some reporters resort to bullying and threatening when rebuffed by persons from whom they seek information. Such tactics may produce the desired news, but they create ill will toward the reporter and the paper. News gatherers should remember that usually they are the only representatives of their paper with whom the public comes in contact, and should recognize their responsibility for maintaining good-will toward their paper and popular confidence in its fairness. Frequently the reporter finds it necessary to depend on the same persons again and again for obtaining news. If, by his aggressiveness on one occasion, he arouses unfriendliness or active hostility, he will be continually hampered in the future. Thus, for various reasons, it pays a news gatherer to be polite, tactful, courteous, and good-tempered in all his contacts with the public.

On the stage and screen and in popular fiction, reporters have often been portrayed as aggressive, "hard-boiled," cynical men, who not infrequently drink to excess and are unscrupulous in their methods of getting news. In the past such types were to be found in some newspaper offices, and a few of them still survive. Even in the legal and medical professions, for which laws have been enacted regulating admission and expulsion, unscrupulous, unethical practitioners sometimes continue unmolested, because reputable members of the profession are unwilling to take legal action against them. Since anyone may engage in newspaper work and may continue in it as long as any newspaper is willing to employ him, it is not surprising that some newspaper workers fail to measure up to the best traditions of the profession. A few editors may condone unscrupulous, unethical practices on the part of their subordinates, but most newspaper executives expect their reporters to be gentlemen and do not permit them to violate the generally accepted standards of good journalism.

Some concrete examples of the problems that confront the reporter are given on pp. 442–445.

Reporting as a Profession. So long as "cub" reporters and their superiors regard reporting merely as an apprenticeship, a stepping-stone to copy reading and editorial positions, or to better paid work in publicity and advertising, we shall continue to have constantly changing staffs of reporters. A rapid "labor turn-over," which has been found expensive and unsatisfactory in industry, is equally bad in journalism, both for newspapers and for young men and women who prefer reporting to other kinds of journalistic work. The cause of these constant changes is largely an economic one, for reporters are usually less well paid than workers in other positions in journalism and allied occupations. Although some newspapers pay adequate salaries to competent, experienced reporters, others do not. Until all papers recognize the fact that their success in covering the local news field in a complete and accurate manner, as well as in establishing and maintaining the good will of their readers, depends upon their retaining a staff of competent, experienced reporters, they will not pay their news gatherers enough to hold them. Melville E. Stone, who established the *Chicago Daily News* and built up the Associated Press as a great national news agency, well said:

> An intelligent reporter is far more valuable than an intelligent editor. It will be a great day for American journalism when this fact is generally recognized.

Meanwhile, young men and young women who like reporting and who succeed in it should consider the opportunities for service to the community which news gathering and news writing afford, and, like teachers and preachers, should be willing to accept a smaller salary than their preparation and experience seem to deserve. Much of the important work of the world is done by men and women for financial rewards disproportionately small compared with the results achieved. Reporters who find opportunities for service to the community in which they are working should not flit from one paper to another merely for increases in salary; nor should they abandon newspaper work entirely for more remunerative positions. The satisfaction that comes from doing well work that one likes is the highest of rewards.

SUGGESTIONS

1. Grade yourself, using the terms "excellent," "good," "fair," or "poor," with reference to each of the thirteen outstanding requirements for successful reporting.
2. Determine how you can best improve yourself in order to meet those requirements in which you consider yourself deficient.
3. Ask yourself "Why?" about everything that you hear or see.
4. Sharpen your "nose for news" on the grindstone of experience.
5. Try to put yourself in the place of the persons about whom and for whom you are writing.
6. Use all the knowledge that you possess in your daily round of news gathering.
7. Look over carefully the last issue of the paper on which you are employed before beginning your day's work.
8. Read daily at least one metropolitan newspaper.
9. Keep up with the latest discussions of social, political, and economic questions by reading several weekly and monthly magazines.
10. Try to read one good book every week.
11. Remember that clear thinking is essential to successful news gathering and news writing.
12. Let "Accuracy Always" be your motto.
13. Get all the news; don't stop with half of it.
14. Run down every clue whenever the character of the news warrants it.
15. Work rapidly; don't putter.
16. Don't make the necessity for speed an excuse for carelessness or inaccuracy.
17. Be especially careful about names, initials, addresses, and statistics.
18. Don't take rumors for facts; verify them if you can.
19. Be resourceful in devising ways and means of obtaining news, and of getting it to your paper as soon as possible.
20. Persevere until you get what you were sent for; don't come back empty handed.
21. Familiarize yourself with the whole city and especially with every place on your run.
22. Gather news quietly and unobtrusively.
23. Cultivate acquaintances among all classes of people with whom your work brings you into contact.
24. Interest your friends and acquaintances in your work, so that they will coöperate with you in getting news.
25. Be tactful with everyone; never make an enemy.
26. Don't suppress news at the request of anyone; refer all such requests to your superiors.
27. Never betray a confidence no matter how big the "scoop" would be if you did.
28. Remember that you can always be both a good reporter and a gentleman.

CHAPTER IV

NEWS GATHERING

Organization in News Gathering. The mystery of newspaper making to the uninitiated is how editors and reporters find out everything that happens and get it into print in so short a time. It seems strange to the average city dweller, for example, that when a fire, an accident, or a crime occurs in the block in which he lives, the first news of it reaches him through the newspaper. The apparent omnipresence, not to say omniscience, of the reporter leads to the not unnatural assumption that newspaper men lurk everywhere, waiting Micawber-like for "something to turn up." Only to patrol the streets of a city would require a staff of news gatherers approximately as large as the police force and would bankrupt the most prosperous paper. If, in addition, each newspaper had to get the news of the state, the nation, and the world from its own correspondents stationed everywhere, the problem of news gathering would be stupendous. Such a system would be not only impossible but quite unnecessary. News gathering is really no mystery at all, but simply a good example of efficient organization.

Daily newspapers published in large cities undertake to cover three news fields: (1) the city and its suburbs, all the news of which is obtained by reporters under the direction of the city editor; (2) the state or section of the country in which the paper circulates, the news of which is gathered by correspondents under the direction of the state or sectional editor; and (3) other parts of the United States and foreign countries, news of which is obtained through one or more of the press associations or from the paper's special correspondents under the direction of the telegraph and the cable editors. Daily papers in small cities cover the news of the city with their reporters and that of neighboring towns with their own correspondents, but depend upon the press associations for their state, national, and foreign news.

The press associations, including the Associated Press, the United Press, and the International News Service, by gathering the news of the whole world for hundreds of papers all over the country, are able to supply each paper with a large amount of news for a reasonable charge. Large city papers have correspondents of their own in Washington and in some instances in New York and other important points. Only the largest papers have foreign correspondents. Some of the newspapers in New York, Philadelphia, and Chicago reduce the cost of their special foreign correspondence by selling it to papers in other cities not in competition with them. These papers are thus able to supplement the press association reports with this special correspondence at a moderate cost. Through all this coöperation in news gathering, papers in the larger cities are able to obtain a remarkably large amount of news from everywhere without maintaining a large staff of correspondents. News of the state and of neighboring sections of the country is furnished by its correspondents, who in most instances are paid only for the actual amount of news that they supply. In Chicago, New York, and a few other cities, the newspapers maintain a coöperative local press or news association which supplies the papers belonging to it with all of the local news, and thus reduces for each paper the cost of such news gathering.

Local News Gathering. In organizing its local news gathering, a newspaper takes advantage of information made available for various official and private purposes by many different persons in no way connected with the press. Officials of local, state, and federal governments, including policemen, firemen, sheriffs, coroners, city treasurers, clerks of courts, and registers of deeds, as well as physicians, lawyers, secretaries of chambers of commerce and labor organizations, and superintendents of hospitals — all unintentionally serve as reporters of news. The records in all public and semi-public offices embody the news that these men furnish for the press, many times quite unconsciously. What city editors do is to see that a careful watch is maintained by their reporters at all places where the raw material of news is thus recorded, so that

they may select whatever part of it is of interest to their readers.

News "Runs." To get all the news that develops in all the various public and semi-public sources, the city editor divides the work of news gathering into "runs," or "beats," and details a reporter to cover each run. The reporter assigned to get, or "cover," the news of the police headquarters is said to have the "police run"; another assigned to the city hall has the "city hall run," or is "city hall reporter"; others are assigned to the court house, the federal building, the hotels, and the schools. To cover adequately these news sources, the reporter visits each office on his run from one to six times a day, examining records, interviewing officials, and chatting with secretaries and clerks. The number of times that he visits an office, and the length of time that he devotes to each one, are determined approximately by the amount and value of the news likely to be obtained.

A reporter is held responsible for all the news of the places on his run. He must let nothing escape his notice, because a keener, quicker-witted man on the same run for a rival paper may get what he has missed. When a reporter obtains a piece of news that reporters on other papers do not get, he is said to have a "scoop," or "beat," and the unsuccessful papers and its reporters are said to have been "scooped," or "beaten," on that piece of news.

Assignments. In organizing local news gathering, the city editor and his assistants keep a "future" book or file, with a page or compartment for each day of the year. In this file are placed, under the appropriate day, all notes, clippings, and suggestions for future news possibilities. If, for example, in April at a meeting of the executive committee of a state association, the time of the state convention is fixed for the last three days of July, the city editor files a reminder or a clipping under the day in July on which the convention is to open, so that, some time before that date, he may assign a reporter to get an advance story on the convention. The reporter on a regular run should also keep a record of future events in his field, jotting down these reminders in a vest-pocket diary. Only by some such systematic method of keeping track of

future news possibilities are newspapers able to cover the local news field adequately.

The city editor and his assistants also read carefully all local newspapers, including their own, in order to follow the developments of all the various pieces of news. They are thus enabled to remind reporters on regular runs concerning the events to be covered and to indicate to them the particular phases of these events in which the paper is most interested. Reporters who have no regular runs, and who, therefore, are said to be on "general assignments," may be sent out to cover news that has been noted by the city editor in his reading of the papers or in his future book.

City editors also keep a daily assignment sheet on which are entered the events that each reporter is to cover for that day. Some papers indicate on these assignment sheets the number of words to be written on each story and the "slug" title by which it is to be designated. When a reporter begins his day's work, he goes to the assignment sheet and copies his assignments for that day, or he receives from the city editor a typewritten slip containing his assignments and instructions. The city hall reporter, for example, might find on a given day the following directions on his assignment slip:

Watch phone quiz
Folo park board land buying
Watch action on contractors for violating wage law
Folo noise crusade report
Watch budget hearings
Cover fire prevention news this week
Tip desk on pix new Highland Pk. high school

This last suggestion means that the city hall reporter is to inform the city editor when a sketch of the new Highland Park high school is ready in the city architect's office, so that the paper's photographer may take pictures ("pix") of it.

Covering Important Events. To obtain an adequate report of an important event, such as a state political convention, a serious crime, a disaster, or a visit of the President of the United States,

the city editor arranges the work of the various members of his staff so that every phase of the event will be covered. On the occasion of a day's visit of the President, for instance, one reporter would be assigned to follow the chief executive about all day from the time he arrives until he leaves, and to write the general story of his visit. Another would be detailed to report his arrival, the ovation that is given him at the railroad station, and the short speech that he makes in response. A third would be told to cover the reception tendered him by the Merchants and Manufacturers Association; a fourth to report the luncheon given him at the City Club; and a fifth, who writes shorthand, to get a verbatim report of his speech at the Municipal Auditorium in the afternoon. Practically every event that can be anticipated is provided for in advance by the city editor, and to that extent is easier to handle than the unexpected ones.

Getting the Facts. A large part of news gathering consists of getting information from persons by asking questions. To frame questions that will elicit the desired facts most quickly and completely is not so easy as it seems. Many persons, although not unwilling to give information, are not particularly interested to do so and, in replying to the reporter's questions, do not discriminate between what is news and what is not. Tact and skill are necessary to get many persons to tell what they know. A stranger who insists on asking questions is very naturally regarded with suspicion. Even when it becomes known that the stranger is a newspaper reporter, he is not always cordially received. Generally he finds it less difficult to obtain the facts when his identity as a reporter is revealed. Nevertheless, there are occasions when all the skill of an astute lawyer cross-examining a reluctant witness is required to elicit the desired information. Reporters should never hesitate to ask tactfully as many questions as are necessary and to persist until they get what they want.

Before approaching a person, the inexperienced reporter will do well to decide just what information he desires and then frame a few specific questions that are likely to bring it out. In order to

ask intelligent questions, he must know as much as possible about the matter concerning which he is trying to obtain additional material. The novice often starts out on an assignment with a hazy idea of the subject about which he is to get news and with the expectation that the persons whom he approaches will give him at once the facts that he is supposed to get. By his first unintelligent question he displays his ignorance and makes a bad impression on the person from whom he is seeking information. No one cares to help a reporter who seems to know little or nothing about his subject. Every reporter should aim to inspire confidence by giving the impression that he knows what he is talking about and is only seeking additional facts.

Getting News by Telephone. The telephone, for both local and long distance service, is extensively used in getting news and in transmitting it to the newspaper office. Editors often telephone their instructions to reporters and correspondents. Newspaper men use the telephone to run down rumors and tips, to verify news reports, to get short interviews, and to obtain all kinds of news quickly. Although some persons refuse to be interviewed over the telephone, and although a telephone conversation is never an adequate substitute for face-to-face talk, brief expressions of opinion may often be obtained more easily by this means than by any other. If a reporter engaged in covering a regular run gets a tip about a piece of news that he cannot leave his post to cover, he telephones the fact to the city editor, who can assign another reporter to handle it. When lack of time prevents a reporter from returning to the office to write his story, he telephones the facts to a rewrite man, who embodies them in a news story. Or the reporter may dictate his story over the telephone to a man in the office, who, using a head-piece receiver like those worn by telephone operators, takes it down rapidly on a typewriter. The experienced reporter can dictate stories in this way with only his notes before him. The long distance service is used in the same manner by correspondents when it is more convenient than the telegraph.

Because of the danger of misunderstanding what is said over the

telephone, the utmost care should always be exercised in transmitting and receiving such information. Proper names must invariably be spelled out unless they are so familiar that there is no chance of mistaking them. The same method should be used for any unusual words or phrases. The customary way of assuring accurate spelling for proper names and unusual words can best be shown by an example. A reporter telephoning a story containing the name Iva Matlin spells it out thus: "I, as in Irene; V, as in Vermont; A, as in Albert; I–V–A; M, as in Mary; A, as in Arthur; T, as in Thomas; L, as in Lawrence; I, as in Ida; N, as in Nora; M–A–T–L–I–N." Numerical figures can be accurately transmitted if each figure is given separately; the sum of $1547.59, for example, may be telephoned thus: "Dollar sign one, five, four, seven, and cents, five, nine; one thousand five hundred and forty-seven dollars and fifty-nine cents." If time permits, it is always desirable to have the man who receives the material or the story repeat it to the reporter who telephones it, so that the latter may catch any errors. With a reasonable amount of care in telephoning, the possibility of mistakes can be eliminated.

Photographs. Illustrations, or "cuts," have come to be an important part of almost all newspapers. Although most of the photographs used for newspaper illustrations are made by the staff photographer or are obtained from national companies that make a specialty of taking pictures of current events everywhere, reporters are often sent out to get pictures of persons who figure unexpectedly in the day's news. The family or friends of such a person usually have some photograph of him, if only a snap-shot. Frequently, however, they prove unwilling to part with it, particularly when the person appears in the news in an unfavorable connection. Under such circumstances the reporter will need great tact to obtain a photograph. Some unscrupulous city editors and their reporters have resorted to various dishonest methods of getting desired pictures, and, in some offices, "chasing pictures" has come to mean stealing them.[1] No self-respecting newspaper, however, resorts to such devices.

[1] Cf. the problem given on p. 444.

Good photographs may sometimes be obtained from amateurs who have taken snap-shots of an interesting occurrence or of a person in an unconventional pose. Often the desired portraits are available at the galleries of professional photographers, but many photographers require written permission from the sitter before they will furnish prints for publication. Unmounted photographic prints with a glossy surface and with strong contrasts are the most satisfactory for newspaper half-tones. The name of the person or a brief description of the picture should be penciled lightly on the back of the photograph to avoid the possibility of error.

Local News Sources. The most important sources of news in the average city are: (1) city hall, as the seat of municipal government; (2) police station; (3) fire department; (4) courts, local and state; (5) county building, as the seat of county government; (6) federal building, including the post office; (7) markets, including the board of trade, the stock exchange, the mining and grain exchanges, city markets, and commission houses; (8) business organizations, including the association of commerce, merchants and manufacturers associations, builders' exchange, and real estate board; (9) transportation offices, including railroad stations and offices, interurban bus stations and offices; steamboat docks and offices; (10) public welfare organizations, including associated charities, the juvenile protective association, the children's home and aid society, the local chapter of the American Red Cross, the Salvation Army, the Volunteers of America, and the humane society; (11) labor organizations; (12) schools and colleges, public and denominational; (13) hospitals; (14) churches and religious organizations; (15) libraries; (16) hotels.

The City Hall. The various functions of a municipal government, the headquarters of which are in the city hall, are performed by the following officials, whose titles often differ in different cities: (1) mayor, the city's chief executive; (2) city council, or board of aldermen, which is the municipal legislative body; (3) city clerk, who is secretary of the city council, and who also issues licenses; (4) city treasurer, or comptroller, and the city auditor, who ad-

minister municipal finances; (5) city engineer, in charge of municipal improvements; (6) city attorney, who is legal adviser and attorney for all departments of city government; (7) building commissioner, or inspector, who issues building permits, condemns unsafe structures, and administers fire regulations for buildings; (8) street superintendent, who directs the construction and repair of streets, sidewalks, and sewers, as well as street cleaning; (9) city health officer, who has charge of the registration of births, deaths, and other vital statistics, the inspection of milk and food supplies, the control of contagious diseases, and all matters of public health and sanitation; (10) superintendent of public parks; (11) civil service commissioner, in charge of the examination and certification of candidates for other than elective positions; (12) superintendent of schools; (13) other officers, such as the plumbing inspector, the city electrician, and the city sealer, or inspector of weights and measures.

There are also various administrative boards or commissions, such as: (1) board of police and fire commissioners, or the board of public safety, which deals with matters pertaining to the police and fire departments, including appointments, promotions, discipline, salaries of policemen and firemen, and the purchase of new equipment; (2) board of public works, which has general supervision of the construction and repair of streets, bridges, docks, and other municipal improvements; (3) school board; (4) library board; (5) city planning and zoning board; (6) board of water commissioners, in charge of matters pertaining to the city water supply; (7) park board; (8) board of review or equalization, which considers claims of tax-payers regarding their assessments; (9) the board of health; (10) the civil service commission, in charge of regulations regarding the examination and certification of candidates for positions in the city government. These various boards and commissions hold regular meetings, weekly, bi-weekly, or monthly.

The City Hall Reporter. Because matters of municipal government affect directly or indirectly every resident of the city, the city

hall reporter has one of the most important news runs. He visits each one of the offices at least once a day, attends the meetings of the city council and its various committees, as well as those of the various boards and commissions, and investigates all matters pertaining to municipal administration, in order to present and interpret the news in a clear, accurate, and interesting manner to the citizens of the community. Besides gathering the "spot news" from day to day, he often writes special articles, singly or in series, explaining various phases of government and administration, new policies proposed or adopted, the workings of departments, and similar subjects of interest to newspaper readers.

Meetings of the city council always provide news of interest and importance. The council does much of its work through committees, which, after holding meetings and public hearings, report the results of their deliberations to the council meetings. The council appoints and removes officials, adopts an annual budget which fixes the tax rate and provides for departmental appropriations, enacts ordinances to regulate all sorts of matters within the control of city government, authorizes the annexation of suburbs to the city, and provides for all city improvements. On the day of the council meeting, the city hall reporter furnishes his paper with a news story telling what the council will consider, based on the reports of council committees, on the items of unfinished business left from previous meetings, on ordinances prepared by the city attorney at the request of aldermen, and on recommendations made by the mayor in regard to municipal policies. For the issue of his paper on the day following the council meetings, he writes a detailed report of its proceedings.

The character of the news obtained from these meetings is illustrated by the following actions actually taken by a board of aldermen at one of its meetings: (1) it directed the police and fire departments and the city building department to secure evidence against all oil companies failing to comply with a recently enacted ordinance forbidding the storage of gasoline in large quantities within the city limits; and, since the oil companies had attacked in

court the validity of the ordinance, it directed the city attorney, if the court upheld the ordinance, to prosecute the alleged violators; (2) it referred to the ordinance committee a proposed ordinance regulating the installation of oil burners; (3) it accepted the resignation of John Doe as justice of the peace in the tenth ward and appointed Richard Roe as his successor; (4) it referred to the street committee petitions of property owners objecting to the extension of Clark street from Claridge to Olney street; (5) it appropriated $300 for building a sidewalk around the monkey house in Streeter Park; (6) it directed the city attorney to begin proceedings for the acquisition of land for an addition to Streeter Park; (7) it voted indefinite postponement of an ordinance prohibiting the operation of radios on the streets for advertising purposes; (8) it allowed $5,674.50 as compensation for election officials at the spring election.

The Police Station. The police department, the affairs of which are administered by the board of police and fire commissioners, includes the chief of police, lieutenants, captains, sergeants, detectives, and police matrons. In large cities there are the detective bureau, the bureau of missing persons, and the bureau of identification.

The police reporter either visits the police station several times during the period that he is on duty or, in large cities, remains at the station all day or all night, telephoning his news to the newspaper office or sending in his news stories by messenger. The official records to which he has access consist both of complaints filed by citizens about crimes committed against them, and of the arrests recorded on the "blotter." He is usually permitted to interview the persons arrested and the officers who made the arrest. If the complaint is made at the police station by someone in person, the reporter may obtain additional details of the crime from that person. If the complaint is received at the police station by telephone, he may get more information by telephoning to the home or place of business of the complainant, or he may go to interview him in person.

If crime news of importance develops at the police station, the police reporter telephones the facts to the city editor, in order that another reporter or several of them may be sent to cover various phases of the event. The city editor may tell the police reporter to leave his post at the station to cover the crime. The police reporter sometimes accompanies detectives and policemen in their raids and investigations. When he is away from the station covering crime news, he often telephones to the desk sergeant to find out about later developments concerning the crime story on which he is working and to inquire about other police news that may have developed during his absence. Because it brings them into constant contact with the seamy side of life, some men dislike police reporting, but others find the experience interesting and exciting.

The Fire Department. As the police station is connected with the signal system of the fire department, and as patrolmen report all fires to the station, the police reporter usually gets the first news of fires. Ordinarily he can obtain information as to the character, cause, and damage by telephoning to the fire station nearest to the fire or to the central fire headquarters. When the second, third, or fourth alarm is sounded, indicating a large fire, the city editor assigns one or more reporters to cover it.

Local and State Courts. As the organization of courts and the details of legal procedure are too complicated to be explained in brief, only some of their essential points will be considered. Most cities have a police, or municipal, court, presided over by a judge, with a clerk of court to keep the records. This court has jurisdiction over misdemeanors, such as violations of city ordinances, as well as power to conduct preliminary hearings in felonies. Such courts are in session every day, but, except when preliminary hearings are held in connection with serious crimes, the reporter can obtain the routine news of fines, sentences of imprisonment, and similar details from the clerk of the court, without remaining to hear the proceedings in all of the minor cases. If, however, a reporter attends the sessions of these courts, he can

generally secure material for good human interest stories. There are also courts presided over by justices of the peace, or magistrates, which have jurisdiction in civil suits involving small sums of money, personal property, and judgments for debts. The routine news of these courts for the newspaper's column of legal records can be obtained from the clerk. All these courts are known as inferior courts.

The circuit, or district, courts, called in some states superior courts or courts of common pleas, are the most important local courts, because they have original jurisdiction in all civil and criminal cases. Civil suits are brought by the plaintiff to recover land, or to obtain damages, that he believes he is entitled to from the defendant. The plaintiff's attorney files an action with the clerk of court, the defendant is served with notice of this action by an officer of the court, the defendant's attorney files an answer with the clerk, and the latter, in collaboration with the judge, schedules the case on the trial calendar. In due time the case comes up for trial. The reporter can obtain from the clerk all the information that he needs both before and after the trial, including the decision of the judge or the verdict of the jury. In so far as civil cases concern private persons and do not involve large sums of money, new points of law, or other matters of public interest, they are not likely to have much news value.

Criminal cases in these courts, because they frequently afford dramatic human interest material, are generally covered much more fully by newspapers than are civil suits. After a person is arrested on a warrant charging him with a felony, or a serious crime, he is given a preliminary hearing before a judge to determine whether or not he shall be held for possible indictment by a grand jury. If he is held for indictment, or if he waives the preliminary hearing, he may be released on bail or sent to jail without bail. If the grand jury, after hearing the prosecuting attorney's evidence against him, votes an indictment, he is held for trial. In many states indictment by a grand jury has been superseded by an information filed under oath by the prosecuting

attorney with the court clerk. News of criminal cases before the regular trial may be obtained from the prosecuting attorney or from the clerk of court. If the criminal trial is an important one, a reporter attends the sessions of the court, taking notes on the opening statements of the prosecuting attorney and the attorney for the defense, on the testimony of witnesses, on the summing up of the attorneys on both sides, on the charge of the judge to the jury, and on the verdict of the jury. He may also arrange for the purchase by his paper of a complete typewritten transcript of each day's proceedings as recorded by the court reporter. By this method verbatim reports can be used to supplement the reporter's notes, and parts of the official transcript may be embodied in the news stories of each day's proceedings.

The probate court has jurisdiction in matters pertaining to the estates of deceased persons. If a person left a will and named an executor, the latter files the will with the court together with an application to have the will admitted to probate. If he died without making a will, one or more of his heirs make application to have the court appoint an administrator to settle the estate. As news of wills and estates is often of great interest to newspaper readers, a reporter can usually get good news stories from the probate court. The clerk of this court, who files the wills admitted to probate, permits reporters to examine the wills. Among the points of interest are: (1) the size of the estate, which can be determined by the fact that the executor must file bonds to the amount of twice the estimated value of the estate; (2) the names of the heirs or beneficiaries, which may include public and semi-public institutions; (3) the amount and character of the real and personal property; (4) the amount and character of the indebtedness, as shown by the inventory filed by the executor.

The juvenile court handles informally cases of dependent, neglected, or delinquent children. Although newspapers often publish accounts of such cases if they are matters of interest, they usually withhold the names of the children involved, so that what-

ever measures may be taken by the judge to help them will not be hampered by needless publicity in the press.

Divorce cases are within the jurisdiction of circuit, or district, courts, or are handled by courts of domestic relations, or family courts. Unless a divorce case involves well known persons or unusual charges and counter-charges, it may merely be recorded in the legal news column. Newspapers have often been criticized for giving sensational details of such cases. Like crime news, divorce court news may be treated in an unobjectionable manner.

The County Building. The chief county officers are the sheriff, the district, or prosecuting, attorney, the coroner, the county treasurer, the county clerk, the register of deeds, the county highway commissioner, the county superintendent of schools, the county poor commissioner, the county health officer, the county surveyor, the county agricultural agent, the county nurse, and the county probation officer. The sheriff, whose office is either in the county building or in the county jail, acts as chief of police for the county and has a number of deputies as assistants. He is also an officer of the state courts, serving warrants, collecting money due on judgments, seizing and selling property to satisfy judgments, summoning jurors, and serving subpœnas on witnesses. His deputies also serve legal papers in the county. In dealing with crime, he is sometimes aided by a county investigator, who acts as a detective. Reports of arrests made in the county constitute the chief items of news to be obtained from his office. A reporter who covers both the county building and the county jail may interview persons arrested by the sheriff and his deputies, to learn more about the crimes with which they are charged.

The district attorney, or prosecuting attorney, coöperates with the sheriff in investigating crimes, prosecutes in local state courts persons charged with violation of a state law, and also acts as legal adviser to county officials. From his office a reporter obtains news about crimes that are being investigated and informations that have been filed against violators of the law.

The coroner investigates fatal accidents, sudden deaths, sui-

cides, and murders. When circumstances seem to warrant it, he holds an inquest as to the cause of the violent death, summoning a jury, known as a coroner's jury, for that purpose. For an inquest he subpœnas witnesses to be heard by the jury. The jury returns its verdict in writing, and, if it indicates that a crime has been committed, the coroner attests it and transmits it to the prosecuting attorney or a magistrate. Although the coroner's jury by its verdict often fixes the responsibility for a violent death, such findings do not necessarily decide that the person or persons named as being responsible shall be prosecuted. They may escape prosecution if investigation by the prosecuting attorney shows that they cannot be proved guilty. The coroner's investigations and inquests often are good sources of news.

The county clerk is secretary for the county board of supervisors, issues marriage and other licenses, and in some instances records deeds, mortgages, bills of sales, articles of incorporation, and similar documents. In other cases the register of deeds records these instruments. He also acts as clerk of the county court in those counties in which such a court takes the place of a probate court. Thus the county clerk's office is a good source of news. Marriage licenses, transfers of real estate, the filing of mortgages, and the recording of articles of incorporation, as well as the admission of wills to probate, are all matters of interest to newspaper readers.

The county treasurer collects the county taxes and handles the county finances. The highway commissioner has charge of the roads; the poor commissioner administers the funds for the relief of the indigent; the health officer looks after matters of public health and sanitation; the county nurse aids those who need her care; the superintendent of schools has charge of the rural schools; the agricultural agent promotes the development of farming and dairying. Occasional visits to the offices of these officials generally furnish some items of news.

The Board of Supervisors. The legislative body for the county is the board of supervisors, the members of which are elected by

popular vote. The board holds monthly or quarterly meetings for the transaction of the business of the county. Standing and special committees consider various matters and report at the regular meetings of the board. The chief duties of the county board are to prepare and vote a budget appropriating money for carrying on the various activities of county government; to award contracts for supplies, buildings, repairs, road building and upkeep; to elect such county officials as are not chosen by popular vote; and to direct the work of county officers within the limits of state statutes. News of the business to be transacted at the next board meeting can be obtained a day or more in advance from the chairman of the board, from the chairmen of committees, and from the county clerk, secretary of the board. A reporter may attend the sessions of the board or may obtain information as to what was done from the clerk's minutes.

The Federal Building. In the federal building are located the post office, the collector of customs, if the city is a port of entry, or a deputy collector, if the city is a port of delivery, the collector of internal revenue, the federal district court, the weather bureau, an examiner for the U.S. civil service commission, recruiting offices for the army and navy, resident army engineers, army officers in charge of the officers' reserve corps, and, if the city is a port, offices of the coast and geodetic survey, the lighthouse service, and the inspectors of hulls and boilers for steamboats.

From the postmaster's office may be obtained news of changes in service, monthly, semi-annual, and annual reports of sales of stamps, etc., and new postal regulations sent out from Washington. The superintendent of mails, who has charge of local delivery and collection of mail, often has news of changes in these matters. A postal inspector, who has his headquarters in the local federal building, is the source of considerable interesting news, because these inspectors serve as detectives for the post office department. They investigate mail robberies and any dishonesty on the part of postal employees, as well as all illegal and fraudulent use of the mails.

The collector of internal revenue is responsible for the collection of all forms of federal taxes, including the income tax, the tobacco tax, and the oleomargarine tax. During each quarter of the year, news concerning income tax returns and payments is of considerable interest.

The weather bureau, which furnishes daily reports of weather conditions and forecasts, is a valuable source of information when unusual weather is of interest to newspaper readers. Droughts, heat waves, cold waves, storms, excessive rainfall, with its danger of floods, unusually high or low temperatures, and unexpected changes in weather can be made into good news stories.

The United States marshal is an important federal officer in each federal district, because he performs the same kind of duties as does the sheriff for the county. With the assistance of a number of deputies, he makes arrests for violations of federal statutes, has custody of the accused persons while they are confined in city or county jails, and takes them to the local penal institution or to one of the three federal penitentiaries to which they may have been sentenced. He also serves processes in civil suits in the federal court, summons venires, subpœnas witnesses, seizes property on writs, and performs the other duties of an officer of the court. Information concerning all arrests on federal warrants, after the indictment of offenders by federal grand juries, is obtained from his office.

The Federal Court. One or more federal district courts are located in each state. The federal district judge holds court in the federal building, not only in the principal city of his district but also in one or more other cities. This court has jurisdiction in criminal cases involving violations of federal penal statutes. Persons tried in this court include those charged with fraudulent use of the mails, robbery of the mails, counterfeiting, operation of lotteries, smuggling, interstate transportation of stolen automobiles (violating the Dyer Act), embezzlement of government funds, and the taking of women from one state to another for immoral purposes (violating the Mann Act), and also violations

of the federal pure food and drug act, of the immigration act, and of the national prohibition act. Such persons are arrested by the United States marshal or one of his deputies, are given a preliminary hearing before a United States court commissioner, and, if the evidence warrants, are held for indictment by a federal grand jury. The United States district attorney acts as prosecutor in these cases. He represents the government in the preliminary hearing, presents evidence to the federal grand jury, and prosecutes the cases at the trials, which are held before a petit jury. Both the federal district attorney and the clerk of the federal court are sources of information concerning these criminal cases, particularly the latter, whose office in the federal building a reporter visits daily. In important cases the reporter attends the trial.

The civil cases tried in the federal district courts concern trademarks, patents, and copyrights, since these are provided for by acts of Congress; controversies between states; litigation between citizens residing in different states; and cases in which the United States is a party. Information concerning these cases can be obtained from the clerk of court, but, if a case involves a matter of general interest, the reporter attends the sessions of the court.

Local Markets. In large cities the board of trade, the stock exchange, the live-stock market, and the mining and grain exchanges are important sources of news that are usually covered by special department editors and their assistants. Fluctuations in the price of stocks, bonds, and commodities are matters of general interest to business men and investors. In smaller cities offices of stock and bond brokers, public markets, commission houses, and retail stores are sources of similar news of interest to business men and housewives. At least once a week an enterprising reporter can get material for a good market story by visiting the public market, the commission houses, and the leading grocery stores and meat markets, and obtaining from them the latest information in regard to supplies and prices of fruit, vegetables, and meat. Local business conditions as reflected in the daily, weekly,

and monthly clearing house reports of banks are also matters of interest. All kinds of business news of the community deserves adequate presentation.

Business Organizations. Every city has a number of organizations of business men that are good news sources. Among these are the chamber of commerce, organizations of wholesale and retail merchants and of manufacturers, the builders' exchange, and the real estate board. Each of these usually maintains an office in charge of a secretary, from whom news can be obtained. The local chamber of commerce, which is affiliated with a strong national association, generally includes several divisions, or bureaus, to deal with specific activities, such as conventions, new industries for the community, good roads, freight and passenger traffic, credit ratings, farming and dairying in relation to local business, and public safety. The reporter who covers the offices of the chamber of commerce can obtain news of state and national conventions that are to be held in the city, new industries that are being brought to the community, the condition of the roads, changes in freight and passenger rates, changes in regard to credit granted by retailers to customers, crop conditions, and data on local traffic conditions, accidents, and safety devices. Building contractors, including lumber dealers, carpenters, masons, painters and decorators, heating and electrical supply men, and hardware dealers, are usually organized into a builder's exchange, or association, from the office of which news may be obtained of changes in wage scales, new construction, the demand for workers in the building trades, changes in hours and other conditions of labor, and similar matters pertaining to building in the local community. The office of the local organization of real estate dealers is also a good news source regarding the sale and rental of land, factories, stores, and houses, plans for new suburbs and subdivisions, new construction, fluctuations in the number of vacant stores, houses, and apartments, and statistical data compiled by the secretary concerning real estate conditions. The better business bureau connected with the chamber of commerce or the

local advertising club furnishes news regarding its efforts to eliminate fraud in advertising and sales schemes.

Transportation. The importance to the community of its transportation facilities, from the point of view of both business and pleasure, gives wide interest to news concerning railroads, motor truck lines, passenger buses, interurban trolley lines, airplane companies, and boat services. The stations and offices of railroads, motor bus and truck lines, airways, trolley companies, as well as local airports and the docks and offices of steamship companies, are excellent news sources. Changes in rates, time tables, services, and personnel, and information regarding excursions and increased travel facilities for holidays and other special occasions, constitute a valuable type of news. Weekly, monthly, and quarterly reports of the amount of freight and the number of passengers transported by each of these various means can be made into good news stories, because they are indicative of general business conditions. Information concerning accidents is also available at the local transportation offices, although officials are not infrequently reluctant to give out anything beyond the facts that have been obtained from other sources and are inclined to minimize such occurrences because they seem to reflect unfavorably on the company. Some transportation companies take pains to issue an official statement regarding all accidents of sufficient importance to warrant publicity.

Public Welfare Organizations. The work of the various social service agencies in the community is a matter of general interest, partly because they are supported by the voluntary contributions of many citizens, and partly because their activities are of a public or semi-public character. In many cities the collection of funds for these agencies is carried on through a permanent organization known as the community union, which is in charge of the community chest. Before, during, and immediately after the campaign for the community chest, as well as at intervals during the year, the office of the community union is a good news source. That office is often the clearing house for information concerning

the activities of various relief organizations. Information about poverty, unemployment, and charity work in the city is also available at the office of the associated charities, or the public welfare association. The headquarters of other social agencies, such as the American Red Cross, the children's home and aid society, the juvenile protective association, the Salvation Army, the Volunteers of America, and all of the charitable societies connected with religious bodies, are good news sources. One reporter is often assigned to cover these agencies on what is sometimes called the "uplift run."

Labor Organizations. In cities where labor is well organized, the offices of the various labor unions, as well as the central trade union headquarters, are covered regularly, and large newspapers employ a labor editor. During strikes, lockouts, and negotiations regarding wage scales and conditions of labor, these offices become an important news source. At other times, information of interest can be obtained from the secretaries of labor organizations concerning meetings of trade unions, to which reporters usually are not admitted. News of the election of officers, the adoption of resolutions, and other business transacted at the meeting is obtained in this way. Because many actions taken by labor organizations affect directly large numbers of union and non-union workers, together with their employers, and indirectly business men and other citizens of the community, newspapers cannot afford to neglect news of labor organizations.

Schools and Colleges. As most families have children in school, and as nearly half of all the money raised by local taxation is spent for educational purposes, news concerning the schools and colleges in the community, if interestingly presented, is sure to be read. In some large cities, the authorities have considered the publication of news of the public school system as so important that they have employed a man or a woman whose sole duty it is to furnish the press of the city with such news from day to day. In other cities an assistant in the office of the superintendent of schools prepares material for reporters who are assigned to cover the

schools. Some newspapers regard school news of sufficient importance to devote a whole page once a week to schools and colleges, public and private, and have an educational editor to prepare such news for publication. A reporter can generally obtain most of the news of the public school system from the office of the superintendent of schools. He also covers meetings of the board of education, because important action is frequently taken there on such matters as new school buildings, changes in the personnel of the teaching staff, modifications in the curriculum, the purchase of new equipment, and the letting of contracts for supplies. Material for an advance story of a meeting of the board may be obtained from the superintendent of schools, who usually knows what matters are to be taken up, or from the secretary of the board.

Colleges and universities, in many instances, maintain news bureaus for the purpose of furnishing the press with official news of the institution. In such cases the office of the editor in charge of the bureau is the best news source; in other cases, the assistant to the president gives out the news of the university. In some colleges and universities, the athletic department has a separate news bureau with an editor in charge. In those institutions where no special provision is made for giving out news, the offices of the president, the registrar, the bursar, and the secretary of the board of trustees are the best news sources. The headquarters of the alumni secretary and of the editor of the alumni magazine should also be covered. Meetings of college and university faculties and of boards of regents and trustees are not usually open to reporters, but the secretaries of these bodies furnish reporters with such actions taken at these meetings as they desire to make public.

Hospitals. News of the condition of persons who have been injured in accidents, who are the victims of a crime, or who are undergoing treatment, is obtained from the hospitals in which they are confined. The police reporter, or any member of the news staff who is covering the story of an accident or a crime, telephones to the hospital to find out the extent of the victim's

injuries and the chances of his recovery. An office attendant or the superintendent of the hospital is the best person from whom to obtain such information. Sometimes the attending physician, if he can be reached by telephone, will supply more information than will those connected with the hospital. When prominent persons in the community are taken to a hospital, the news of their condition is a matter of sufficient interest to warrant publication. News of changes in the personnel of the hospital staff, monthly, quarterly, and annual reports of the institution, results of research carried on by members of the staff, unusual cases treated, and similar matters can usually be obtained by visiting the office of the hospital superintendent.

Churches. Large newspapers consider news of churches and religious societies of sufficient importance to justify maintaining a church or religious editor. Smaller papers assign a reporter to gather church news, usually for the Friday or Saturday issue, pertaining to the services on the following Sunday. Many papers publish news stories on sermons delivered at the Sunday church services. Priests and pastors or their assistants and secretaries are the best sources for news of the churches and the organizations connected with them. Often typewritten copies of sermons or summaries of them may be obtained in advance. In some cities the pastors of each of the large denominations have regular meetings that are worth reporting; in other cities ministers of the Protestant churches have an organization that holds weekly or monthly meetings, which furnish some news. Annual elections of officers of the various churches and church societies are usually reported by the press. Special services on such occasions as Christmas and Easter are generally given considerable space by newspapers, both before and after the celebration.

Libraries. Because practically every community has at least one public library, which is used by a considerable number of persons, old and young, news of the library is of general interest. The preparation of news for the press is now generally a part of the education of librarians, because of the importance of keeping

the public informed concerning the activities of the library as a public institution. Reporters assigned to cover libraries, therefore, will usually find that librarians are ready to assist them in obtaining the news of the institution. New books, gifts, exhibitions, changes in the personnel of the library staff, and new publications of the library, as well as statistics on circulation and the use of various departments, have news value. Meetings of the library board are worth attending when matters of importance are to be acted upon, but usually reports of actions taken at such meetings can be obtained from the secretary of the board or from the librarian.

Hotels. By covering the leading hotels in a city, the reporter learns of the presence of well known personages, with whom he may be able to obtain interviews on timely subjects. State officials, politicians, prominent business and professional men, authors, and actors not infrequently spend a day or two in a city without any news of their coming being published in the press. From the hotel clerk a reporter can find out whether or not such persons are registered. In the hotel lobby a reporter may find someone from outside the city from whom to obtain news. During conventions, hotels are convenient places for getting into touch with speakers and others who are attending the meeting. Sometimes meetings of committees of state or national organizations are held in hotels without any previous announcement to the press. Thus an alert reporter finds the local hotels an important news source.

How the Correspondent Works. The duties of the correspondent are very much the same as those of the reporter. Like the reporter, he receives assignments or instructions from time to time; he asks his superiors how much of a story they want on a particular event; he watches the news sources in the city or the town for which he is responsible. As he is frequently on the staff of a local paper, he has the advantage of whatever news is collected for this paper. Whenever an important event is to take place in the district that he covers, he receives instructions a day or two in

advance from the state editor or the telegraph editor telling him what the paper desires and how many words he is to send by telephone, telegraph, or mail. If the state or the telegraph editor wants some phase of an unanticipated event looked up by the correspondent, he telephones or telegraphs him for the desired information. The correspondent, likewise, telegraphs to the editor whenever he has a piece of news concerning which he desires instructions. When a correspondent telegraphs for instructions, he is said to send a "query" or "to query" his paper. A query usually consists of a brief statement of the news in a sentence or two, followed by numerical figures of the number of words which the correspondent believes necessary to tell the story adequately. The typical form of a query is as follows:

Evening Standard
Cleveland, Ohio. Pine Bluff, Ohio, Jan. 16.

Western Steel company mill burning. Loss $150,000. Two firemen killed. 500.

Wilson. 9:23 P.M.

The telegraph editor can use the facts thus given in the dispatch by turning it over to the copy desk to be prepared for the next edition; and at the same time he may telegraph to Wilson, the Pine Bluff correspondent, to send 300 words on the fire instead of 500. The correspondent then telegraphs at once as much of the story as he can in 300 words. He always puts at the end of his dispatch, following his name, the exact hour at which he files his story at the telegraph office, so that he will not be held responsible for any delay in transmitting or delivering the telegram.

A correspondent is paid a regular weekly salary if he sends daily a large amount of news; but more often he is paid every month at regular space rates for the amount that is printed of the news that he has sent in during the month. On some papers the correspondents clip out all of their news stories and paste them together in a "string" which is sent in once a month, so that the state or the telegraph editor may authorize the business office to pay them

according to the length of the string. In most offices, however, the editors keep a record by crediting every correspondent with what he furnishes and then arrange to have a check for the amount due sent to him once a month.

SUGGESTIONS

1. Get a map of the city in which you are working and note carefully the names and locations of the principal streets, parks, suburbs, public buildings, transportation lines, schools, hospitals, and hotels.
2. Familiarize yourself as fast as possible with the names and locations of the important retail stores, factories, banks, and public utility companies.
3. Look over the advertisements in your paper, noting the names and addresses of local advertisers.
4. Study your paper to find out to what kinds of news it gives the greatest space and prominence and how each kind of news is handled.
5. Always carry with you several soft black pencils.
6. Take notes on folded copy paper rather than in a notebook.
7. Jot down all instructions given you in connection with an assignment; don't trust to your memory.
8. Keep a pocket date-book for all future events and news possibilities on your run.
9. Never neglect a news source on your run even for a day.
10. Familiarize yourself with the form of municipal government in the city in which you are working and with the names of the chief officials.
11. Read the news stories of the proceedings of the city council, the various municipal commissions, and the county board, as they are published in the paper on which you are employed.
12. Learn the names of the chief officials in the police and fire departments.
13. Note the names of the local and state courts and of the presiding judges.
14. Get photographs of persons and events whenever possible and write lightly in pencil a description on the back of each photograph.
15. File telegraph stories at the earliest possible moment.
16. Follow instructions as to the number of words to be telegraphed.
17. Mail stories by regular or special delivery or by air mail so that they will surely reach the newspaper office in time for the edition for which they are intended.
18. Never put off till tomorrow sending in news that is new today.

CHAPTER V

NEWS WRITING

Writing the News Story. Clear thinking must precede as well as accompany good writing. While a reporter is obtaining information he is constantly evaluating it on the basis of its news interest, selecting such material as seems to him important and rejecting the unimportant. At the same time he is trying to discover the relation that one part of this material bears to other parts. In the course of this process of news gathering, his story gradually takes shape, so that, when he has the opportunity to write it, he is ready to put it down on paper in well organized form. Thus his first step in preparation for news writing is to get clearly in mind the story that he intends to tell to his readers.

The actual writing of the news story involves the selection of words that will express accurately the information that the reporter has gathered and the arrangement of these words in such a way that they will convey the information to readers quickly, completely, and interestingly. To present news effectively is quite as important as to get it. Many a good piece of news has been spoiled in the writing. The raw material of fact must be skillfully transformed into the finished product of the news story. The reporter is supposed to be able to write clearly, accurately, and interestingly. When he does not, the copy reader or the "rewrite man" is called upon to make good the reporter's failure. The work of the competent reporter should require little or no editing. A careless, slovenly writer is never a welcome member on the staff of any paper.

Preparation of Copy. All copy for publication is written on one side only of soft white "copy paper" furnished by the newspaper. The prime essential of copy is legibility. Typewritten copy, double or triple spaced, with liberal margins, is always preferred, because it leaves enough room between the lines to permit of

editing. Copy should never be single spaced. When copy must be written in long-hand, adequate space should be left between the lines and for margins. Capital letters in such copy should be underscored with three short lines; the letter "u" should be underscored with one short line and the letter "n" overscored in the same manner, to differentiate them. Proper names should be printed to avoid errors in spelling. Sufficient space should be left at the top of the first page of all copy to enable the copy reader to add a headline.

Each paragraph should be indented at least one inch, and the first of the paragraph should be preceded by a mark like a capital "L"; thus, ⌊. If a new paragraph is desired where there was none in the copy as first written, the paragraph mark (¶) should be placed before the first word of the new paragraph. At the end of each page of copy, and at the end of an incomplete story, the word "more" is written in parenthesis. At the close of every complete news story should be placed the end mark (#).

Particular pains must be taken, both in typewritten and in long-hand copy, to make all punctuation marks unmistakable. A period is best indicated by a small cross. Quotation marks, or "quotes," as they are called, should be enclosed in half circles, to show whether they are beginning or end marks; thus, "stunt". Because there is no dash on typewriters, two hyphens are used for a dash. Every direct question must be followed by an interrogation mark. When an exclamation point is needed, it can be made by using a period, then back spacing and striking the apostrophe key. If any punctuation mark is not clear in typewritten copy, it should be inserted in pencil.

In the upper left-hand corner of each page of copy the reporter writes his last name and a title of a word or two by which the story may be identified. This title is called the "slug." Thus, a news story of the resignation of a local alderman might be "slugged," "Alderman resigns." A later news story written to supplement the original one is marked, or slugged, in the upper left-hand corner of each sheet, to indicate whether it is to follow

immediately after the last paragraph of the original story or is to be inserted in it. Thus, "Add 1 hotel fire" means that this piece of copy is the first addition to the story of a fire in a local hotel; "Add 2 Wilkins suicide" is the second addition to the original story of that suicide. Additions to be inserted in the body of the original story are marked thus: "Insert A — Johnson will case," for the first insert in the "Johnson will case" story; "Insert B — Bank merger," for the second insert in the merger story. The point at which the new piece of copy is to be inserted in the original story is often shown by such a "slug" as "Insert after first paragraph lead — Bank merger." The pages of every piece of copy are numbered consecutively with a figure immediately after the slug.

Typographical Style. For such details of typographical "style" as capitalization, abbreviation, hyphenation, and use of numerical figures, every newspaper has a set of special rules, which are invariably followed by reporters, copy readers, and linotype operators. These rules are sometimes printed in a "style book." When a reporter begins work on a newspaper, he should learn as quickly as possible the paper's printed rules for typographical style, or, if there are no such rules, he should study the news stories as examples of the practice followed in the office. The best way to do this is to go over the style book, or a copy of the newspaper, marking all points that are different from those to which he is accustomed. By memorizing these points of difference, he will soon be able to follow the new style in his own writing. The style sheet used for many years in the School of Journalism at the University of Wisconsin is printed in the Appendix to indicate the points usually considered in a newspaper style book.

Some newspapers have an "index expurgatorius," or list of words and phrases to be avoided. These "don'ts" generally deal with common errors of diction, but they not infrequently include some of the particular aversions of the editor-in-chief, the managing editor, or the city editor, which are matters of preference rather than of good usage. Reporters will do well to observe

carefully how their stories are changed by editors and copy readers, and in all matters of style should make their work conform to the preferences of their superiors, even though they may not always agree with these standards and rules.

Before turning in his story to the city desk, a reporter should read over carefully what he has written and should revise it, using the marks given on pp. 388–390, for copy reading.

Structure and Style. In news writing, as in all literary composition, the two main points to be considered are: (1) structure, or the arrangement of material in sentences, paragraphs, and stories as a whole; (2) style, or the manner of expressing ideas.

Style consists of: (1) elements; i.e., words, figures of speech, sentences, and paragraphs; (2) qualities, including (a) the intellectual qualities of simplicity and clearness, (b) the emotional qualities of force, humor, and pathos, (c) the æsthetic qualities of melody, harmony, and taste.

Types of News Stories. In a consideration of the structure and style of news stories, three types are to be differentiated: (1) the informative story that aims to present the facts of the news as simply, concisely, and directly as possible; (2) the informative story in which human interest elements are developed; (3) the "human interest," or "feature," story that deals in an entertaining way with trivial incidents of little news value.

The purely informative type of news story, which depends for its interest on the facts themselves, is the most common, because much of the news needs only to be recorded in a simple, direct manner. The aim is to give the reader the information so concisely that he can grasp it instantly. No attempt is made to add to the interest by literary devices.

When he develops the human interest elements in an informative news story, the writer undertakes to increase the appeal made by the information itself. He humanizes and dramatizes the news, by describing the persons and places involved, by quoting verbatim accounts of participants and eye-witnesses, and by employing other methods of fiction to enliven the narrative of facts.

Vivid description and narration stir the emotions. Humorous, pathetic, and dramatic incidents may be introduced to advantage in this type of story. Any legitimate literary device is permissible, provided that the reporter sticks to his facts and does not attempt to add to the interest of his story by embroidering it with fictitious details. This fuller development requires more space than does the simple, direct story of the purely informative type, but, if the news is of sufficient interest or importance to warrant a more detailed treatment, it may deserve this elaboration.

The "human interest," or "feature," story, which is considered as a type in Chapter XIII, deals with the little comedies and tragedies of the day's news that in themselves may have scarcely any news value, but that, when skillfully handled, make interesting reading. The same methods employed to develop the human interest elements in the informative news story may be used in the human interest, or feature, story.

Conditions Affecting News Writing. Newspapers are written, published, and read under conditions radically different from those under which books are prepared and read. The generally accepted principles of literary composition are based largely on the work of the best authors as published in book form. Conditions peculiar to the production and circulation of newspapers necessitate in news writing a modification of these principles of literary composition but not a change in their fundamental character.

The structure and the style of news stories are determined by: (1) the conditions under which newspapers are written and published; (2) the conditions under which they are read; (3) the character of the readers; (4) popular taste; (5) the typographical form of newspapers.

Rapid Writing. The limited time within which newspapers are produced requires rapidity in news writing and prevents careful revision, thereby restricting considerably those refinements of literary style that are possible for authors who can write and rewrite at leisure. Newspaper style is, accordingly, less finished

than it might be under more favorable conditions. The reporter must learn to write rapidly fluent and correct English. The similarity of news material handled daily likewise tends to the use of stock phrases, hackneyed and colorless, that might be avoided if the news writer, like the author, had a wider range of material and more time in which to pick his words and phrases. Moreover, news must be presented in a concise form, because newspapers receive daily much more news than they can print, and because they generally try to crowd as many news stories as possible into each issue. This conciseness tends to a direct but somewhat bald style.

Conditions of Reading. The rapidity with which newspapers are read is another factor determining their structure and style. Statistics show that the average reader spends from twenty minutes to an hour in "getting the gist" of from 75,000 to 100,000 words of news and general reading matter, exclusive of advertisements. As an aid to the hasty reader, important ideas are placed at the beginning of sentences, paragraphs, and stories, where they will catch his eye. This emphasis of the initial position is the distinctive characteristic of journalistic writing.

The time of day when newspapers are read also affects journalistic style. Evening papers, now much more numerous than morning papers, are read after the day's work is done, when relaxation and entertainment are sought, and when concentrated mental effort is more difficult than it is earlier in the day. To some degree, evening papers are in competition with other popular forms of entertainment, such as motion pictures, radio programs, current magazines, the latest novels, and automobiling. It is not unnatural, therefore, that evening papers should undertake to present news in a light, entertaining form, so that it may be read with the least mental effort and with the greatest interest.

Character of Readers. The character of readers is another important influence on journalistic style. To attain large circulations papers must appeal to all sorts and conditions of men and women. They must attract and interest persons of all social

classes and of all degrees of education. The style of news writing, therefore, in newspapers circulating among all classes must be comparatively simple.

The constant demand on the part of the public for novelty and variety in everything tends to the development of new forms and styles in news writing. New and original methods that prove successful in one paper are quickly taken up by other papers. Fashions in newspaper editing spread rapidly. News writers, accordingly, are encouraged to be original.

Typographical Form. The narrowness of the newspaper column, permitting only five or six words to a line, necessitates much shorter paragraphs than those in literary prose. Long paragraphs are both less attractive and less easy to understand than are short ones. Paragraphs in journalistic writing are about one-third as long as those in literary prose.

Characteristics of News Writing. The effect of all these conditions on the structure and style of news stories may be summarized thus:

Elements of Style

WORDS —

1. Only such words should be used as are understood by the average reader.
2. When it is necessary to use unfamiliar terms, they should be explained briefly.
3. Concrete, specific words and phrases are preferable to general, abstract ones, because they are clearer and more interesting.
4. Trite, hackneyed phrases, although readily understood, lack freshness and originality and should be avoided as far as possible.

FIGURES OF SPEECH —

1. Simple figures of speech, particularly figures of comparison, such as similes and metaphors, are an aid to conciseness and clearness, provided that the persons and things introduced by way of comparison are familiar to the average reader.

2. Elaborate and unusual figures of speech, as well as literary and historical allusions, are likely to interfere with rapid reading.

SENTENCES —

1. The construction of sentences must be evident at a glance, so that they will yield their meaning quickly, with the least mental effort on the part of the reader.

2. Short and medium-length sentences are generally preferable to long ones, because their meaning can be grasped the more readily.

PARAGRAPHS —

1. The length of paragraphs should be about one-third that of paragraphs in literary prose; therefore paragraphs of two or three sentences are the normal type in journalistic writing.

Qualities of Style

1. Journalistic style must be comparatively simple to be adapted to the intelligence of the average reader.
2. It must be absolutely clear, so that the meaning can be grasped quickly.
3. It should be rapid and animated, whenever possible, to sustain the reader's interest.
4. Humor and pathos may be employed to add to the appeal, especially in human interest and feature stories.
5. A smooth, easy style is pleasanter to read than an abrupt, choppy one.
6. The style of news writing should conform to generally accepted usage and should be characterized by good taste.

Structure

1. Important ideas should be placed at the beginning of sentences, paragraphs, and stories, where they will catch the eye of the rapid reader.
2. Details of least importance should be placed in the last paragraphs of a story, so that, if the exigencies of the "make-up" demand it, they may be cut off entirely without much loss to the completeness and accuracy of the presentation.

Clearness. Clearness is the foremost requisite of good news writing. Only when words, sentences, and paragraphs yield their meaning with the least possible mental effort on the part of readers, can news stories be read quickly. The education and intelligence of the average reader demand that this degree of clearness be attained by a comparatively simple style of writing. However effective they may be in other kinds of writing, elaborate sentence construction, literary diction, carefully wrought figures of speech, and any but the most common historical and literary allusions ordinarily have no place in the news story. This does not mean that the simpler literary devices must be abandoned entirely or that newspaper style must be bald and unattractive. News stories demand all the literary ability that a reporter possesses, for, besides presenting the news clearly, they must be interesting and readable. Effectiveness in a simple style lies in that choice and arrangement of words which enables readers to get the meaning with the least effort and the greatest interest.

Concrete, specific words and phrases are preferable to abstract, general terms, because they convey more definite impressions and hence are clearer and more interesting. Figures of comparison, such as similes and metaphors, may be important aids to clearness and interest. Both balanced sentences and parallel construction, because they indicate clearly the relation of ideas, can also be used to advantage.

Conciseness. Conciseness is another essential of news writing. This does not mean that only the bare skeleton of news is required, for good news stories must be clothed with flesh and blood to seem real and to have the necessary human interest. Conciseness demands that no needless word shall be used, that every detail included shall be necessary for producing the desired effect, and that the length of the story shall be exactly proportionate to its interest and its news value. If the reporter tests the value of each detail and can give a good reason for using it, he will not go far wrong in determining the length of his story. If he can

give an equally good reason for every word that he uses, his style is likely to have the desired conciseness.

Originality. Originality of expression is the quality that distinguishes the good news writer from the fair and mediocre one. Constant rapid writing on similar subjects leads to the use of the same words and phrases over and over again. Hackneyed expressions can be used with less effort and with greater rapidity than can new and fresh phrases, unless the writer has accustomed himself to think clearly and accurately in concrete, specific terms. The only way in which the newspaper reporter can make his work rise above the level of the average is by seeing more in persons and events than does the ordinary reporter and by expressing what he sees with greater freshness and individuality. The classic bit of advice given by Flaubert to De Maupassant, the French master of the short story, is of the greatest value to the newspaper reporter who would cultivate in his style clearness, conciseness, and originality. It is in part:

> Everything which one desires to express must be looked at with sufficient attention, and during a sufficiently long time, to discover in it some aspect no one has as yet seen or described. The smallest object contains something unknown. Find it.
>
> Whatever one wishes to say, there is only one noun to express it, only one verb to give it life, only one adjective to qualify it. Search, then, till that noun, that verb, that adjective are discovered; never be content with "very nearly"; never have recourse to tricks, however happy; or to buffooneries of language, to avoid a difficulty.
>
> This is the way to become original.

The following story of a simple ceremony in the navy, as printed in the *New York Times*, illustrates both concrete diction and originality of treatment.

> Rain dripped from the guns of the battleship Arkansas yesterday afternoon and the three-starred Admiral's flag at her main truck hung limp.
>
> Sailors craned around bulkheads and watched from the docks of the Brooklyn Navy Yard and from the cruiser Augusta

near by, the quarterdeck of the battleship, where a group of officers was drawn up.

A bugle blared attention and two figures appeared on the quarterdeck, Vice Admiral Arthur L. Willard, commanding the scouting force, and his Chief of Staff, Captain S. W. Bryant. Captain Bryant hurried down to the dock. The Admiral paused and looked at the ship's officers drawn up to do him honor.

"I never left a ship with more regret," he said huskily as he shook hands with Captain G. B. Landenberger, the commanding officer. "You have made a real home for us here." He strode toward the gangway between eight officer sideboys stationed there, in blue uniforms a bit soggy with rain.

"A real home for us," the Admiral repeated. "Thank you, gentlemen. Good luck; good cruise."

Three chief boatswain's mates put their pipes to their lips and the weird shrilling that has been the due of admirals for centuries skirled about the decks. Admiral Willard stood rigidly at salute as the last notes died away and the damp flag fluttered down.

Then he descended to the dock where Captain Bryant was awaiting him, crossed to the other side of the wharf, climbed another brow leading to the new 10,000-ton cruiser Augusta, to be greeted by another skirl of pipes. A new flag went to the top of the mainmast of the smart new cruiser, and the commander of the scouting force had changed his flagship from the Arkansas, twenty-year-old veteran, to the youthful novitiate, the Augusta.

It was all over in a few minutes, but it meant for the Arkansas, once the most powerful fighting ship afloat, practical retirement from the fighting line.

When she was commissioned in 1911 she was America's first flushdeck superdreadnought and she came to New York to participate in a review of the fleet by President Taft. When the Vera Cruz

incident opened hostilities with Mexico in 1914 the pride of the navy was there, and landed sailors and marines. In 1916 she was at Tampico, while General Pershing was pursuing Panco Villa.

During the first months of the World War the Ark, as she has long been affectionately known, lay ingloriously at Yorktown, Va., or at Port Jefferson, L.I., training gun crews for merchantmen. But in the Summer of 1918 she steamed for Scapa Flow to join the British Grand Fleet. Near Rosyth the German submarines came out to get her but her five-inch guns beat off the attack.

Then the armistice — and the Arkansas was part of President Wilson's escort to the Peace Conference. In 1920 she was assigned to the Pacific Coast, but two years later came back to her "home" waters again and since has left them only for the fleet's annual cruise to Southern waters and on trips to Europe with midshipmen from the Naval Academy.

Royalty has trod her decks, Christian of Denmark in 1923 and Haakon VII of Norway in 1930. For almost 300,000 miles she has steamed through the seven seas. But she came, perhaps for all time, to the end of active duty yesterday.

Captain Landenberger will leave today for duty at Panama and his place will be taken by Captain Percy W. Foote. Most of the officers and many of the crew also are being transferred. Next Tuesday the Arkansas will leave to become the flagship of the training squadron, under command of Rear Admiral Claude C. Bloch.

Good Usage and Good Taste. To some news writers originality seems to mean the use of the latest slang, allusions to the latest popular songs, "fine writing" for humorous effect, and such figurative expressions as are employed by some sports writers for novelty and variety. Into their crime stories they introduce thieves' cant and the language of the underworld. Such mere-

tricious devices, as well as disregard of good usage, have brought the term "newspaper English" into disrepute. Yet the style best adapted to news writing is simple, concise, and lucid — in short, a style that conforms to the best standards for all writing designed primarily to convey information. Even when news writers desire to make their work interesting and entertaining, it is not necessary to resort to methods that violate the principles of good usage and give offense to discriminating readers. By a careful choice of words, by humor that is neither cheap nor vulgar, by pathos that is not bathos, by every legitimate device, the best news writers produce work that is correct, original, and interesting.

Rapid writing is possible without the use of dangling participles, verbs that do not agree with their subjects, pronouns without an antecedent, or mixed metaphors. These errors not only detract from clearness but corroborate the idea that "newspaper English" necessarily means slovenly English.

Good taste characterizes the best newspaper style, as it does that of all good writing. Offensive facts, for example, may be handled tactfully, as they are by writers of good fiction, without prudery and without objectionable plain speaking. Newspapers have not indulged in the frankness of expression that has characterized some recent novels and plays. Profanity and vulgarity, when used by persons interviewed or by witnesses, are generally omitted from direct quotations in news stories. Good taste is also desirable in humorous and pathetic news stories. Humor, to be successful, does not require buffoonery, ridicule, or vulgarity, nor does pathos necessarily mean mushy sentimentality.

Newspapers are read regularly day by day by almost all men, women, and older children in this country and unquestionably influence the language and the taste of their readers. To the extent to which popular usage and popular taste are influenced by journalistic style, the responsibility of news writers as educators of the people is very great.

Paragraph Length. One of the distinctive peculiarities of newspaper style is the brevity of the paragraph. The width of

the newspaper column permits not more than five or six words to a line. The result is that a paragraph of the length usual in prose style — i.e., from 150 to 300 words — would occupy from 25 to 50 lines and would appear disproportionately long for its width. Paragraphs that are long, or that appear to be so, make a piece of writing look solid, heavy, and uninviting. Moreover, the ideas presented in a short paragraph of two or three sentences can be grasped more readily in rapid reading than can those in a much longer paragraph. In news writing, accordingly, it has come to be recognized that short paragraphs are the most effective. Paragraphs containing from 25 to 60 words are sufficiently long. In estimating the length of a paragraph as it will appear in print, it is well to remember that one full line of typewritten copy makes two lines in the newspaper column. Two and a half lines of copy will fill five lines in print and will constitute a paragraph of from 25 to 30 words.

Often a paragraph, particularly the first paragraph, of a news story consists of but one sentence. Paragraphs of two or three sentences are very frequent. A comparison of these short paragraphs with paragraphs in other types of prose shows that what would be subdivisions in the common type of longer paragraph become independent paragraphs in news stories. Thus the unity of the newspaper paragraph is not less marked because of its brevity.

Paragraph Emphasis. As the first sentence of each paragraph is the one that catches the eye of the rapid reader as he glances down a column, the beginning of the paragraph is the position of greatest emphasis. Only six words can be printed in the first line of the paragraph, and this initial group of words first attracts the reader's attention. It is very desirable, therefore, to embody in the first half-dozen words of a paragraph an interesting and important idea. A sentence in the middle or at the end of a paragraph usually attracts less attention than does the first one, and is likely to be less emphatic.

Sentence Length. Newspaper style has sometimes been said to

be characterized by short, disconnected sentences that produce a choppy, staccato effect, and literary critics have described as "journalistic" some fiction that is marked by an abrupt, short-sentence style. As a matter of fact, the style of the American news story does not differ in these respects from that of narrative and descriptive prose in general. The length of sentences in news writing is approximately the same as it is in modern English prose.

In literary prose a sentence of 15 words or less is considered short, one of from 16 to 30 words is of medium length, and one over 30 words is long. The first sentence of a news story, which gives a brief summary of the piece of news, often contains 50 words or more and is to be classed as distinctly long. But, because sentences of less than 30 words are usually less complicated in structure than long ones and yield their meaning more readily in rapid reading, they are to be preferred in news writing. In this connection it is well to remember that a sentence filling a line and a half of typewritten copy contains about 15 words.

Sentence Construction. The newspaper writer seldom has time to revise his sentences carefully. Prevision, not revision, determines their construction. The rapid writer must be able to marshal his words and phrases quickly in the best order. He must foresee the finished sentence as he begins to write it. Only thus will the parts of his sentences be so arranged that they can be easily grasped.

The prime requisite of a good sentence is that its grammatical construction shall be evident. The essential parts of a sentence — subject, verb, and object — must be made to stand out clearly. Any arrangement that buries these principal parts or that conceals their relation to one another, confuses the reader. The verb must not be too far separated from the subject, and the object must not be too far removed from the verb. Long rambling sentences with no evident plan also tend to confuse the reader. The reporter, therefore, must not crowd into one sentence more than the reader can quickly apprehend as a single statement.

No sentence should contain anything that is not an essential part of the thought to be expressed.

To make the grammatical construction evident, the writer should keep the same point of view throughout a sentence. He should not change needlessly the subject of the sentence, when there are two or more verbs, or change unnecessarily the tense or the voice of the verbs.

Closely related parts of a sentence should not be so widely separated that the connection among them is not obvious. Modifying words, phrases, and clauses must be so placed that their relation to the words which they qualify cannot be mistaken. Pronouns and words of reference should clearly point backward or forward to the one element to which they refer and to no other. By the use of proper connective words, the interrelation of the parts of the sentence can be made absolutely clear.

Seven common grammatical errors that cause confusion in sentence construction are: (1) the use of a plural form of the verb with a singular subject, or of a singular form of the verb with a plural subject, particularly when subject and predicate are separated by intervening words, phrases, or clauses; (2) the use of pronouns in such a way that the antecedents to which they refer are not unmistakable; (3) the use of a participle or a participial phrase as the subject of a sentence; (4) the use of a participle or a participial phrase at the beginning of a sentence that does not modify the subject; (5) the use of coördinate conjunctions, like "and" and "but," to connect dissimilar parts of a sentence, instead of connecting words with words, phrases with phrases, and clauses with clauses; (6) an incorrect position of correlatives, like "either... or," and "not only... but also," with reference to the elements that they connect; (7) the use of a relative clause beginning with "which" or "whose" to refer to a whole statement rather than to a word. The reporter should watch carefully his subjects and verbs, participles and participial phrases, pronouns and their antecedents, and coördinate and correlative conjunctions.

Since punctuation marks are important as a means of indicating construction, they should be used correctly. Rules for punctuation should not be regarded as arbitrary devices. Properly applied they will aid the writer to make his meaning clear.

Sentence Emphasis. For rapid reading, the beginning rather than the end of a sentence is the position of greater emphasis. As the eye runs through a paragraph, it takes in first the initial group of words in each sentence. It is necessary, therefore, that the first group in each sentence shall contain a significant part of the thought that the sentence is to express. Even when the sentence begins with a phrase or a dependent clause, this principle of emphasis should be observed. Such connectives as "however," "therefore," and "accordingly" should be placed, not at the beginning of the sentence, but after the initial word or group of words. Ordinarily explanatory phrases, such as "he said," "the speaker continued," should not be placed at the beginning of the sentence, but should be inserted after a significant part of the direct or indirect quotation. Before beginning to write a sentence, the writer should decide what the most important or the most interesting part of his statement is to be, and should try to frame the sentence so as to place that part at the beginning. The middle or the end of a sentence, particularly if it is a long one, is an unemphatic position for an important idea.

The Structure of News Stories. The emphasis given by the initial position is especially important in the structure of the news story. Into the first paragraph or paragraphs, as the place of greatest prominence, are put the most important parts of a piece of news. The rapid reader desires to get the gist of the news at a glance. By summarizing the significant details in a paragraph or two, the newspaper enables him to find out just what has happened without reading the whole story. The opening paragraph or paragraphs that present the substance of the news in a nutshell are called the "lead."

After the lead the story usually gives in logical order a more or less detailed report of the event or utterance, from beginning to

end, so that readers whose interest has been aroused by the lead may have a full report of it. In thus giving a complete account of the piece of news, the reporter seldom attempts to work up to a climax at the end of the story. In fact, the tendency is to place the least important details in the last paragraphs. It is thus possible to cut off these last paragraphs without destroying the completeness of the account. Even after the story is in type, the requirement of fitting it into a column with other stories sometimes necessitates cutting off the last paragraphs. These contingencies of editing and make-up demand that each paragraph shall be so rounded out that it may serve as the end of the story if succeeding paragraphs are cut off.

The Lead. The beginning, or lead, of the news story presents a new problem to persons unaccustomed to writing news. It requires great skill to choose, arrange, and express concisely the essential elements of a piece of news. Nowhere is it truer than in news writing that "well begun is half done." In the typical lead the reporter gives, in clear, concise, yet interesting form, the gist of the whole story, and at the same time emphasizes, or "plays up," the "feature" of it that is most attractive. The lead, as the substance of the story, should tell the reader the nature of the event and the persons or things concerned in it, as well as the time, the place, the cause, and the result. By including these essential details in the lead, the reporter may be said to be answering the six questions that a reader would naturally ask concerning the piece of news: What? Who? When? Where? Why? and How?

The lead may consist of one paragraph or of several paragraphs, according to the length of the story. For short news stories a one-paragraph lead consisting of a sentence or two is often sufficient, because the substance of the piece of news can be given in from 30 to 60 words. In a longer story the greater number and complexity of the details may require several paragraphs for the lead. For a long, complex story consisting of several parts, each under a separate heading, an independent lead of a number of

paragraphs may be written, to serve as a general introduction to the whole group of stories on the same subject. Usually, however, the lead is an integral part of the story, giving the gist of the piece of news in a paragraph or two, in such a form that the rest of the story may be cut off in the editing or the make-up without depriving the reader of any essential point.

Playing up the Feature. Before the reporter begins to write, he must determine what is the most significant and interesting phase of his piece of news, in order that he may play up this feature at the very beginning of his lead. As the feature is the phase of the news that has the greatest news value, he should apply to his facts the tests of news values discussed in Chapter II. The element of his news, therefore, that will be of greatest interest and significance to the largest number of readers as measured by these tests, should be selected as the feature for his story. At the same time he must present in the lead all the other important facts necessary to make clear the feature and its relation to the rest of the news of which it is a part.

Although any of the essential facts may be played up as the feature in the lead, some are less likely than others to deserve such emphasis. The time of the event, for example, is usually not a significant point, and stories should seldom begin with such unimportant phrases as "Early this morning," "At two o'clock this afternoon," "Last night," "Yesterday afternoon." Occasionally the exact hour of some important action, such as the adjournment of the final session of Congress or of the state legislature, which has been anticipated but could not be definitely fixed in advance, has enough interest to occupy the initial position as the feature of the lead. Names of persons are not usually placed at the beginning of the story unless they are well known. Some feature of the news in which an unknown or little known individual is involved is very much more interesting to readers than the individual's name, address, and occupation. When, on the other hand, persons widely known figure in the news, their names may be played up as the feature. The place where the event occurred is gen-

erally indicated in telegraph news by the date-line and is not usually played up in local news stories. News stories should not begin with such phrases as "At 116 Western Avenue," "In the lobby of the Strand Theater," "On the corner of Williams and Chestnut streets," "Near the New York Central station." Rarely is the exact location the most important fact of the news.

The best features for the lead of news stories are important, distinctive, or peculiar causes, results, circumstances, or other phases of the news, because significant, novel, unusual aspects of activities or utterances have the greatest interest for most readers.

How any one of the seven essential elements of the lead may be featured, or played up, by being placed in the first group of words at the beginning of the story, is shown in the following examples:

The Time — When?

(1)

At 12:01 tonight all clocks in this city will be moved ahead one hour, as daylight saving time begins tomorrow, according to the ordinance passed by the city council at its March meeting.

In the last minute of the game, Wilton college defeated the State Normal school by a score of 6 to 0, in one of the hardest fought football games of the season, yesterday afternoon on Johnson Field.

The Place — Where?

(1)

Within half a block of his home, peacefully sleeping in a cellar of a new bungalow, James Williams, four-year old son of Mr. and Mrs. Arthur Williams, 465 Park Road, was found early this morning, after hundreds of neighbors had spent the night searching every part of Lakeside Park in an effort to find the little boy who was reported missing from his home late yesterday afternoon.

(2)

At the same railroad crossing at which his son was killed last spring, Harlow Smith, farmer, R.F.D. 5, was fatally injured about midnight when his automobile was struck by a fast freight train on the Milwaukee Road, on Highway 51, near Long Prairie.

The Name — Who?

(1)

Governor Philip Wilkins denied the rumor today that he would call a special session of the legislature to consider the defects of the state income tax law, parts of which were declared unconstitutional by the State Supreme Court yesterday.

(2)

The United States Steel corporation will raise the wages of its unskilled workers here 20 per cent on Sept. 1, according to a notice posted at the office of the local plant this morning.

The Event — What?

The dedication of the new municipal auditorium will take place on the Fourth of July, according to the announcement made by Mayor John Schmidt at the weekly meeting of the city council last night.

(2)

The closing of all stores and offices in this city from 11 until 3 o'clock on Good Friday was decided upon by the Association of Commerce at its monthly meeting in the Merchants and Manufacturers building last night.

The Result — What?

(1)

Three-hour final examinations, instead of two-hour ones, will be held in all university classes, beginning next June, as a result of the action taken by the University faculty at its monthly meeting yesterday afternoon.

(2)

One man was killed and two were fatally injured by a cave-in of the new Center street sewer, near the corner of Sixth street shortly before noon today.

The Cause — Why?

(1)

Reckless driving on the city streets caused the death of two speeding automobile drivers here on Sunday, according to the police.

(2)

Failure to pass the proposed garbage disposal ordinance by the city council last night leaves the city without any system of collecting garbage for another month, unless Mayor Hawkins calls a special meeting of the council in the meantime.

The Significant Circumstance — How?

(1)

Posing as a gas meter inspector, a thief gained entrance to the home of John C. Sherman, 1615 Warren street yesterday afternoon, and stole a gold watch and a pocket-book containing $20.

With a burst of flame and smoke and a roar like a six-inch gun, the cover of a manhole at Broadway and Seventh street was blown into the air by a sewer gas explosion early this morning.

Grammatical Forms for the Feature. Variety of form for the first group of words in which the feature of the story is played up in the lead can be given by the use of seven types of beginnings: (1) the subject of the sentence, (2) a participial phrase, (3) a prepositional phrase, (4) an infinitive phrase, (5) a dependent clause, (6) a substantive clause, (7) a direct quotation.

The subject of the sentence frequently contains the most telling idea of the lead and therefore occupies the emphatic position at the beginning, as in the following stories:

(1)

One-way traffic on Chestnut and Sixth streets, to avoid the present congestion and lack of parking space, is advocated in a report of the traffic committee of the Chamber of Commerce, presented to the directors at their weekly luncheon meeting at the Park hotel this noon.

(2)

The electric lighting system in the West Park district was put out of commission for three hours during the sleet storm last night when a large elm tree fell at Race and Twenty-fifth streets, carrying down with it the feed wire supplying the suburb.

A participial phrase, constituting the first group of words, is often a convenient grammatical form in which to play up a significant feature. Two common errors that should be avoided in this construction are: (1) the "hanging," or "dangling," participle, which does not modify the subject of the sentence, (2) the use of a participial phrase as the subject of the sentence. Correct and effective use of the participial phrase is shown in the following leads:

(1)

Defending his stand against the reduction of teachers' salaries, Superintendent of Schools Warner declared that he would appeal to the Parent-Teachers association in each ward to urge a larger appropriation by the city council next week to enable the board of education to maintain the present scale.

(2)

Overcome by remorse because he had deserted his wife and three small children in Sioux City, a man who gave his name as Peter Wollfert, appealed to Mary P. Lane, secretary of the Public Welfare association, to furnish him a railroad ticket so that he might return to them.

Prepositional phrases, either adjective or adverbial, may be used to bring out an emphatic detail; for example:

> By jumping fully dressed into the ice-cold water of Lake Orton, William Weiss, janitor of the Martin apartments, East Wilson and Thirty-fourth streets, rescued Arthur and Frank Neidner, 13-year old twin sons of Carl Neidner, 113 Twenty-eighth street, who were thrown into the lake last night about eight o'clock, when their canoe capsized near the north shore.

(2)

> Under the contributory pension measure for all city employees, signed by Mayor Wilcox this morning, 125 persons who work for the city may retire at the age of sixty on an annuity of approximately fifty per cent of their average salary during the five years preceding their retirement.

Infinitive phrases, expressing purpose, may be employed to advantage, as is shown in the following cases:

(1)

> To encourage saving by boys and girls in the Dover public schools, the First National bank announced today an offer of prizes amounting to $200 for the three children who save the most during the coming school year. All contestants must present a detailed report of the amounts they have earned and saved.

(2)

> To prevent a repetition of the fatal automobile accident of last week, the officials of the New York Central railroad have decided to maintain a watchman at the Western avenue crossing all night, according to a letter received this morning by City Engineer Harvey.

Causal, concessive, conditional, and temporal clauses at the

beginning may be employed to give emphasis to the feature of the story; for example:

(1)

Because their nominating petitions did not contain the required number of names of qualified electors, two candidates for alderman, Charles Swain, Fourth Ward, and Michael Connolly, Twelfth Ward, will not have their names on the ballot in the coming spring election, according to City Clerk Johnson.

(2)

Although Coach Stoughton is being urged by many of the alumni of Harrison college to return for the next football season, he was unwilling to say today whether or not he would reconsider his resignation placed in the hands of the trustees last week.

(3)

If the popular summer concerts of the Civic Orchestra are to be continued next season, a guarantee fund of at least $5,000 must be raised before May 1, according to Director Karl Unverhau. The deficit this summer, he said this morning, made another series of concerts next season impossible without a guarantee.

(4)

While he was demonstrating a patent fire escape of his own invention, Oscar Winkel, a machinist, 1811 Tenth street, fell from the second story of the apartment house at that number and escaped with a broken arm and a dislocated shoulder.

A substantive clause as subject of the first sentence is a convenient type of beginning, particularly for an indirect quotation in reports of speeches, interviews, testimony, etc. Different forms available are shown in the following leads:

(1)

How wages in industry can be adjusted to the cost of living in every community in this country, was explained by Bruce T. Blain, head of the industrial relations department of the John R. Stokes Motor Co., at the weekly luncheon of the Rotary club at the Park hotel this noon.

(2)

Why the Consolidated Street Railways company is unable to pave between its tracks unless a higher fare is permitted by the State Utilities commission, was brought out in the hearing before the transportation committee of the city council at the city hall last night.

(3)

That the two witnesses to the will of the late William R. Shields did not see him sign the document and did not sign in the presence of each other, was developed yesterday afternoon in the suit of Frank W. Shields, his step-son, brought in the probate court to have the will declared void.

A direct quotation at the beginning of the lead is a means of giving to the reader at once the important statement of a speech, report, interview, confession, or other utterance. The following examples, and those given in the discussion of reports of speeches, meetings, etc., in Chapter VI, illustrate the effective use of the quotation:

(1)

"I took the shoes so that my little girl could go to school when the term opens on Monday," was the defense offered by John Hoppiman in the superior court this morning when charged with stealing a pair of child's shoes from the Palace Shoe company's store on Eagle street last night.

(2)

"No cigarettes sold to minors," is the sign conspicuously displayed in most of the candy stores in the vicinity of school

houses in this city, because the new ordinance recently passed by the board of aldermen in an effort to curb smoking among young school boys went into effect today.

Faults in Leads. In an attempt to put all of the interesting and important details into the lead of his story and to play up the feature, the novice should beware of four common faults: (1) overcrowding the first sentence; (2) writing a complicated rambling sentence; (3) incorrect grammatical construction; (4) beginning with unnecessary or unimportant words.

The effect of trying to include all of the details of a case in the first sentence of the lead is shown in the following example:

That James Willots, an employee of the Fairview Gas and Electric company, as a result of a fall in the company's Lakeside plant suffered a severe concussion of the brain which changed his entire disposition from that of a pleasant man to one given to moroseness and taciturnity, caused strange lapses of memory, making him inefficient and leading to his dismissal, and finally to his death at the Rankin sanitorium last July, is recited in the findings of the state industrial commission, which on Saturday awarded his widow, Mrs. Mary R. Willots, 879 West Hamilton street, the sum of $3,000, under the workingman's compensation law passed by the legislature last winter.

The type of sentence that is difficult to read because the construction is not evident at a glance and because one clause after another is tacked on, is illustrated by the following lead:

Drizzling rain, the nearest approach of which to being the initiation of April showers was a brief recess in the late afternoon, when the sun came out long enough to dry exposed pavements, contributed locally to the rapid rise of the Crawfish river yesterday, and the result was another flurry of excitement among

the ever-vigilant residents of the West Side, who for the second time within a week moved their furniture and other valuables to the top floors of their homes in expectation of another inundation.

How the grammatical construction may be incorrect as a result of the reporter's failure to keep in mind the interrelation of the parts of the statement, comes out in the following examples:

(1)

Without so much as a scratch on his body, but unable to remember his name, section hands found sleeping in a corn field between this city and Crawford, the man who was reported to have leaped from the fast mail train between Chicago and Minneapolis on the Burlington road last night.

(2)

Eloping in a kitchen apron, being married in Illinois, found by the police in a Waukegan hotel, separated, jailed, and finally brought back to this city only to have District Attorney Johnson declare that they were legally married, was the strenuous program carried out by a 15-year old girl, Miss Anna Stressing, 543 Clark street, and Oscar C. Straub, 23 years old, 678 Tenth avenue.

(3)

To be beaten up by a man from whom he tried to collect a bill and then arrested for carrying a revolver by a patrolman whom he asked to arrest his assailant, is the story told by Lewis Hurson, a city salesman for the Eureka Grocery company, living at 62 Fourth street, when he was brought before Judge Paget in the district court this morning, charged by Patrolman John Willing with carrying concealed weapons.

Because it is desirable to place the most significant and interesting feature at the very beginning of the first sentence, unnecessary or unimportant words should be avoided. The articles "A,"

"An," and "The" are often necessary, but in a number of instances they can be omitted; thus, "Fire destroyed, etc." is preferable to "A fire destroyed, etc.," and "Government ownership of public utilities, etc.," to "The government ownership of public utilities, etc." It is seldom necessary to start the lead with such words as "There is" and "It is"; instead of beginning with the words, "There were important developments in the Wilkins suicide case," it is better to write "Important developments in the Wilkins suicide case, etc."

Although numerical figures are frequently an important feature, they should never be used at the beginning of a sentence. To avoid putting the figures first when round numbers are given, such forms may be used as "About 250 students," "Over 1,200 chickens," "Nearly 750 gallons of milk." If numbers seem necessary at the very beginning, they may be spelled out, thus: "Three thousand citizens greeted," etc., "Two hundred and fifty students voted," etc.

Explanatory Matter. In the lead of all stories of events that are closely associated with preceding events, such as "follow-up" stories, it is customary to give briefly sufficient explanatory information to make the event described clear in its relation to the earlier ones. Readers may have overlooked the stories of the preceding occurrences, and, unless reference is made in the later stories to the earlier developments, the stories following will not be entirely clear. An explanatory phrase or clause is generally sufficient, but sometimes a whole sentence is essential.

Unconventional Leads. Instead of starting with the usual summary lead that contains all the essential points of the piece of news, some stories lead up gradually to the most important and interesting part. In thus keeping the reader in suspense, these stories approximate fictitious narratives. The only requirement that can be laid down for the beginnings of such news stories is that, like the opening paragraphs of a fictitious short story, they should arouse the reader's interest sufficiently to lead him to read on to the end.

Other beginnings for news stories include: (1) a direct question or a series of direct questions; (2) a striking statement; (3) direct address to the reader as "you"; (4) the reproduction of a classified advertisement, a sign, a telegram, or a "boxed" statement; (5) a few lines of verse.

An example of the type of story that follows the chronological order instead of beginning with a summary lead, is the following one from the *New York Times*:

> It was still dark yesterday morning when Salvatore Piazza stepped from the doorway of his home, at 931 Forty-sixth Street in the "poverty beach" district of Brooklyn, clutching under his coat an ancient, rusted revolver. In the cold flat behind him his wife and seven children were sleeping the restless sleep of those who go to bed hungry.
>
> The father, a carpenter out of work three months, had been awake for hours racking his brain for some way to get a Christmas meal for the family. Toys and a tree were out of the question, of course — but at least they should have food. And finally he remembered the long-barrelled revolver. He pondered a long time before he reached a decision, but at last his mind was made up.
>
> It was snowing when he stepped into the street, and just around the corner he could hear the muffled sound of the wheels of Herman Jensen's milk wagon, the clink of bottles on the steps of the shabby houses and the clop, clop of the horse's hoofs. The carpenter took a firmer grip on the rusty old revolver and turned into Forty-seventh Street.
>
> Jensen almost dropped his metal bottle carrier as the white-faced apparition, awkwardly holding the ancient weapon, confronted him in the middle of the street.
>
> "I want money," said Piazza, foregoing the orthodox "Hands up" of the professional hold-up man. And his hand trembled.

Jensen instantly sensed the inexpert air of the snow-powdered highwayman.

"I have no money," he said. "You can search me and see."

Piazza searched him and found that he had spoken the truth. Then he apologized. He told of the seven children back in the cold flat, of his futile tramping about for work, of the cheerless Christmas in prospect for him and his family.

"I can give you some milk," said Jensen. "At least that will be something for your kids."

With tears in his eyes, and still apologizing, the carpenter shoved the clumsy, useless revolver into his coat, took the milk and started back to the house through the thick-falling snow.

Jensen, watching him go, got to thinking that a man in the carpenter's plight, possessing a weapon, might be desperate enough to harm someone, so he followed in Piazza's footsteps and saw him enter the dilapidated shack at 931 Forty-sixth Street. He turned back and told Patrolman Sundquist about it a few minutes later and the carpenter was arrested.

An examination of the revolver showed that it was unloaded and that it would not work even if it was loaded, but Piazza was taken to the Bath Beach police station, leaving the seven children, who range in age from 1 to 12 years, standing around their mother, crying. Christmas for them would be even worse than they had expected.

In Coney Island court Louis Baumann, a lawyer, heard Piazza's story and talked to him in the detention pen after Magistrate Hirshfield had fixed bail on the Sullivan law charge at $500 and had refused to set bail on the robbery charge. Then Baumann went downtown before Supreme Court Justice Faber and repeated Piazza's story. He asked that bail be fixed on the robbery charge, and, with the consent of John Lee, Assistant District Attorney, this was done.

Baumann got someone to put up the bail and Piazza was freed, pending hearing Dec. 31. An hour later he left the Elks Building in Schermerhorn Street with two large baskets of Christmas food weighing him down, to rejoin his wife and children in the flat at "Poverty Beach." The family will have a good Christmas dinner, after all.

The use of a question and of a series of questions is illustrated by the following stories:

(1)

How often is the weather man right in his predictions?

About nine times out of ten, according to John H. Hart of the U. S. Weather bureau at Washington, D.C., whose duties include the checking of weather forecasts with the actual weather. He is in Milwaukee visiting his brother, Andrew T. Hart, 961 Olive street.

"Many persons may be inclined to doubt the accuracy of the weather bureau's forecasts, but a constant check is kept and accuracy ranges from 80 to 90 per cent," he said.

"People always notice wrong forecasts but pay little attention when the forecast proves correct."

Mr. Hart has charge of the weather prediction school at Washington where about 80 young men study meteorology. Until a student can forecast rightly 80 per cent of the time, he cannot get a job.

Who is responsible for the collapse of the Pearl Theatre in Western Avenue?

Who permitted the construction of a roof which the results show was a menace to the lives of many persons from the time the theatre was opened?

How much of the blame is on the city building department?

How much blame attaches to the city council?

How about the architect and the owner of the theatre?

How many Chicago theatres — motion picture theatres and theatres of various types — are as dangerous potentially as the Pearl Theatre?

Questions such as these will be met by the council committee on buildings, which tomorrow will take up an inquiry into the Pearl Theatre case. The roof of the Pearl, Western avenue and Downey street, caved in last Monday, and a disaster was averted because no show was in progress at the time.

A striking statement at the beginning of a news story, particularly in the form of a short sentence, may be used to good effect. Usually the feature of the story is played up in this initial short sentence, which may be followed by a longer explanatory one containing the other essential details or by a series of short sentences each of which contains an important detail. This kind of lead is in reality only the breaking up of the long one-sentence lead containing all the essentials into two or more shorter sentences. Greater emphasis is thus gained for the particulars set off in the short sentences. Examples of such leads are:

(1)

Some nurses are going to prison in July, but not as punishment for any wrong doing.

In accordance with a recent bill passed by Congress placing medical service under the public health bureau, according to Miss Lucy Minnigerode, superintendent of nurses in the public health service, who is here attending the nurses' convention, the first nurses will go to the infirmary of the federal penitentiary at Leavenworth, Kansas, on July 1.

(2)

The crime wave is over. Chief of Police Watson says so. Over 1,500 persons applauded his statement at the high school auditorium last night. Every

one present was convinced, after the chief had spoken, that the police have the situation in hand.

(3)

The "fatherless frog" is in Washington. He arrived here this morning. He has two big bulging eyes, a big white throat, and for all the world looks just the same as millions of his brothers who occupy thrones on lily pads in some muddy creek. According to Prof. Jaques Loeb of the Rockefeller Institute of Research, however, this particular Mr. Frog, on exhibition before the Congress of Hygiene and Demography here was hatched from the egg of a female by a chemical process.

(4)

If Ali Baba's Forty Thieves were arrested in a modern American city, the chances are that only six would be finally convicted and punished.

According to statistical averages gathered in past surveys and now being reconsidered by the National Commission on Law Observance and Enforcement, at its headquarters here, the other 34 thieves would slip through the meshes of the law.

A striking idea presented as a direct question is shown in the following story taken from the *Chicago Tribune*:

"Shall we shoot old preachers?"

Several aged ministers attending the Rock River conference at the First Methodist Church of Evanston sat bolt upright in their seats last evening when Rev. George P. Eckman, editor of the Christian Advocate of New York, asked this question. They blinked hard and in unison when he repeated it.

"Shall we shoot old preachers?"

A general sigh of relief was heard when he offered his explanation.

"We might as well shoot them," he said, "as let them starve on the pitiably small incomes that some of them have.

They have served long and useful lives. Why should their last days be spent in want and suffering?"

Rev. Eckman was the principal speaker at the anniversary of the Society for Superannuated Preachers. He dwelt at length on the increasing hardships that confront the preacher who has grown too old to perform active service.

The following lead shows how the direct address form may be used to good effect:

Hold your watch in your hand. Every time the second hand comes around, one person in the United States is injured in an automobile accident, and every 20 minutes someone is killed.

Over 75 per cent of such accidents are the result of carelessness on the part of the automobile driver, according to Charles M. Wilson, chairman of the Safety First committee of the local Association of Commerce, in a report given out today.

How reproductions of a sign and of a classified advertisement were used at the beginning of news stories is shown in the following examples:

(1)

THIS PLACE CLOSED BECAUSE OF BURGLARY. GETTING NEW STOCK. BURGLARS TOOK EVERY THING.

This was the placard in the window of the Empire Waist Company, 155 West Washington St., this morning. It was alone in the show window, for the wax figures usually adorned with the latest styles in blouses were missing.

"Burglars took everything," was right. When David Levin, the proprietor, opened his store early this morning prepared to do his usual Saturday business, he found nothing left in the store.

Burglars had even taken the blouses from the wax figures in the show window.

Then he lettered the sign, stuck it in the window, and adjourned business until he could buy a new supply of goods.

About $1,200 was the value of the stock stolen, according to Mr. Levin.

(2)

LOST — Airdale, six months old, answers to name of "Buddy." Child's pet. Reward; no questions asked. 216 Riverview Boulevard.

For three days and nights three-year old Marjorie Walker has been crying for her "Buddy" who disappeared from the home of her father, John C. Walker, 216 Riverview Boulevard, but today she hopes that someone will see the above advertisement and bring back her pet.

Occasionally a few lines of verse may be used to advantage at the beginning of a news story, but the device should be employed sparingly; for example:

"Here lie the remains of Old Bill Quay,
Who died maintaining his right of way;
He was right, dead right, as he drove along,
But he couldn't be deader if he'd been dead wrong."

The driver who refuses to yield his right of way is more dangerous than the man who knows nothing about the rules of the road, in the opinion of Chief of Police Henderson, who discussed this morning the causes of the increasing number of serious automobile accidents in this city.

The Body of the Story. Following the lead comes the body of the story, which generally consists of a more or less detailed account of the event. The length of the story is determined by the importance of the piece of news or by the degree of interest that the reporter can arouse by his manner of handling it. In narratives of events, the main part of the report usually presents the

incidents in the order in which they took place. As in all narration, so in news stories, it is essential to pick out those particulars that are most interesting and most significant in relation to the feature of the story. If the details are arranged in chronological order, and this order is made evident by means of connective words and phrases, the reader can follow the account easily from beginning to end.

All the methods used by writers of fiction to make short stories and novels realistic and attractive may be applied to the writing of news. Concise descriptive touches that suggest a picture, in place of detailed description, are always effective. Accounts of eye-witnesses, exclamations and remarks made by by-standers, comments by those concerned, dialogue between persons involved — all add to the life and interest of the story. Every legitimate literary device may be used to advantage in writing the day's news, provided that it does not require too much space.

Impersonal, Objective Reporting. All good news writing is impersonal and objective, uncolored by the opinions, beliefs, or prejudices of the reporter or by the policies of the newspaper in which it appears. Every good reporter is an accurate, unbiased observer who writes impersonally of the day's events without fear or favor. He keeps himself and his opinions out of his news stories. He undertakes to report what he sees and hears in as careful and accurate a manner as it is humanly possible to do. He presents the facts as he finds them and lets his readers draw their own conclusions. He never "editorializes" by comments, arguments, or appeals. It is his function to inform his readers, not to convince or persuade them.

Some newspapers not only permit but require their reporters to write in such a way that their news stories shall conform to the policies advocated in their editorial columns. News stories written to reinforce editorial policies are called "policy stories." In such stories those facts that are favorable to the editorial attitude of the paper are given the most space and prominence, and those that are unfavorable are minimized or suppressed. The

purpose of "policy stories" is to report the day's news in such a manner that it will influence the opinions of readers. Obviously, news writing of that type is not objective, unbiased, or accurate, however good may be the cause that it aims to support.

Although most well edited newspapers do not permit their reporters to write "policy stories" or to inject personal opinions and interpretations into their stories, they often do allow their special correspondents in signed stories to interpret the news, particularly when it concerns political, social, or economic questions. Thus a newspaper's special correspondents at the state capital, in Washington, D.C., and in foreign cities, as well as those who may be sent to report conditions in various parts of this country or in foreign countries, are often permitted to interpret and discuss the significance of events and conditions. Such discussions by correspondents who are thoroughly familiar with the conditions of which they write may supplement the paper's explanatory editorials. In other instances, the correspondent's comments and interpretations may differ from those of the paper's editorial writers. Some newspapers permit or require their correspondents to color news and comments to agree with the editorial policies.

Since the press associations furnish their news to papers that differ radically in editorial policies, their news stories are usually uncolored, unbiased, and impersonal.

A steadily increasing tendency is noticeable on the part of most newspapers throughout the country to demand of their reporters careful, accurate presentation of the news, regardless of the paper's editorial policy.

SUGGESTIONS

1. Always write legibly; use a typewriter whenever possible.
2. Never single space your copy or write on both sides of the sheet.
3. Write your last name and the slug title of your story in the upper left-hand corner of each sheet of copy.
4. Write the word "more" in parenthesis at the end of each sheet except the last.
5. Put the mark (#) or the figure "30" in a circle at the end of every com-

plete story; write "more" in parenthesis at the end of an incomplete story.

6. Make all your punctuation marks unmistakable.
7. Select the most interesting phase of the news as the feature of the story and place it in the first group of words at the beginning of the lead.
8. Answer satisfactorily in the summary lead the questions: Who? What? When? Where? Why? How?
9. Don't overload your first sentence with unessential details.
10. Think through the grammatical construction of each sentence before you begin to write it.
11. Beware of hanging, or dangling, participles at the beginning of a sentence.
12. Watch your pronouns.
13. Be sure that the verb agrees with the subject of the sentence.
14. Make your meaning absolutely clear to the rapid reader.
15. Be concise; don't use needless words.
16. Use superlatives sparingly.
17. Find the one noun to express the idea, the one adjective, if necessary, to qualify it, and the one verb needed to give it life.
18. Remember that six lines of typewriting make a paragraph of maximum length.
19. Avoid beginning successive paragraphs with the same phrase or construction.
20. Don't place important particulars of your story in the last paragraphs, where they may be cut off in the editing or the make-up.
21. Use an unconventional lead when the news warrants it.
22. Verify all names in every story.
23. Remember that "newspaper English" should be synonymous with good English.

CHAPTER VI

SPEECHES AND MEETINGS

Various Forms of Utterance. News stories of speeches, lectures, sermons, reports, and meetings are concerned largely with direct and indirect quotations of written or spoken expression. They contain only a small, incidental narrative-descriptive element, used for the purpose of presenting the circumstances under which the utterance was made. The large and important part of such stories consists of a reproduction, in complete or condensed form, of the original expression. Accuracy in reproducing not only the thought but the spirit of the utterance is the prime requisite.

Reporting Speeches. In reporting speeches, lectures, and sermons, the newspaper worker either takes long-hand notes and later writes his story from them, or writes the body of the story in long-hand as the speaker talks, and later adds the introduction, or lead. Unless the utterance is of much more than ordinary importance, newspapers have not room for a detailed report of it; in fact, only a small fraction of an hour's talk is generally reported in the press. By selecting significant statements, by summarizing parts that need not be quoted directly, and by omitting a great many details, the reporter can give an accurate report of what was said. With a little practice, he can remember a statement, word for word, long enough to put it into writing. By repeating this process for every important statement that he desires to use, he can give a verbatim, but necessarily condensed, report of any speech.

Shorthand is not so generally used by reporters in this country as it is in England. Because of the length of time that it takes to transcribe shorthand notes, the reporter finds it quicker either to take notes or to write a "running story" of a speech. Nevertheless, some newspapers interested in securing the greatest possible degree of accuracy in speech reporting are turning more and more

to reporters who can write shorthand. Frequent use can be found for shorthand by reporters and correspondents in various kinds of news gathering.

Verbatim Quotation. Direct verbatim quotations of all utterances are generally preferred for news stories. Whenever a copy of any of these forms of expression can be obtained, it is desirable for the reporter to get one either before or after the utterance is made. Frequently copies of addresses, lectures, sermons, or reports can be obtained, and exact reproduction is thus made possible. When a copy is not available, the reporter is dependent upon himself to get the equivalent of it by taking down as nearly as possible a verbatim reproduction of such parts of the utterance as he desires.

Advance Copies. It is always a great advantage to a newspaper to obtain in advance a copy of a speech, report, or any document, so that it may be edited and set in type ready to print as soon as possible after it is given to the public. Such advance news must always be plainly marked to be "released" for publication at the time when it is to become public. When, for example, a copy of a speech to be delivered by the mayor at the laying of a corner-stone at eleven o'clock in the morning on Washington's Birthday is obtained a day or two in advance, it is marked at the top of the first page, "Release, 12M., February Twenty-second." Thus, in the first edition of the evening paper published after 12 o'clock on February 22, as much of the speech as is desired can be printed, within a few minutes after the mayor has concluded his address. In writing an advance story based on a copy of any utterance or document, a reporter or correspondent should never fail to make absolutely clear, by means of a release notice at the top of the first page, the exact time at which the story can be published. If the date and hour at which news will become public cannot be fixed in advance, the copy or story is marked, "Hold for Release," with some indication as to the probable time when it can be published. In such cases the reporter notifies his paper of the exact time of release as soon as it is fixed.

Newspapers always regard most scrupulously the release date that a reporter places on the advance copy and on his story. To violate the confidence of men who furnish news in advance by publishing it before it should be released is considered by newspaper men as a serious breach of trust.

Even after an advance copy of some utterance has been obtained and a story written on the basis of it, the reporter should not neglect to assure himself that the speech was delivered and that the speaker did not deviate from the prepared manuscript. Not infrequently a speaker is unexpectedly prevented from filling an engagement, or the delivery of the speech is delayed beyond the time set for it. It is awkward for a newspaper to publish an address that is not delivered at all or to print one before it has been given. Moreover, speakers often depart from their prepared manuscripts and make additional statements that have as great news value as anything in the copy furnished in advance. Hence a reporter should protect himself and his paper whenever possible by being present on the occasion of the speech, even though he may have written an advance story on it.

Problems in Reporting Speeches. The two main problems in reporting the various forms of oral or written expression are: (1) how to get accurately both the words and the spirit of the utterance, and (2) how to condense long utterances effectively. Four common dangers to be avoided are: (1) carelessness in taking down the utterance; (2) distortion in condensing by giving disproportionate space and emphasis to some points; (3) the playing up in the lead of statements that, taken from their context, are misleading; and (4) misrepresentation due to prejudice or partisanship on the part of the news writer or his paper.

Clear thinking is as essential in reporting speeches as it is in all other news gathering and news writing. Whether he takes notes as the speaker talks or goes over the speaker's manuscript, the reporter must learn to follow the line of thought carefully and accurately, so that he understands the speaker's purpose, processes of reasoning, and conclusions. He must get a complete outline of

the whole utterance clearly in mind before he begins to write his story. In developing his story from such an outline, he should give the greatest space and prominence to the significant points of the utterance and should subordinate or omit the minor ones. Failure to grasp the significance or the spirit of the utterance, and to give emphasis to the various parts proportionate to their importance, are the most frequent causes of poor reporting of speeches.

The greatest skill is required to condense any of the various forms of expression within a comparatively limited space. An address, for example, that in complete form would fill three columns must often be cut down to half a column; a report that would require a page frequently cannot be given more than three-quarters of a column. To select and combine separate parts into a unified, coherent reproduction that is only one-fifth or one-tenth of the original, is not an easy task. Despite this great condensation, the news story must be an accurate presentation of all the important material in the utterance.

In condensing, one common fault is to confine the news story to one or two points and thus give an erroneous impression of the whole speech or report. Another error results when a reporter is satisfied to pick a few striking statements out of their context and present them in a new combination. Thus, too often, neither the spirit nor the substance of the original is accurately or adequately given; in fact, not infrequently the speaker's ideas are completely, though unintentionally, misrepresented.

Distortion often results from taking a striking sentence out of its context, in which it may have been modified or explained, and playing it up as the feature of the lead in a way that gives a false or misleading impression of the utterance as a whole. The accuracy of the quotation does not justify the inaccuracy of the effect thus produced. Nor does the supposed news value of the striking but misleading quotation justify the misrepresentation involved. Unless, when taken from its context, a quotation, direct or indirect, gives accurately not only the expression but the point of view and

the spirit of the original, it should not be used. Generally, by means of some connective or explanatory matter, such a quotation can be made to represent the original utterance accurately. Great care must be taken not to give a wrong impression in the lead.

Partisanship and Bias. In reporting the thoughts and opinions of others, the news writer is in danger of being influenced by his own opinions and prejudices, as well as by those of his paper, particularly when they differ from the opinions expressed in the speech or report. The reporter must always remember that he is an impartial recorder and should never let his own bias or opinions affect the accuracy of his reporting. So, too, no well edited newspaper expects its reporters to color or distort news stories of utterances to conform to its editorial policies. Fair play to opponents is an essential part of accuracy.

How to Write the Lead. In news stories of speeches, lectures, sermons, reports, and similar documents, nine different forms of beginnings may be used: (1) a direct quotation of one sentence; (2) a direct quotation of one paragraph; (3) an indirect quotation of one statement; (4) an indirect quotation of several statements; (5) the keynote; (6) the subject; (7) the title; (8) the name of the speaker; (9) the conditions under which the utterance was made. The reporter, in each instance, should choose the form of beginning best suited to the subject, the substance, and the occasion.

The single sentence of direct quotation, as in the following lead, should be used when the thought or expression that it contains is the most significant idea of the story:

> "Parenthood is the biggest job on earth," Dr. Mary C. Harris, new director of parent education in the Warren public schools, told the executive council of the Parent-Teachers association at its monthly meeting in the Public Library building yesterday afternoon.
>
> "We do not put untrained persons in the classroom to teach," she continued; "we do not give untrained workmen valuable material to experiment with; but we do have thousands of untrained parents working with the most valuable material in the world — the lives of little children."

The paragraph of direct quotation, although less often used, is desirable when the point of the utterance cannot well be presented in one sentence, or when a single sentence is sufficiently long to fill a whole paragraph, thus:

> "Society must turn its attention increasingly to the unsoundness of the present distribution of the national income and to the control of the money making spirit which lies behind it. Public sentiment must also turn against the amassing of property, especially through stock speculation, without regard to social consequences. New emphasis must rather be laid on the Christian motive of service."
>
> That is the essence of the Labor Day message, prepared by the Federal Council of the Churches of Christ in America, for reading next Sunday in the churches of the denominations represented on the Council.

The indirect quotation, usually in the form of a clause beginning with the word "that," is of advantage when it is not possible or desirable to give a direct quotation, and when it is important to place the most significant point of the utterance at the beginning of the lead; for example:

> That automobile manufacturers and gasoline companies that stress high speeds in their advertisements are partly responsible for the increasing number of automobile accidents, was charged by several members of the Eastern Conference of Motor Vehicle Administrators when the organization opened a two-day convention in the rooms of the National Bureau of Casualty and Surety Underwriters yesterday.

The main points of a speech or report may be effectively summarized in several indirect quotations at the beginning of a story, but the separate clauses must not be so long or so complicated as to confuse the reader. The following example shows the effective use of a series of clauses beginning with "that":

> That 103,000 children between the ages of fourteen and fifteen were granted permits to drop their studies for jobs during the last year; that these children took positions which would have been available to older persons out of work if the children had remained

in school; and that comparatively few children whose school ties are once broken ever go back to school, are the important facts pointed out in a report just issued by the Children's Bureau of the Department of Labor.

The keynote beginning gives the dominant idea that runs through the whole utterance, thus:

Unless the question of the American Indian is kept out of politics, all Indians will ultimately be sacrificed, as so many of them have been already, either to the greed of white profiteers or to the excessive zeal of white reformers, it is concluded in a confidential report on the Indians of the Southwest, prepared by H. J. Hageman, special commissioner of the United States Indian Service and member of the Pueblo Lands board.

The subject of an address or report may be placed at the beginning of the lead when it is timely, interesting, or striking; for example:

Dwelling on the danger to life, limb, and property from carelessness in handling fireworks, Health Commissioner Hartman, in a radio talk last evening, appealed to the parents of this city for a sane celebration of the Fourth of July next Thursday.

When the subject is stated in a particularly novel or interesting form, the title may be the best feature to play up at the beginning of the story; thus:

"Why Prisons Should be Abolished" was the subject of a talk given by William G. Harris, warden of the state penitentiary, before the Woman's Club at its monthly meeting yesterday afternoon in the parlors of the First Congregational church.

The prominence of the speaker or the author of a report frequently justifies the placing of his or her name at the beginning of the lead; for example:

Chief Justice Samuel R. Pitt of the State Supreme Court spoke on "Professional Training for the Bar" at the quarterly dinner of the Harrison County Bar association at the Park Hotel last night.

Unusual or significant conditions under which the address was

delivered, or the report made, may be played up as the feature; as in the following examples:

(1)

Despite the severe thunderstorm and the heavy rain early last evening, over 5,000 men and women heard Governor Henry T. Hurson discuss the issues of the presidential campaign at the Auditorium.

(2)

Amid repeated interruptions in the form of questions and protests from his 200 hearers, Mayor Garrison sought to explain his veto of the day-light saving ordinance at a mass meeting called by the Citizens' Civic Improvement league in the Central High School auditorium last night.

The Body of the Story. Whatever form of lead is used, the body of the story generally consists of paragraphs of direct verbatim quotations, of indirect quotations, and of summarizing statements. As interest lies not only in what a speaker says but in the way in which he says it, verbatim quotations are usually preferred to indirect ones for all statements that are particularly significant or striking. Indirect quotations are useful as a means of condensing less important material into briefer form than direct quotation permits. Factual material, including statistics and other data, may be summarized to advantage. Variety of form can be given to a story by the use of all three of these methods of presentation. It is desirable to avoid combining in the same paragraph both direct and indirect quotations, or both direct quotations and summarizing statements. Significant phrases, however, may be quoted verbatim within indirect quotations.

In paragraphs of direct quotation, of indirect quotation, and of summarizing statements, it is usually necessary to insert explanatory phrases, such as "said Mr. White," "declared the speaker," "the report continues," "explained Mr. White in conclusion," "the report concludes." Such phrases, however, should be buried in an unemphatic position and should not be placed at the beginning of the sentence. Paragraphs of direct or indirect quotations should not begin with unemphatic phrases, such as

"Mr. White continued by saying," "The speaker then explained," "The report continues." It is likewise ineffective to begin paragraphs with phrases like "I believe," "I feel sure," "I think," "I know." The newspaper reader will take it for granted that what the speaker says is what he "believes," "feels sure of," "thinks," or "knows." Such phrases may be omitted entirely or may be buried in an inconspicuous part of the sentence. Instead of beginning a paragraph with the sentence, "I believe that the income tax is the fairest of all taxes," it is better to write, "The income tax, I believe, is the fairest of all taxes." The form of the explanatory and connective phrases should be varied as much as possible, so that the repetition will not be evident. Among the active verbs that may be used are: "say," "point out," "show," "explain," "declare," "insist," "ask," "advocate," "demand," "continue," "conclude." The passive forms include: "considered," "discussed," "given," "described," "demonstrated." It must always be made plain, by these or other means, that matter not quoted directly gives only the substance of the speech or report.

When the body of the story consists of a series of direct quotations, these paragraphs should be introduced by such phrases as "He said in part," "He spoke in part as follows," "The report in brief follows," "His address in full is as follows," "The complete report follows." Such introductory statements end with a colon and usually stand alone as a separate paragraph. In continuous direct quotation extending through more than one paragraph, quotation marks are placed at the beginning of each paragraph but at the end of the last paragraph only. Quotations within quotations are set off by single quotation marks, quotations within quotations within quotations, by double marks.

It is not necessary to arrange the material in the body of the story in the exact order of the original utterance. When the lead presents the most important statement, the following paragraphs frequently explain or amplify this statement, and then other parts of the speech or report follow, although in the original they may

have preceded them. In rearranging the order of direct and indirect quotations, care should be taken to establish close connection between ideas and to avoid misrepresentation of the thought or spirit of the original.

When a manuscript copy of a speech or report is available, it is best to read it through carefully, marking those paragraphs that seem most important, and then, in running through it a second time, to number these paragraphs, 1, 2, 3, etc., in the order that it appears best to use them in the body of the story. By this method, as well as by well chosen connective phrases, it is possible to build up a unified, coherent story, rather than a collection of more or less independent, unconnected paragraphs of direct and indirect quotations.

Reports of speeches usually offer limited opportunities for "human interest" development, but sometimes, by describing the speaker and the occasion, particularly if it is notable in some respects, the reporter can add to the interest of his story.

A Complete Story of a Speech. How a long speech was reported in condensed form, partly by direct quotation, partly by indirect quotation, and partly by summarizing statements, is shown in the following example:

Hamilton, N.Y., October 7. — Old principles of democracy, such as "All men are born free and equal," and "The voice of the people is the voice of God," are wrong, and based upon mistaken theories by people who wilfully mislead themselves, said Dr. George Barton Cutten today in an address delivered at his installation as president of Colgate University.

Dr. Cutten came to Colgate from Acadia University, Nova Scotia, where he has been president for the past decade. He is a graduate of Yale and Acadia. Representatives from 100 other colleges were present to honor the incoming president.

Frank P. Graves of the New York State Department of Education introduced Dr. Cutten, saying "no man could be better equipped for a college presidency."

"The idea of democracy is founded not only on the mistaken theory that all men are born free and equal," said Dr. Cutten, "but upon another theory, equally unsound, that 'the voice of the

people is the voice of God.' It has never been so. The voice of God is the voice of One crying in the wilderness. The voice of the people calls 'Crucify Him.'"

Other American shibboleths came in for an equal share of attack. The word "democracy," Dr. Cutten said, has become a fetich in America, and to criticise it is not only considered poor form but destined to failure.

"We are permitted to do the utmost violence to democracy in our actions," said Dr. Cutten, "as long as we extol it with our words."

"By democracy," he continued, "I accept the ordinary meaning of the word, the rule of the people, of the majority. Better still, the definition of Lincoln's Gettysburg speech, 'Government of the people, by the people, for the people.' This seems to be the ideal, especially on this continent, but as yet unrealized. It is true that we have had government of the people, but never by the people, and only incidentally and unintentionally for the people. If all people were born free and equal, democracy would not only be possible but very desirable. Whether fortunately or unfortunately, this is not so."

Mental tests that were made on one and three-quarter million men in the United States Army, Dr. Cutten pointed out, not only showed inequality, but revealed larger proportions in the extreme classes than we thought possible. With only 13½ per cent of the population able to get through college well, 15 per cent able to get through at all, and 25 per cent able to comprehend the significance of the ballot, democracy, he said, is out of the question.

"The real tariff experts of this country could probably be counted on the fingers of one hand, and these do not agree, and yet we calmly submit the subject of the tariff to the people as a whole, 25 per cent of whom are mentally subnormal, with an average mentality slightly over thirteen years.

"It may be a wise course to treat the people like children and let them play at governing themselves, but would it probably not be as wise to recognize the truth? The play goes on until a problem arises and then we call for a leader. What we mean, of course, is a ruler. The ruler thus called rules autocratically, during the period of difficulty, and then lets us play again. The most autocratic ruler of the war period was the ruler of the greatest democracy — Mr. Wilson."

Dr. Cutten did not mince words. He did not stop with this

indictment of democratic government, as it is organized and practiced in this country, but proceeded to more general charges.

"The divine right of the people has no more foundation than the divine right of kings — and both are wrong. Manhood suffrage has been our greatest and most popular failure, and then we double it by granting universal adult suffrage.

"The melting pot figure has been incorrectly interpreted. There is no alchemy in the melting pot. Some, apparently, thought that if we put gold and silver and copper and iron into the pot the product of the furnace would be gold. We find that we did not get rid of an ounce of iron. In fact, we find after a few generations more iron and less gold."

After presenting this indictment, Dr. Cutten proceeded to outline some solution for the problems of democratic government. He said that since aristocracy was overthrown we have been ruled by the intelligentsia, and that it should be realized more and more that rule must be by the aristocracy, by the best.

"The aristocracy," he said, "must inevitably be the most intelligent, but it must also be well trained, benevolently inclined, and willing to admit others to its membership who are fitted to belong. Democracy then comes to be a government of the people, for the people, by those of their number fitted by intellectual ability, moral ideals, and careful training.

"The ruling has always been by the few intelligent members of the community or the nation, and in America the aristocracy has always had the 'open shop.' The training has also been a factor, even if an accidental factor, but the element most lacking has been the moral ideals. Government for the people instead of for the governors must be the keynote of the future, and the task of the colleges and universities is the training of this aristocracy."

Taking up the problem in the peculiar light of the college, Dr. Cutten said that there is a general idea abroad that the form of education is clearly defined and that the only problem a college faces is how best to give this education in the most effective way. This way, he said, in the minds of most people, is through good and well equipped teachers, when, as a matter of fact, "nothing could be further from the truth."

"What the teachers should teach and how the laboratories should be conducted are still matters for experiment and discussion," said Dr. Cutten. "If we are teaching the wrong subjects, the better the teachers the more disastrous the result. We speak

of being conservative in our theology and in our philosophy, but compared with education these are most liberal. Our curricula have not changed in the last millennium. It is true that we have made some advances in the content and material of the subjects taught, but there has been practically no change in the subjects themselves.

"The reason people think that educationalists know what should be taught, and how, is because there has been little change century by century. We teach what we do because it has always been taught or because some other university has been teaching it. We lack courage to make changes in the curriculum which we think ought to be made or to vary our methods in favor of those which we know should be used."

Dr. Cutten briefly discussed the problems of college enrolment and moral training, and concluded:

"It is interesting to note that great intellectual movements and great moral and religious movements have never been far separated. We see it in the founding of colleges in this country. We see it best in the connection between the Renaissance and the Reformation. It is not an accident; it is a natural union. In moral training reference is made, not to small things, but to the great responsibilities of life.

"We are told by those who have made a special study of the matter that it is possible that human individual development has reached the limit and that the furtherance of the race must now be through social development. If this means anything it must mean that our intellectual aristocracy shall devote itself to the benefit of the race, solving its problems and initiating improvements; otherwise the whole scheme of development must end. Moral issues then come to be paramount, and the final and most important chapters of the development of the race are strictly dependent on them.

"We are, let us hope, past the day, if indeed it has ever been, when one should make any apologies for the teaching of Christian ideals in connection with a college or university. There, above all places, should the great Christian principles be exalted, for there can they be of most benefit, and one should hear reecho from the heart of every college man, the words of Him who came not to be ministered unto but to minister, and for their sake I sanctify myself. As we bow our heads we hear the voice of prayer, 'Father, I pray not for the world, but for those whom thou hast chosen

out of the world.' Who are the chosen out of the world but those who have been especially trained for service for their fellow men and for the advancement of the Kingdom of God?"

A typical form for the reporting of sermons is illustrated by the following news story taken from the *New York Herald Tribune*:

"The study of the Bible by the lay classes, I am inclined to think, runs in cycles," declared the Right Rev. Monsignor Michael J. Lavelle, P. A., in his sermon yesterday morning at St. Patrick's Cathedral.

"When our brothers left us to form the Reformation," said Monsignor Lavelle, "they set up the Bible as an infallible guide for every one to follow in every walk of life. Today few people read it and fewer give it attention.

"It is necessary that all of us know the Bible, and not by the small bits of text we hear quoted in church every Sunday. In order to get the beauty and understanding of Christ's life and the lessons he teaches we must have the continuity of the story and the interlinking events.

"In this present state of economic and financial depression it is increasingly necessary for us to know the Bible," continued the Monsignor.

"You can't find a man who will answer your temporal worries today. You can't find an answer to the deplorable state of business and employment anywhere on earth. You have but one place to turn, and that place is the place which will remain when this depression and a hundred others have passed away.

"You can't get along without God. Despite your rationalism, your indifference to faith and morals, when catastrophe is imminent these things are ineffective. You may quarrel with the ways of your church, but wise old Mother Church has the experience of centuries behind her, and she knows that as quickly as the prosperity of five years ago was dissipated so will this depression be dissipated; but God and His love for man go on.

"Today's gospel follows directly the Sermon on the Mount. If we knew the Sermon on the Mount and the Ten Commandments and the fifth and sixth chapters of Matthew by heart and took them to heart, all our troubles and worries would fade away.

"When Christ came down from the Mount He began to attack the two great vices of the Pharisees, hypocrisy and avarice, and he spoke of these things to his disciples in attempting to teach them to

think right, and to see things at their relative values. In the gospel for today we have the lesson on avarice, one especially applicable to ourselves at this time. God and Mammon are diametrically opposed, and when we cease to bother with our temporal anxieties and put our faith in God, the providence of His love clothes us as the lilies of the field, and feeds us as the birds of the air."

In closing Monsignor Lavelle said that the many people who follow the letter but not the spirit of the laws of the church fail to see the pitfalls of hypocrisy and avarice into which they fall. For this reason, he pointed out, a study of the Bible is necessary for all of us.

A Complete Story of a Report. A story of a report does not differ materially in method of presentation from that of a speech. The following example is given to show how a report may be handled:

That the widest extension of benefits accruing from unemployment insurance will come only through legislation, is the conclusion of the Industrial Relations Counselors, a Rockefeller financed research organization, which made public yesterday the last of a series of five reports on an exhaustive investigation of out-of-work plans in existence in the United States.

"The need of systematic measures of protection against the hazard of unemployment as a social expedient as well as a factor in stabilizing general business welfare," the report points out, "has been brought to the fore by the technological processes in industrial production, by far-reaching changes in consumer demand, and by trade disturbances in world markets."

After referring to the various plans of unemployment insurance in this country studied by the investigators, the report continues:

"As knowledge of the subject broadens, the most capable managements may be expected to set up schemes, but as in every other progressive movement the mass will lag. It would seem that a wide coverage of unemployment insurance will come only through legislation. Representatives of the company-plan managements consulted in this investigation have expressed an almost unanimous view that while properly planned and administered schemes of unemployment insurance would be an aid to industry, their adoption would proceed slowly unless stimulated by legislation.

"Certainly, compulsory legislation will be necessary to bring

about the general acceptance of any measure of compensation beyond the point of efficiency in the individual firm, however advantageous it may be to business at large for its stabilizing influence on purchasing power. Any such development is likely to come slowly, for the philosophy of individualism is strongly intrenched, and the constitutional questions involved are grave. Increased and diversified experimentation with voluntary schemes is needed for the building of a sound governmental system if such should come."

The fact that a variety of voluntary experiments is under way as against the limited experience with a uniform governmental plan, the report points out, gives better promise of soundness and adaptation to needs in whatever system may ultimately be adopted. Research in the experience of the great state and voluntary schemes abroad, the investigators maintain, should also contribute to a better understanding of American requirements in this sphere.

"The progressive employers who have set up company plans for unemployment insurance," the report says, "by so doing have expressed their conviction that not all unemployment can be prevented. In establishing generally higher rates of benefit than the union and joint plans, they have indicated their greater concern with the business of keeping their workers efficient and of retaining them in service than with any idea or fear of demoralizing them by benefit payments."

The Chicago men's clothing industry is cited in the report as an outstanding example of a successful joint plan which has increased both contributions and benefits and which is now in better financial condition than ever before. If such a scheme can be successfully administered in this seasonal industry, with its large and small units, its various branches and racial groupings of employees, the report points out, surely no other industry need fear administrative problems.

How a report embodying the results of research may be popularized by using concrete detail and by bringing the material within the range of the average reader's own experience, is well illustrated by the following story taken from the *New York Times*:

Parents, teachers or fond relatives who want little Junior to perform any of his cutest antics should avoid the approach: "Come

on, Junior, won't you, please," because the chances are that Junior simply will not perform at all under such circumstances. The same parents, teachers and relatives, who wonder why Junior stubbornly refuses to repeat after them "dog" or "cat," "choo-choo" or "bye-bye," should remember how many times they have previously made Junior respond to "Say please," or "Say thank you."

According to a study by research workers of the Child Development Institute, made public at Teachers College, Columbia University, yesterday, children of the pre-elementary school age show more tendency to resist "performances" involving the repetition of words, sentences or digits than they do to resisting any other kind of "stunts." The eternal "Say thank you" or "Say please," the study continues, offers a "plausible explanation for the development of such resistance." The use of the "Do it for So-and-So, darling" device was found to be successful only in one-eighth of the cases investigated.

Setting forth that the psychological examination of children too young to start school involved a technique far different from that employed in the testing of older children, the study describes various tests given to a group of youngsters from the nursery school at the Institute of Child Welfare Research at Teachers College. In each of the situations, it is explained, there was no conception on the part of the subject that a "test" was to be taken, because the "game" aspect was preserved throughout.

The ages of the children ranged from 18 to 48 months, averaging exactly 3½ years. The corresponding mental age range was found to be from 30 to 72 months.

A variety of situations was presented, the study says, including 2,352 items of a verbal nature and 2,057 requiring some degree of physical reaction. In each case the child's resistance to the test was carefully recorded as one of four criteria. Some children simply ignored the question. Others verbally resisted with a shrill but determined "I won't tell you." A third group resisted physically by running from the room or scampering into a corner, while still others indicated inability to answer by whining "I can't" or "I don't know."

The tests included the fitting of geometric figures into a special form board; attaching limbs to the body of a manikin; putting square and round pegs into a perforated board; responding to commands such as "Stand on your left foot" or "Cross your feet";

recognizing one's self in a mirror; fitting a nest of cubes together, and answering "What does a doggie say?" or "What mews?" In general, resistance to the verbal tests was found greater, especially in the "I can't" or "I don't know" answers.

A total of 161 resistances was noted, some of which were especially investigated because the particular test was scaled above the mental age of the child tested. Resistance to repetition tests made up 30 per cent of the total, the highest for any type of test. Resistance to imitations of movements, which made up about 8¼ per cent, was second on the list of fifty-nine types of performance. The specific question, "What's your name?" was resisted nine times out of 100, probably because, it was explained, "the child's previous experience in being asked his name on each and every occasion by well-meaning adults has already conditioned him negatively to this question."

"The whole problem of personal relationships between children and adults is undoubtedly indicated in these findings," the study says. "But obviously there can be no hard and fast rule for meeting resistance situations. This survey seeks to emphasize the fact that any method used is necessarily colored by the personalities of both child and tester."

Study of praise by the tester revealed the very common use of commendatory expressions among adults trying to get a child to do something. In no tests did the examiner omit such comments more than 40 per cent of the time, but the praise was often found to be meaningless to the subject. That is, one boy, asked to "Say 'Birdie,'" did so, and then repeated his examiner's "Good" at the beginning of the next test.

The investigation was conducted by Mrs. Janet Fowler Nelson, Virginia Wise and associates.

Reporting Meetings. All sorts of meetings of private, semi-public, and public organizations furnish news of interest and importance. In fact, many meetings are of sufficient significance to warrant the publication of advance news stories setting forth what they expect to accomplish. Such a story can be written on the basis of the printed program or of information obtained from officers of the organization. Often copies of addresses, reports, resolutions, or similar matters to be presented at a meeting can be obtained in advance, and the portion of the story dealing with

them can be written before the meeting. Such advance material can often be set in type, ready to be printed as soon as the introductory part of the story dealing with the actual doings of the meeting has been added. When it is impossible for a reporter to remain throughout a meeting, he may arrange to see the secretary after the session is over and obtain from him a record of the proceedings. As it is never safe to assume that the program was carried out exactly as it was arranged in advance, the reporter should always find out what actually was done, rather than trust that everything took place as had been anticipated.

The doings of all official bodies should be completely and accurately reported, since their proceedings are matters of public concern. If an intelligent interest on the part of citizens is to be created in the proceedings of the city council and its committees, as well as in municipal boards and commissions, the acts of which affect directly or indirectly every member of the community, newspapers must publish in interesting and attractive form the news of these bodies. Sound public opinion, upon which the success of a democracy depends, is possible only when the press keeps its readers well informed regarding the proceedings of all public bodies.

News Stories of Meetings. In writing stories of meetings, the reporter should guard against four common faults: (1) failure to understand and interpret the significance of the various parts of the proceedings; (2) emphasis on some minor incident because it is striking or sensational, at the expense of more important matters; (3) a dry and uninteresting presentation of proceedings, particularly when they seem to involve routine action; (4) bias or partisanship.

The proceedings of various public bodies, and of conventions of scientific and technical societies, will not be readily grasped by the reporter who has not some knowledge of the subjects under consideration. Unless he understands what is being said and done, he cannot judge of the significance of the discussion and action, or interpret these things to his readers. Whenever he is in doubt as

to the meaning of any speech, report, or proposal made at a meeting, he should consult the secretary, the speakers, or the proposer of the motion.

In an effort to find a good feature for his story, the reporter should beware of selecting some minor incident that has no real importance, even though it may be made a striking and sensational feature. At the annual meeting of a local Young Women's Christian Association, for example, at which the work of various departments was reviewed, attention was called to the fact that the patronage of the cafeteria had fallen off, and one of the members raised the question whether or not the fact that smoking was not permitted in the cafeteria tended to reduce the patronage. The manager replied that it might be one cause of the loss of business but that there were a number of more important ones, which she proceeded to enumerate. A reporter seized upon the ban on smoking in the cafeteria as a striking feature and played it up in the lead of his story, to the neglect of much more important matters that were acted upon at the meeting. So, too, an encounter between two individuals over some minor matter has been featured in news stories of a meeting so as to overshadow or crowd out important parts of the proceedings. Minor incidents and details that may be striking, amusing, or interesting, may be boxed and run in the main story of the meeting or may be used as a separate story. By such devices the lead can be reserved for matters of importance.

How to make dry, routine, or technical matters attractive and interesting is one of the chief problems in reporting meetings. News stories of meetings, conventions, etc. test the reporter's ability to create interest by the manner in which he handles the news. The best methods of arousing interest are: (1) by selecting and playing up the most significant parts of the proceedings; (2) by showing how these parts are connected with the reader's home or business interests or with his life as a citizen; (3) by clear explanation of important parts of the proceedings; (4) by spirited reports of the debate; (5) by vivid description of persons and

scenes. Concrete diction, specific details, and lucid explanation of technical matters add to the clearness and to the interest of the story.

In handling meetings and speeches, the reporter is in danger of being influenced by his own beliefs and prejudices or by the partisanship of his paper as expressed in its editorial columns. Biased and partisan stories of official proceedings or of political meetings are an illegitimate means of influencing public opinion. They injure the reputation for accuracy and fair play both of the paper that publishes them and of newspapers in general.

The Lead of Stories of Meetings. In the lead may be featured the most significant speech, the most important action taken, or a summary of the most important parts of the proceedings. If one of the speeches, or reports, is featured, any one of the nine types of beginnings outlined for speeches and reports on p. 147 may be used. The following examples illustrate some possible leads for reports of meetings:

War and race prejudice are not necessary for the progress of mankind, Professor Franz Boas of Columbia University, president of the American Association for the Advancement of Science, said this evening in the first general address before the association, which opened its national summer meeting here today.

Professor Boas, a leading ethnologist and anthropologist, took issue on these points with Sir Arthur Keith, British scientist, who in his recent rectorial address at the University of Aberdeen, said that "nature keeps her human orchard healthy by pruning, and war is her pruning hook."

"I do not see how such a statement can be justified in any way," Professor Boas said. "War eliminates the physically strong; war increases all the devastating scourges of mankind such as tuberculosis and genital diseases; war weakens the growing generation."

On the somewhat related subject of racial mixtures, Dr. Boas, however, more closely approached Sir Arthur's opinion. He held that such interbreeding was not the evil it has been held up to be by politicians and propagandists, but frequently, as in the American "melting pot," has resulted in increased national vigor.

Being chased by a policeman when he was a boy was such an "exhilarating experience" to Dr. George Vincent, former president of the Rockefeller Foundation, that he wants some substitute for this interesting amusement provided for boys of today.

Dr. Vincent described this incident of his youth in appealing to Cornell University alumni to take part in the work of the boys' clubs formed all over the country to furnish a substitute for gang activities that lead to crime.

The meeting, at Memorial Hall, which was addressed by several speakers, was the first of a series planned by the Boys' Club Federation of America in various cities to interest college men in boys' club work as a means of crime prevention.

(3)

The creation of two new school positions, that of assistant superintendent and that of director of health and physical education; the erection of two new elementary school buildings; and a general increase in teachers' salaries are recommended in a report of a survey of the Watertown school system by the division of field studies of the Teachers College of Columbia University. The report was submitted at a special meeting of the Watertown school board last night and was laid on the table for further consideration.

(4)

No child in Monroe county shall go through life a cripple or a sufferer from any chronic ailment because its parents cannot afford medical treatment.

This was the substance of a resolution adopted by the Monroe County Medical Society at its monthly meeting at the Harrison hotel last night.

Declaring that it is an essential duty of the community to see that none of its children grows up with physical handicaps that could be prevented by medical or surgical treatment, the resolution further provides that the Medical Society members make a survey with the object of finding and caring for every child in the county whose parents are unable to bear the expense of the necessary treatment.

(5)

The methods of protecting business houses from credit crooks that are being used by the National Association of Credit Men will

be explained to members of the Minneapolis Association of Credit Men at a meeting at Dayton's store tonight. The principal speaker will be William C. Hastings, counsel-director of the northwestern division of the credit department of the national association.

(6)

Starched uniforms, snow-white caps, and even the professional smile were cast aside by the nurses who are here to attend the biennial convention of three nursing groups, which opens tonight at the Auditorium for a week's session. The three meetings are the twenty-seventh convention of the American Nurses' association, the thirty-sixth convention of the National League of Nursing education, and the fourteenth convention of the National Organization for Public Health Nursing.

Every type of problem from the cost of nursing for the middle classes to the more technical ramifications of administration of nurses' schools and hospitals will be discussed.

(7)

Pupils in twenty-seven schools in this city are going to have $3,150 worth of shower baths during the next nine months. The board of education last night adopted a recommendation of James O. Watson, director of health and physical education, that this amount be appropriated for baths.

(8)

A survey of city-owned unoccupied buildings to determine which are available and suitable for quartering unemployed during the coming winter, is asked in a resolution introduced by Alderman August T. Stark, Tenth Ward, at a special meeting of the city council late today.

The Body of Stories of Meetings. Stories of meetings differ as much as do the meetings themselves. When the program of a gathering includes a number of speeches or addresses, the story of the meeting consists of direct and indirect quotations and summaries of these utterances or of the most important of them. In other words, the body of the story is made up of several parts each of which may be regarded as a separate story of a speech. Reports of meetings of deliberative bodies should include signifi-

cant resolutions, motions, ordinances, bills, or reports, as well as the debate that accompanied them. Such material may be quoted in direct or indirect form, or may be summarized, according to its importance. At other meetings officers may be elected and the time and place of the next meeting may be determined. The order in which all these various details are presented in the news story is generally determined by the importance of each detail. Generally the most important matters are presented first; in other instances the chronological order is followed. Whatever method is pursued, the essential point is that the report of the meetings must be clear, coherent, and unified, to enable the rapid reader to grasp quickly just what was accomplished by the gathering.

Examples of Stories of Meetings. How the remarks of a number of speakers at a meeting may be briefly presented, by selecting the most significant part of each address and by combining both direct and indirect quotations into a unified story, is shown in the following examples taken from the *New York Times*:

Tributes to six great Americans for their contributions to the development of the Nation's Constitution were voiced yesterday in the Hall of Fame of New York University, as the feature of the second annual observance of Constitution Day under the auspices of the University's School of Law.

Wreaths were laid upon the busts of George Washington, Benjamin Franklin, Thomas Jefferson, James Madison, Alexander Hamilton, and John Marshall by representatives of patriotic and learned societies and colleges and universities, who eulogized the part that each of the founders had played in establishing our system of constitutional law.

Professor John Edmond Hewitt of the School of Law presided at the ceremony, at which the Rev. John Mansfield Young Jr. of Trinity Parish pronounced the benediction. Robert Underwood Johnson, director of the Hall of Fame, asserted that, despite the attacks leveled from time to time against the Constitution by radicals, it continues to serve as a model for new governments.

"Washington in war and peace manifested that he possessed, to a complete degree, social and civic responsibilities," said Louis

Annin Ames, past president general of the Sons of the American Revolution, in decorating the bust of the first President. "He had the rare talent of understanding human values, also a supreme gift of knowing men at their best and imparting to others a sincere knowledge of himself.

"It seems he was destined to form a new government, to use his own words, 'for the enjoyment of much purer civil liberty and greater public happiness than have hitherto been the portion of mankind.'"

The "clear mind and forceful hand" of Benjamin Franklin are clearly to be discerned in the Constitution which he helped to formulate, William Guggenheim said in laying a wreath on the bust of the great Philadelphian on behalf of the University of Pennsylvania. He urged that the traditional spirit exemplified by Franklin should support the nation through the difficulties arising out of the present economic crisis.

George Gordon Battle as the representative of the University of Virginia praised the contributions of Thomas Jefferson to the nation's foundation. Jefferson recognized that a written Constitution was the strongest bulwark of liberty, said Mr. Battle, and its adoption was largely due to the Monticellan, "whose mind and hand contributed so abundantly to our concept of liberty and to its expression in our organic law."

James Madison was hailed as "perhaps our happiest instance of 'the scholar in politics'" by William Church Osborn, a trustee of Princeton University, in decorating the bust of the fourth President. Mr. Osborn said that he brought to bear "broad and devoted learning" and "a conciliatory and happy nature" to the service of his country and particularly to the formation of the Constitution.

"His labors on that instrument — that very great instrument, the greatest scheme of government devised by the mind of man — have justly secured for him the title of the 'Father of the Constitution,' for largely by his efforts were joined the people and the States in the common bond under which we still live," said Mr. Osborn.

Alexander Hamilton's name is one which will "inspire the youth of every generation so long as this nation, which he did so much to found, endures," said Lloyd Striker, speaking on behalf of Hamilton College. It was the "magic of his eloquence and inspired logic" which won over reluctant New York to the new Union, he said.

Henry D. Williams, on behalf of the American Bar Association, paid tribute to John Marshall, whose "close reasoning and powerful logic," he said, made him "the great expositor of the Constitution" in his long service as Chief Justice of the United States.

"It is not overstating the fact to say that our Constitution is, in very large part, what John Marshall construed it to be," said Mr. Williams. "He was thoroughly familiar with the intolerable conditions which made the drafting of the Constitution necessary, and he had the courage to stand firm against every construction which in his opinion would render our great document a less useful instrument."

Hope that judicial interpretation of the Constitution will not act as a bar to progressive political development was expressed by Dean Frank H. Sommer of the School of Law in closing the ceremony.

"That the Constitution may prove adequate to the decision of the grave issues which lie ahead in this era of rapid social and economic change requires judicial adherence to the propositions that the Constitution is a statement of general principles, that regard must be had for changing conditions in the detailed application of these principles, and that the Constitution is to be interpreted 'as susceptible of a continuous and uninterrupted development,'" said Dean Sommer.

The following report of a meeting of a city council suggests how the various actions of such a body may be combined in a news story:

Property on Jackson boulevard from Seventy-fifth to Ninety-first streets was changed from its present residence classification to that of a business district at a meeting of the City Council last night, when an ordinance sponsored by the Council ordinance committee recommending a change of this property from a private residence to an apartment house classification was amended by a vote of 11 to 10, Mayor White casting the deciding ballot.

Alderman Manton, First Ward, charged that the members of the Council who favored the amendment were ruining the work of the ordinance committee in its effort to protect the land bordering on the boulevard from the erection of unsightly structures.

"I know the feeling of the people of that section of the city," declared Alderman Manton. "They are all in accord with the recommendation of the ordinance committee, and are opposed to permitting business to spoil their residence property."

He then read letters from the Rev. Charles C. Carlton, pastor of the Highland Baptist church, and Mgr. Michael O'Neill, pastor of St. Joseph's church, indorsing the efforts of the ordinance committee to protect the boulevard property. These two clergymen, he said, represented more than 2,000 persons living in that section.

Alderman Benning, Third Ward, who presented the amendment to permit business to enter the district, said that the people in the section object to the present classification and desire the business classification.

Alderman Dunne, Tenth Ward, also favored the amendment because he believed that in the near future Jackson boulevard was bound to be one of the leading business thoroughfares of the Highland section.

"Instead of lowering the value of property," he said, "I believe that it will increase it very greatly and will not affect the few residences that have already been erected."

Alderman Manton, a member of the ordinance committee, pointed out that when the committee held a meeting on the matter several weeks ago, only two persons appeared against the proposed ordinance, and one of these was not a resident of the district.

The Council divided 10 to 10 on the amendment, and Mayor White cast the deciding vote, after which the amended ordinance was passed by the same vote.

The report of the fire hazards in the public and parochial schools of the city now being prepared by the Association of Commerce, will be considered by the Council at its next meeting, in accordance with the action at last night's meeting. The following resolution, introduced by Alderman Carney, Twentieth Ward, was passed without debate, under suspension of the rules:

> Whereas, It has become a matter of public notice that certain public and parochial schools are in a dangerous condition; and
>
> Whereas, The Association of Commerce has been conducting a survey of such buildings; be it hereby
>
> Resolved, That the Association of Commerce be and is hereby requested to furnish the city council with a copy of the report when it is completed; and further be it
>
> Resolved, That this report be made a special order of the meeting of this council on November 7.

Alderman Finch's ordinance to regulate the location of filling stations and to empower the park board or the city planning com-

mission to pass upon plans and specifications of the proposed stations was killed, after Mr. Finch himself announced that he would vote against it.

The measure was drawn up by Mr. Finch after making a study of the ordinances in force in other cities, and would have repealed the present law prohibiting tanks within 150 feet of a residence. For years the council has disregarded the 150-foot law by voting special privilege measures for stations. It was to eliminate this practice that the council instructed Mr. Finch to draw up a new ordinance.

At a recent hearing before the ordinance committee, however, about fifty persons objected to the proposed measure, declaring that they were satisfied with the present law.

When his ordinance came up for a vote last night, Mr. Finch announced that he would not vote for it, because of this opposition.

"This ordinance is the result of my best effort to deal with what the council considered an unsatisfactory situation," he said, "but after the recent hearing and after talking over the proposed measure with other aldermen, I realize that it does not satisfy them and I shall not vote in favor of it."

The vote against the proposed ordinance was unanimous.

When a special privilege ordinance granting William J. O'Brien the right to erect a filling station at the corner of Wilson and Martin streets came to a vote, it was killed because of the protests of owners of adjoining property and others in the neighborhood.

Alderman Crosby, Seventh Ward, spoke in favor of it, saying that property on Wilson Street between Martin and Murray streets was business property and that Mr. O'Brien should not be denied the privilege of building a filling station.

"Filling stations are now just as attractive as drug stores or other retail businesses," said Mr. Crosby; "I fail to see why we should deny a man the right to build a filling station when his property is in a business block."

An ordinance authorizing an appropriation of $50,000 from the general fund to be lent to the Park board until January, was introduced by Alderman Parks, Sixteenth Ward, and was referred to the finance committee.

The council adjourned subject to call by Mayor Schultz for a meeting as a committee of the whole to consider next year's city budget, provided the budget committee is able to prepare its estimates for the council before the next regular meeting on November 7.

SUGGESTIONS

1. Get a copy, in advance if possible, of anything to be quoted directly or indirectly in a news story.
2. On advance copies of any utterance write plainly at the top of the first sheet the date and hour at which it is to be released, or, if the time is not known, write "Hold for release."
3. Include direct, verbatim quotations in your story whenever possible.
4. Don't give disproportionate emphasis to a few points in an utterance to the neglect of other points of equal importance.
5. Beware of misrepresenting a speaker by playing up a quotation that, taken from its context, is misleading.
6. Avoid letting your own opinions and prejudices, or the editorial policies of your paper, color your stories of speeches, reports, or meetings.
7. Select the form of beginning best suited to the character of the utterance.
8. Vary explanatory phrases as much as possible; don't repeat frequently "he said," "the report continues," etc.
9. Don't place unemphatic phrases at the beginning of a paragraph, such as "The speaker then said that."
10. Combine direct and indirect quotations and summarizing statements into a coherent, unified story.
11. Be sure to enclose in quotation marks every direct quotation.
12. Use quotation marks only at the beginning of each paragraph of a continuous quotation and at the end of the last paragraph.
13. Set off a quotation within a quotation with single quotation marks enclosed in semicircles.
14. In reports of meetings beware of featuring some minor striking incident at the expense of more important matters.
15. Bring home to your readers the significance of proceedings of governmental bodies.
16. Seek out and popularize important matters discussed at meetings of scientific or technical societies.

CHAPTER VII

INTERVIEWS

What is an Interview? Although reporters obtain a large part of the day's news by interviewing persons — that is, by asking them questions in order to get information — the terms "interview" and "interview story" are limited in journalistic parlance to a news story that is based upon a conversation with a person whose ideas have a news value. The purpose of the interview story is to give readers the opinions or experiences of some individual who is in the public eye or who is an authority on some subject of general interest. Just as anyone welcomes the opportunity to talk to some distinguished individual, so everyone likes to read what such a personage has to say to the reporter who serves as the reader's proxy. Although the prominence of this person usually gives interest and significance to the published interview, not infrequently the unusual experiences of a little known individual make a story that is worth reading. Anyone, in fact, who is in any way connected with the day's news may furnish an interesting interview. Timeliness adds an additional appeal to some interview stories, when, for example, the person interviewed is visiting in the city in which the interview is published, or when the material obtained from him relates to some topic of current interest.

How to Obtain an Interview. Two problems that a reporter has to meet in seeking an interview are: (1) how to gain access to the person to be interviewed, and (2) how to induce him to talk freely for publication. Initiative, tact, persistence, and a knowledge of human nature are often necessary to obtain an interview, particularly when the person is reluctant even to see a reporter, much less to talk to him.

Busy men and women have not time or inclination to give an interview to every reporter who seeks one. Many times such men

do not desire to say anything for publication and absolutely refuse to talk. The resourcefulness of the reporter is tested again and again in getting access to men who are surrounded by office boys, private secretaries, and clerks, or who, when appearing in public at banquets and receptions, are equally well guarded against newspaper men. If it is impossible to see a man personally, it may be desirable to submit to him through his secretary several written questions and thus lead him either to answer the questions or to issue a statement discussing or evading them. When a comparatively brief expression of opinion is sought, the reporter may use the telephone to advantage, but this method is unsatisfactory for a long interview.

Many large corporations now employ a man known as "public relations counsel" or "assistant to the president," to deal with reporters seeking interviews, and to issue statements for the press. These publicity men, who frequently have been newspaper writers, prepare these statements, known in newspaper circles as "hand-outs," to give to reporters or to send directly to newspapers. Such statements, expressing the opinions of officials of the corporation in regard to some topic of current interest, serve as a substitute for an interview. Although these "hand-outs" are regarded with suspicion by newspapers, particularly when furnished gratuitously, they often contain information of timely interest and can be used when it is impossible to obtain an interview. Sometimes a publicity man will arrange to have a number of reporters meet the president or other important official of the company, so that each reporter may ask him one or more questions, and all the reporters present may have the benefit of all the answers to the various queries.

Even after an audience has been obtained with the person to be interviewed, his not infrequent unwillingness to talk for publication has to be overcome. Sometimes he will give his opinions only on condition that his name be not mentioned in the interview. If, in such cases, the opinions are of interest, he may be described in general terms, such as "a prominent banker," "a

leading business man," "one of the members of the organization." On some occasions, to ask immediately and directly for the desired information is the best method of approach. At other times, it is advantageous to engage him in conversation on some subject in which he is interested and then lead to one on which the reporter desires to interview him. Young reporters are often inclined to give their own views on the subject of the interview, forgetting that they are impartial observers and not advocates on one side or the other. If the reporter suggests opinions opposed to those of the person whom he is interviewing, he should give such views not as his own but as those of others. Generally it is better to seem to agree with the opinions expressed by the person interviewed than to appear to take issue with them. Men and women are much more inclined to talk freely to those who appear to be sympathetic with their ideas than to those who seem to differ with them.

At the beginning of the interview the reporter should address the person to be interviewed by name, should explain to him what paper he represents, and should make it clear that he intends to publish a story on the interview. He must look alert and interested and may well express his interest, approval, and curiosity in the course of the conversation. By adopting a natural, sympathetic attitude, he can generally establish himself on a friendly footing with the person interviewed.

Preparing for an Interview. Careful preparation in advance is one of the secrets of successful interviewing. This preparation consists of three parts: (1) finding out everything possible about the person to be interviewed; (2) informing one's self thoroughly in regard to the subject on which an interview is sought; (3) drawing up in logical order and memorizing a series of questions covering all points on which facts or opinions are desired.

The more the reporter can learn about the person to be interviewed, by consulting volumes like "Who's Who," by conversation with persons who know him, and by talking to other newspaper workers who have had contact with him, the greater are the

chances of success in approaching him and engaging him in conversation. To know beforehand his peculiarities, special interests, hobbies, and attitudes toward current questions, is of inestimable value. By knowing a man's hobby, for example, and by introducing it into the conversation, a reporter can often gain his confidence and dispel his reluctance to talk on the desired subject. So, too, by referring to a book or magazine article that he has written, or to some important piece of work that he has done, a reporter is likely to encourage him to talk about himself and his interests. Any device for gaining the good-will of the person to be interviewed is valuable.

The reporter should also inform himself fully on the topic of the interview. "Proportionate to the interviewer's knowledge of his subject is likely to be his success, for nothing else piques an authority to talk as does his realization that he is talking to a zealous and intelligent student of what he is talking about," said Edward Price Bell of the *Chicago Daily News*, who speaks from a long experience in interviewing prominent men in this country and abroad. If a reporter appears ignorant of the subject in hand by asking unintelligent questions or by failing to grasp quickly what is said, the person being interviewed will feel that it is scarcely worth his while to give such a news gatherer the desired information, and will fear that anything he may say will be misquoted or misrepresented. By studying the subject in advance, and by preparing a series of questions, the reporter can carry on a conversation in a manner to inspire confidence in his knowledge and ability.

A list of intelligent questions, carefully prepared in advance and memorized, prevents a reporter from overlooking any of the points on which he desires information. It also aids him in eliciting the information in logical order and helps him to remember what was said on each point. Without such a well formulated plan, an interviewer may easily be diverted, intentionally or unintentionally, by the person whom he is interviewing, and may come away without some of the information that he was sent to

obtain. In successful interviewing there is no substitute for careful, adequate preparation.

Occasionally a reporter is assigned to interview someone without being given a definite topic on which to get information. In such cases it is important to find out in advance as much as possible about the person, his special interests, achievements, and hobbies, and on the basis of this information to prepare several questions, so that, if one subject proves unsatisfactory, others may be tried. Haphazard, unintelligent questions are as bad in such cases as they are in any other type of interviewing. Sometimes the person being interviewed opens up an unanticipated field of interest. An alert, resourceful reporter will immediately take advantage of such an unexpected development and follow it up with questions calculated to bring out the hoped-for information. When no subject has been assigned, it is particularly advantageous to encourage the person to talk freely, in the hope that some topic will emerge in which he is especially interested.

Note-Taking in Interviews. Whether or not the interviewer should take notes depends upon circumstances. Men and women who are accustomed to being interviewed often prefer to have reporters take down what they say, because such note-taking insures greater accuracy. For an inexperienced interviewer the task of remembering facts, figures, and important statements is a difficult one. If he does not take notes, he may fall into serious blunders. Note-taking unquestionably makes for greater accuracy. The reporter who takes notes should jot down facts and reminders rather than detailed statements. Aided by the questions that he has memorized in advance, the reminders that he puts down, and the notes taken on facts and figures, he should be able to write a satisfactory interview.

The interviewer should never let his note-taking interfere with the conversation. The injudicious taking of notes, or, in fact, the jotting down of anything, may affect the ease and freedom with which a man talks. Pencil and paper in the hands of the reporter seem to make some persons realize suddenly that what they

are saying will appear in black and white for the whole world to read. That realization leads to caution as to what they say and how they say it. If the interviewer keeps his eyes glued on the notes he is taking, he cannot look the person in the face and carry on a natural conversation. Note-taking, accordingly, should be done as unobtrusively as possible.

If an interviewer has some doubt in regard to any facts or statements that he has obtained, he should seek to verify them before the end of the interview, by asking the person interviewed to substantiate the accuracy of his notes. Such factual material as dates, statistics, and proper names particularly needs verification, but significant statements of opinion should also be verified if the interviewer has any doubt of their accuracy. Most persons appreciate such efforts on the part of the reporter to quote them accurately.

To induce the person interviewed to talk as freely and naturally as possible is the object of all interviewing. The best interviewers want more than words; they desire the fullest expression of the personality of the man who is talking, an expression that is possible only when there is no feeling of restraint. An experienced interviewer who avoids taking notes not only must cultivate a good memory, so that he can reproduce verbatim all significant expressions of opinion, but must also develop the ability to recall accurately important facts and figures obtained in the interview. At the first convenient place, immediately after the interview is over, he usually jots down notes on as much of his material as he desires to use. The sooner the story is written, the better it is likely to be.

Writing the Interview Story. The material obtained in an interview is essentially the same as that contained in a speech. In an interview the statements are made to one man — the reporter — instead of to an audience. Practically all of the nine forms of beginnings for the lead of stories of speeches and reports, already considered on page 141, are adapted to interview stories, the only exception being the title beginning. Owing to popular in-

terest in the person interviewed, his name is not infrequently used to begin the story. Since, however, what he says is also of importance, it is often desirable to begin with one of the several forms of direct or indirect quotation, or with the subject or the keynote. The body of the story of an interview, like that of a speech or report, consists of direct quotation, indirect quotation, and summarizing statements, together with as much description of the person interviewed as the circumstances warrant.

The vital point of difference between a speech and an interview lies in the fact that in interviewing the material is elicited by means of the reporter's questions. These questions, accordingly, would seem to constitute an essential part of the interview story. Nevertheless, the reader's interest centers in what the person interviewed said, not in what questions the reporter asked. As a general rule, therefore, it is best to omit the questions from the story, or at least to subordinate them and to play up the answers. This can easily be done by quoting the person as though in his answer he had repeated the reporter's question or the significant part of it. As a matter of fact, persons often do repeat a question that is asked them before answering it. When it seems necessary to include some of the questions in the story, they may be given without explaining who asked them, or they may be followed by an indefinite passive form, such as "Mr. White was asked," rather than "asked the *Times* reporter." If a man refuses to give any information, merely replying to each question that he has nothing to say, it may be desirable to give each of the reporter's questions coupled with the man's non-committal answers. In every case where both questions and answers are presented in direct quotation, each question and each answer should be set off as a separate paragraph, like conversation in fiction.

To make it plain to readers that the facts and opinions in the story were obtained in an interview, rather than from some other form of utterance, such phrases may be employed as "said Mr. White when interviewed today," or "declared Mr. White in an interview today." Even these phrases may be omitted in favor

of such statements as "said Mr. White in commenting on," "said Mr. White when asked his opinion on," "said Mr. White in speaking today of." Variety of explanatory phrases for interview stories can be attained by the same devices as those considered in reports of speeches on page 144.

Examples of Interview Stories. In the following interview story taken from the *Kansas City Star*, the long discussed question of billboards along highways is made timely by connecting it with the new county road program:

A "signboard epidemic" is spreading rapidly along the new county highways, according to Harrison G. Loring, assistant county counselor at Independence.

As rapidly as the main concrete highways of the 6½-million-dollar county road program are opened, fences and trees are covered with signs, and billboards are erected, Mr. Loring said.

"Never before have we faced such a problem," he said. "The county counselor's office is cognizant of this new abuse of the roads, and has been considering ways of combating it. It is a serious menace to the scenic beauty of the highway system."

Last week the county court ordered two signs removed from the county's right of way at Van Horn road and Evanston avenue. The signboard company removed the boards to private property a short distance away, and added another for good measure. Signboards have been erected at several other places along Van Horn road since the completion of the 41-foot highway. Similar conditions exist on the other roads of the county, according to Mr. Loring.

Several suggestions for combating the signboard evil have been offered by motorists. One is that the county erect lattices on the right of way in front of the signs, and plant vines to grow over them.

How an interesting story may be written from material gleaned from an interview with a returned traveler, is shown in the following example taken from the *New York Times*:

Russian prisons have a radio in every cell and every prisoner gets two weeks' vacation for each year of servitude, in accordance

with the Soviet's new system of penology and criminology dealing with all crimes except political, it was said here yesterday by Major C. E. Lovejoy, executive secretary of the Alumni Federation of Columbia University, who has just returned from a tour of Soviet Russia as leader of a group traveling under the auspices of the American Institute of Educational Travel. Major Lovejoy and his group were the first Americans to visit Russian prisons.

The prison cells, Major Lovejoy said, are open from 5 A.M. until 10 P.M., and each inmate is virtually his own "trusty," allowed to come and go as he pleases within the confines of the prison. The atmosphere of the place is rather jovial, the prisoners seemingly being quite contented with their lot.

"What amazed me most," Major Lovejoy said, "is the system of rehabilitation of the prisoners. There is a school in the prison and each prisoner is trained for some profession, so that when he is liberated he will not be tempted by want to commit crimes again. The training each criminal receives is relative to the enormity of his crime. The prisoner who has committed a crime that displayed daring or ingenuity is trained for better jobs than, let's say, the petty criminal, whose crime does not show any particular courage or intelligence. The bigger the crook the bigger is the job he is trained for."

There were 650 prisoners in the particular prison in Moscow visited by the tourists. Of these about 150 were children left homeless by the revolution, known as the "bezprizornie," who, through the prevailing conditions, had become street marauders. There are no more than twenty guards, none of whom is armed, and about forty to fifty orderlies, whose chief occupation seems to be looking out for spies from the outside.

The prisoners work seven hours a day in three shifts in a silk textile factory within the prison walls, for which they receive regular wages, each having seven hours of leisure which he spends as he chooses within the boundaries of the walls. There is a school in which the teachers are prisoners, a store, and a fair-sized library of about 4,000 volumes, consisting largely of fiction. The librarian is a prisoner serving a three and a half year sentence for embezzling State funds.

Major Lovejoy added that very few prisoners fail to return from their two weeks' vacation, though in some instances there are those who take an extra week on their own.

The interview story in which direct quotations alternate with indirect quotations and summarizing statements is illustrated by the following example, sent to the *Christian Science Monitor* by one of the members of its Washington bureau, only part of which is reproduced here:

WASHINGTON — "There can be no such thing as effective enforcement of our criminal laws without a complete reorganization of the police force of our urban areas."

This was the flat statement made to an interviewer by Frank J. Loesch, member of the National Commission on Law Observance and Enforcement and veteran in the Chicago war on crime. Mr. Loesch, a vice-president of the Chicago Crime Commission before he was named by the President as a member of Mr. Wickersham's group, is making a special study of American police conditions for the latter body. He spoke fully and frankly on the subject.

The burden of his statement, emphasized again and again, was that police must be divorced utterly from politics, that police chiefs and police subordinates must be selected for their capacities and given security of tenure, and that the whole first line defense of American municipalities against crime must be reorganized and modernized.

"That reorganization," Mr. Loesch said, "must have in mind a better educated, more highly qualified class of men who can only enter the force after a probationary test — not on the force itself but preliminary to their being accepted at all. Even if they are able to pass a physical and educational test they must be placed, so to speak, under observation, to find if, by temperament and natural qualifications, they are competent to fill the position, and measure up to the requirements of modern training.

"The period of preliminary training should last at least six months, after which they should be put on the force itself to get practical experience. The whole experimental period should last at least a year.

"But this is only the beginning of the reorganization! The chief of the force should be named for a period of years, not less than 10, and he should be irremovable except for gross violation of his duties. Each of his immediate subordinate officers, who should have reached the position without political influence and by force of personal integrity and natural qualifications, should be

irremovable at least until some specified age, say 60. Their position should be one of permanence, like that of lesser officials below them, down to the patrolmen."

How different actual conditions are from the recommendation of Mr. Loesch is illustrated in striking fashion in several American cities. Chicago, for example, has never met the outbreak of lawlessness by giving an able police chief security of tenure. There have been 13 chiefs of police in Chicago in 25 years; 10 chiefs in the past 20 years. Again and again investigators and crime commissions have pointed out to that city, as elsewhere, that the times demand a police head with authority equal to his responsibility, and one as persistently and continuously on the job as the criminal elements which he combats.

Mr. Loesch, as a member of the Wickersham Commission, does not mention Chicago specifically, but he does not fail to repeat the general observation drawn from past and present experience in the subject.

"The curse of the present political system," he told the correspondent, "is the control over the individual officers of the force by the politicians, who not only distribute appointments of patrolmen, but even of superior officers, and use their political power with the chief himself, or with the executive authority which nominally is supposed to name the chief, to cause advancement, shiftings within the force, and removals in the interest of corrupt political expediency.

"Now those shifts of officers who perform their duty are always done in the interest of the law breakers, and the effect is to destroy the morale of the honest officers, both superiors and patrolmen alike, so that we fail to get effective work on the police force, even from men who are honest and anxious to do whatever is possible to follow the law breakers."

Times have changed, Mr. Loesch said, and crime has changed and been reorganized like everything else.

"The difficulty today," he said, "is to reach organized crime. That is where the whole police system breaks down. The chief of police and his immediate assistants are in constant fear of being removed and demoted by arresting some criminal belonging to a criminal gang or to a corrupt political organization, and thus today in practically every American city without exception, the whole force loses that morale which is essential to effective work."

Mr. Loesch said the cities he had in mind included New York,

Chicago, Buffalo, Detroit, St. Louis and Philadelphia. The indictment was, however, less true of Boston, he declared.

"The curse of the whole situation," Mr. Loesch added, "is that everywhere politicians and politics control the police force — which is the last thing that should be controlled by such agencies!"

Permanency of tenure, adequate education, improved equipment and modern scientific crime detection methods — these are the needs of the moment, he declared.

"It goes without saying," Mr. Loesch continued, "that there should be a civil examination for the police force." But the chief of police, he added, should have power to take summary disciplinary action against members of the force without the formality of a trial. It is often difficult, Mr. Loesch explained, to prove conclusively reasons for discharging an officer when the chief may know very well that the individual is notoriously inefficient.

"If we are going to meet the criminal on his own terms," Mr. Loesch said, "nothing less than the proposals made above will remedy the situation."

Policemen should be called "officers" and not "cops" by the public, Mr. Loesch declares. The public should acknowledge the dignity of the force and do all in its power to encourage it.

The manner in which an unusual person in unusual surroundings may be described in an interview, and the way in which the conversation of a person not entirely familiar with the English language may be reproduced, are shown in the following story from the *Chicago Daily News*:

Mme. Tamakai Miura hid behind a baggage truck and pressed her fingers into her miniature ears. It was her first visit to Chicago.

"Ooo!" exclaimed Mme. Miura. "Ooo!"

The Twentieth Century limited was backing out of the LaSalle Street Station.

"She is the first Japanese grand opera singer in the world, the first to sing in America and one of the best sopranos in the company!" shouted the press agent above the roar. He led the way to Mme. Miura. She stood half frightened and half amused, seeming like a figure that had escaped from a Japanese print and got lost in a Meissonier landscape. For Mme. Miura was still dressed in her native costume. She might have just wandered off the

stage from a scene in "Madame Butterfly" in which she is going to sing for the Boston Opera Company.

She wore a purple robe, with a dull red and gold girdle. It enveloped her in folds and a dull pink scarf covered her patent leather colored hair. American shoes, an American handbag and American furs testified to her acquired cosmopolitanism.

"I like come here and sing," said Mme. Miura, removing her fingers from her ears. "I been in London and all over the world. I am only singer in Japan. In Japan women don' sing so much or do anything. They have no suffrage an' only listen to the nightingale and the wind blow through the cherry tree. But art will liberate the ladies of Japan."

Mme. Miura glanced coquettishly at a Japanese man who stood near her.

"What you think?" she inquired of him.

"He is my husband," she explained.

Becoming more accustomed to the baggage truck and the Twentieth Century, Madame Miura continued:

"When I come to America I all the time 'fraid people don't like me because I hear about Japanese not being much liked, but when I come to New York everybody like me and is most nice to me. And I am sure everybody in Chicago like me. It is so full of noise, is it not? All America is full of noise.

"I like most American scenery which the railroad show me. It is better than English or German scenery, because in English scenery all the trees look like doll trees and in Germany all the trees look like they have been straightened with mower of the lawn. In American scenery everything is big and wild and maybe full of animals, is it not?

"And there is so much. I pass miles and miles in my ride, more than whole Japan."

Madame Miura's English required the greatest concentration on her part. She paused and thought and then resumed.

"Opera is new art in Japan. We have only very few singers. Because women have no great chance, but now maybe they have. I study in London and Berlin. I have sing before king and queen in Albert Hall. I sing Irish song, Scotch song, Italian and French song and English song. Isn't that nice?"

Combining Several Interviews. When interviews on the same subject are obtained from several different persons, they are

usually combined in one story. In such stories the lead generally summarizes the opinions thus obtained. The separate interviews may be handled in the body of the story in one of several ways. Not infrequently the name of the person, followed by his position, occupation, or other identification, is placed at the beginning of the paragraph and is followed by his opinion given in direct quotation form. In other cases the quotation for each person is put first in the paragraph, and his name and identification are given in the first sentence or at the end of it. The two following examples illustrate these forms:

(1)

Sentiment among Harwood Avenue business men is divided in regard to the widening of that street from the bridge to Fourth Street, recommended by the City Planning Commission to the Common Council at its meeting last night.

Although all of them admit the need of a wider thoroughfare, some believe that the cost of the improvement would add too much to the already high taxes.

"Harwood Avenue must undoubtedly be widened in the near future," said Henry C. Karns of the Consumers' Grocery Company, this morning, "but I am not sure that the tax-payers are ready to assume the burden of the cost at this time. Personally I am in favor of making the improvement as soon as possible, regardless of the cost."

Similar doubts as to the wisdom of adding to the city taxes to defray the cost of widening the street were expressed by J. R. Harrison, president of the Harwood Branch of the State Bank, Otto C. Vogel of the Vogel Drug Company, and Charles Dean, manager of the Deerfield Laundry, although they all favored the improvement.

Others approve the proposal.

"It will cost less to make the change now than it will a few years hence," said Dr. C. V. Jones, Cambridge Apartments, "and taxes are not going down very much in the near future. The ordinance recommended by the City Planning Commission should be passed, I believe."

"The sooner the avenue is widened the better," was Harvey T. Parker's comment on the proposal. "Traffic is now so congested that automobilists avoid our street and take streets where

they can get to the curb easily. Our business suffers from the present situation."

(2)

That the question of adopting the city manager plan for Chester should be submitted to the voters at the spring election, was the opinion expressed by many Chester business and professional men today. The talk on the city manager plan by Prof. Carl Hunt of the Dover Normal School at the City Club, Wednesday noon, aroused considerable interest in the plan.

Centralization of authority and better business methods in municipal affairs were urged in favor of the proposal by its advocates.

When interviewed today, those who were in favor of the plan included the following:

WILSON R. HARRISON, President of the Commercial National Bank — "The city manager plan should certainly be submitted to the citizens at the next election, and I believe that the proposal will be adopted."

ARTHUR C. PERKINS, Secretary of the Harrison Building Association — "To place a city manager in control appeals to me as the best method of managing municipal affairs in a city of the size of Chester, and I hope that the question will be brought before the electorate next spring."

HENRY R. DE RAIN, of Hawley, Jenks, and De Rain, lawyers — "The adoption of the city manager plan by several cities of the state indicates an appreciation of the advantages of this centralized control of municipal government. Voters here should have an opportunity to put Chester in the list of progressive cities of this state."

How a number of interviews may be combined with some variation of form is illustrated by the following story taken from the *Cleveland Press*:

Contending that the resolution of the American Federation of Labor meeting in Toronto, to ask Congress to restrict immigration from Europe at least one-half, is just like killing the goose that lays the golden egg, the majority of nationality leaders in Cleveland went on record today as opposing the attitude of the Federation of Labor.

"The attitude of the Federation of Labor in asking for further reduction of European immigration is foolish. American capital will export itself to the countries where labor is cheap, thereby depriving American labor of the opportunity to work," is the opinion of Vatro Grill, editor of the Enakopravnost, Slovenian daily, 6418 St. Clair avenue.

Joseph Martinek, a leader in Czecho-Slovak labor movements here and editor of the American Labor News, Czecho-Slovak weekly, 4732 Broadway, believes in free immigration, he said today.

"American labor," he said, "can best protect its interests if it combines its strength with the European trade unions and the labor organizations of other countries. American factories are moving to the countries where they can employ cheap labor and, unless the standard of living is raised in all countries, through co-operation of all the countries' labor unions, American labor will find serious competition regardless of any immigration laws which may be enacted here."

"First of all, the attitude of the American Federation of Labor in proposing to cut down immigration is very selfish because it does not take the general welfare of this country into consideration," Herbert Kobrak, secretary and general manager of the Consolidated Press & Printing Co., publishers of the Waechter und Anzeiger, German, and the Szabadsag, Hungarian, dailies, said today.

"If the committee of the American Federation of Labor had sat together with committees representing other interests in the country, another conclusion than the one taken would have been the result of the deliberations.

"The direct result of the further reduction of immigration to this country will serve no good. If a stringent labor market exists here, the wages necessarily will be very high. European labor at cheaper wages can produce articles that will be cheaper to import here even with the highest tariff protection, thereby throwing millions of people out of work."

Z. Dybowski, editor of the Polish Daily News, 1017 Fairfield avenue, said:

"American workers will not benefit if immigration is further reduced. If American manufacturers are not able to get the necessary number of skilled laborers, they will go to Europe where the skilled labor is cheaper and more abundant."

"We must look upon immigration to America from a social and

not only from the economic standpoint," George Stanculescu, editor of the American Rumanian Daily, 5705 Detroit avenue, said.

"If near relatives of residents of this country are allowed to come in outside of the quota and only the regular immigration quota is reduced, I can see no serious objection to reduced immigration.

"With machinery constantly taking the place of more and more people, the coming aliens will swell the number of unemployed by countless thousands, thereby causing hardship not only to the newcomers but also to the residents here," Stanculescu concluded.

SUGGESTIONS

1. Find out everything possible about the person whom you are to interview.
2. Inform yourself thoroughly about the subject on which you are seeking an interview.
3. Draw up and memorize a series of questions that will elicit the information that you desire to obtain from the interview.
4. Encourage the person interviewed to talk as freely as possible; avoid talking any more than is necessary.
5. Don't let your note-taking interfere with the conversation; jot down memoranda unobtrusively.
6. Quote verbatim all important statements obtained in an interview.
7. Don't include your questions in the interview story unless they are absolutely necessary.
8. Keep yourself out of your interview stories; readers are interested, not in the reporter, but in the person interviewed.

CHAPTER VIII

FIRES AND ACCIDENTS

News Sources of Fires and Accidents. Reports of fires and accidents within the city limits are telephoned to the police headquarters by patrolmen and thus come to the attention of the police reporter. In large cities where a police reporter is constantly on duty at the police headquarters and at each police station, these reporters either telephone the facts of the occurrence to the newspaper office, to be written up by a rewrite man, or write the story themselves and send it to the newspaper office by messenger. If the fire or accident is of sufficient importance, the city editor assigns a reporter to obtain more details than are available to the police reporter. In small cities the police reporter obtains news of accidents by calling at the police headquarters several times a day, or by telephoning to the desk sergeant to find out whether or not anything has been reported since his last call. News of fires in small cities is obtained from the fire department headquarters. In some large cities, newspaper offices are connected with the fire alarm system, and every alarm sounds a gong in the city room that gives the number of the box from which the alarm is rung. In such cases little attention is paid to the first alarm, but a second alarm usually leads the city editor to assign a reporter to find out the location and extent of the fire. Accidents in the county, particularly those occurring on a highway patrolled by county motor policemen, are reported to the sheriff's office. In states that have a system of state police, accidents, and often fires, are reported to their nearest station by some member of the state police force. Fatal accidents or deaths caused by fires, in both the city and the county, are reported to the office of the coroner, whose duty it is to investigate them. Reporters who cover the offices of the sheriff and of the coroner, as well as the district station of the state police, are responsible for

news of accidents recorded in those places. News of fires in the county when the city fire department is called on for aid, may be obtained from the central fire headquarters.

Gathering Fire and Accident News. When a reporter is assigned to cover an accident or a fire, he usually knows only a few facts, reported by a policeman or other official, or by someone who has given his newspaper a tip about the occurrence. He is seldom on the spot when an accident happens or a fire breaks out. He must, therefore, gather all of his information from eyewitnesses, persons involved, policemen, firemen, physicians, or hospital authorities. Unfortunately very few individuals are accurate observers, and accounts of any event given by eye-witnesses and participants seldom agree in all details. Everyone sees and hears what his reading and his experience have taught him to expect to see and hear. Personal opinions and prejudices, as well as self-interest, tend to color the accounts given by individuals concerning accidents and fires about which they know anything. The first task of the reporter, therefore, is to gather as many facts as possible by questioning everyone who can throw any light on what actually happened. As he does so, he must be able to "size up" each individual whom he questions, in order to determine, in accordance with his knowledge of human nature, just how much credence can be given to each version of the occurrence. Whenever there is considerable difference among the accounts of eyewitnesses and participants, the reporter should take down the various versions for use in his story.

In addition to the names and addresses of all persons from whom he obtains important information, the reporter should undertake to find out the following significant details concerning a fire, an accident, or a disaster: (1) number of lives lost; (2) number of lives endangered; (3) names, ages, addresses, and occupations of the dead and the injured; (4) hospitals to which the injured were taken; (5) prominent persons and places involved; (6) character and extent of the damage; (7) amount of fire insurance; (8) property threatened with damage or destruction;

(9) cause and responsibility; (10) investigations begun or likely to be made; (11) preventive measures proposed against a recurrence of the event; (12) actual or probable effects; (13) peculiar and unusual circumstances; (14) acts of heroism; (15) remarkable escapes.

Lists of the killed and the injured are always necessary for local stories and should be included in telegraph stories when the persons are known in the communities in which the paper circulates. These lists should include the names, occupations, and ages of persons killed or injured, as well as the extent of the injuries of each person and the hospital to which he was taken. The character and extent of the damage, the value of the property involved, and the amount of fire insurance carried by each individual or company that suffered any loss, are important both for local and telegraph stories. Curious and unusual causes and results, remarkable escapes, acts of heroism, pathetic or humorous incidents, and novel circumstances should always be sought for local stories and often make the best feature for telegraph stories, particularly when the persons involved are known only locally. In such cases the peculiar circumstance is the only reason for printing the story outside of the community in which the event happened.

When a fire amounts to a conflagration, or when a great disaster occurs, such as a railroad wreck, a flood, a violent storm, a shipwreck, a large explosion, or a serious accident in a mine, the problem of reporting it becomes more difficult. In some instances one reporter or correspondent undertakes to cover all phases of the disaster; in others, several men are assigned to cover different phases. In the excitement naturally produced by a catastrophe, many rumors gain currency. The first estimates of the number of lives lost or of the extent of the damage are frequently too large. The young reporter must avoid being carried away by wild reports and must learn to discount liberally such first estimates. By keeping calm no matter how great the catastrophe and the attendant excitement, not only can he evaluate fairly the informa-

tion that he gets from others, but, by inspiring a certain amount of calmness in those with whom he talks, he obtains the facts the more accurately. He should never believe reports of disasters without investigating them. Details that he cannot verify he should consider as rumors and not as facts. If he credulously accepts wild rumors and excessive estimates of the number of lives lost, and embodies these rumors in his news story, he will cause needless anxiety to many persons whose relatives or friends may be involved.

Treatment of Fire and Accident News. In gathering and writing news of fires, accidents, and disasters, a reporter should keep in mind the possible influence that his work may have on readers. By the details that he selects, and by the way in which he presents them, he may exert a constructive or a destructive effect. A constructive influence is produced by emphasizing those elements that tend: (1) to turn the reader's attention to preventive measures, (2) to create sympathy for the victims, (3) to inspire admiration for heroism or other virtues displayed in connection with the occurrence. Emphasis on immediate or underlying causes and responsibility, or on possible preventive measures, tends to create a public opinion favorable to the elimination of such conditions as cause fires, accidents, and disasters, as well as to bring home to readers the possible consequences of their own carelessness. The creation of sympathy for deserving victims and of admiration for heroism also exerts a wholesome social influence. On the other hand, by giving space and prominence to ghastly and sensational details of fires, accidents, and catastrophes, thus pandering to the morbid curiosity of many readers, a news writer may produce an unwholesome, anti-social effect.

Some of the problems involved in the writing of stories of fires and accidents are illustrated by the examples given on pp. 445–450.

Writing the Lead. Various features that may be played up in the lead of stories of fires, accidents, and disasters include: (1) cause and responsibility; (2) character and extent of the damage;

(3) property threatened with destruction; (4) number of lives lost; (5) number of lives endangered; (6) prominent persons or places involved; (7) peculiar or unusual circumstances; (8) remarkable escapes; (9) acts of heroism. When none of these details is of sufficient importance to warrant the initial position of emphasis, a story of a fire may begin with the word "fire"; thus, "Fire starting in the chemical laboratory on the third floor of the Washington high school shortly after 5 o'clock yesterday afternoon, caused damage estimated at $2,000."

How each of these nine important features of news of fires, accidents, and catastrophes may be played up at the beginning of the story, sometimes with a constructive purpose, is shown in the following examples:

The Cause

(1)

A lighted cigarette tossed on to a pile of paper tire wrapping in the repair shop of the McMullin Tire Co., 619 Howard avenue, resulted in a fire that damaged the building and contents to the extent of $1,500 this morning.

(2)

By striking a match to find the cause of a gas leak in the kitchen of his home, Edward Morris, 93 South Main Street, was painfully burned about the hands and face.

(3)

Frightened by young men playing baseball in the street, a two-horse team of the Midland Dairy Co. ran away this noon on Center street, west of Sixth, barely missing several parked automobiles and slightly injuring the driver, Frank Lange, who was thrown to the pavement when the horses started suddenly.

(4)

Disregarding the warning bell at the Ferris Lane crossing of the Illinois Central Railroad, because he thought that no train was due, John Hart, farm hand on the Henry Hammond farm, Millville, was fatally injured when the automobile he was driving was struck by the Labor Day special train due here at 6:30 last evening.

Charles Harter, also an employee of the Hammond farm, who was driving with him, escaped with slight bruises.

The Damage

(1)

Over a million dollars worth of property was consumed on South Point within two hours yesterday afternoon when fire destroyed Elevator D of the Consolidated Elevator Co. and the docks and sheds of the Western Pacific Railroad Co. The fire was caused by a hot rivet dropped in some oily waste in the machine shop of the elevator.

Basements of twenty stores on Front street, between Eighth and Ninth streets, were flooded by the clogging of a sewer during the heavy downpour last night, with damage to thousands of dollars worth of goods.

(3)

Five automobile bodies were badly damaged when the truck on which they were being carried from the Hartland Body Co., Madison, to the Wilson Motor plant was forced on to a soft shoulder along Highway 16, just outside the city limits, and overturned in a ditch.

Danger of Destruction

(1)

Nearly 3,000,000 feet of lumber was threatened with destruction by fire at the Harrison Lumber Company yards this morning, when the one-story office building of the company burned and the flames were swept by the high wind into the adjoining lumber piles.

(2)

A delivery truck of the Swift Baking company barely escaped running into the river at the foot of Point street yesterday afternoon, after dashing down the hill from the corner of Sixth street, where it had been parked while the driver was making a delivery. One of the piles on the dock stopped its flight, but the front of the truck was badly damaged.

Lives Lost

(1)

Four girls lost their lives and six persons were burned and otherwise injured yesterday afternoon when an electric stove in the Gem Novelty company factory, 25 West Fortieth street, set fire to a lot of celluloid combs on a work bench.

(2)

Two men were suffocated when they were caught in a cave-in in a sand and gravel pit at Seventy-seventh and Franklin streets this morning. The victims were Joseph Werter, 26, 678 Sixty-ninth street, and Michael Mullin, 32, 456 Harrison court, both workmen employed by August Merkel, contractor and owner of the pit.

(3)

One young man was killed and three others were seriously injured when the automobile in which they were riding crashed into an old truck parked without lights by two drunken men on the Wentworth road near Wyandotte, shortly after midnight on Monday.

Lives Endangered

(1)

Three stenographers were nearly trapped in the burning office of the Central Coal Company, corner of 37th street and Western avenue, just before noon today, while attempting to save valuable papers. The girls, Myrtle Riley, 21, 6754 Kings street, Helen Baker, 20, 45 Ravenswood court, and Sarah O'Brien, 24, 456 Twenty-fifth street, overcome by smoke, were carried from the building by employees of the coal company and were revived in the office of the Person Lumber company near by.

Nine persons were carried down fire ladders to safety early this morning when the second fire in a month broke out in the four-family frame apartment house at 110–112 Carroll Avenue. Patrick O'Connor, his wife, and three small children; Mrs. Rose Lipschutz and her daughters, Rose, 18, and Ruby, 16; and Sara Wasserman, 24, were rescued from the second floor apartments by members of Ladder Co. 34, when dense smoke blocked their escape down the stairways.

(3)

Two passengers and a pilot narrowly escaped death or serious injury when a seven-passenger cabin airplane nosed over while making a forced landing on a meadow near the city limits on the Southport road, during the heavy fog that hung over the city early this morning. The passengers, bound to this city from Chicago, Arthur Johnson, Joliet, Ill. and Henry C. Wilson, Detroit, Mich., together with the pilot, John Nelson, Chicago, were badly shaken up when the wheels of the plane sank in the muck and the plane turned over.

Persons and Places Involved

(1)

Wilton C. Clay, broker, 71 Exchange Place, was suffocated by smoke in his rooms in the Oxford Arms, Templeton street, early this morning, when fire originating in a defective flue damaged the apartment building to the extent of $1,500.

(2)

Harrison G. Black, president of the State Bank, narrowly escaped injury this morning when his automobile skidded on the wet pavement as he was turning from Elm street on to College avenue, and crashed against an electric light pole, throwing Mr. Black to the sidewalk.

(3)

Market Square Theater was damaged by fire to the extent of $5,000 late last night, evidently as a result of a lighted cigar or cigarette thrown on the gallery stairs at the close of the last performance.

(4)

South Water street bridge was so badly damaged when it was struck by the steamer City of Cincinnati while passing through the draw this morning that no traffic will be allowed over it for several days.

Unusual Circumstances

(1)

Awakened by the continuous meowing of the family cat, James R. Watson, 67 Arlington place, rescued his wife and two small sons from smoke filled rooms, when fire starting from an over-heated

furnace damaged his home to the extent of $1,200, shortly before 6 o'clock this morning.

While hurrying across the street to share a large piece of watermelon with his mother who was waiting in an automobile at the opposite curb, 8-year-old David Drear, son of Mr. and Mrs. Fred W. Drear, 515 Norton Street, was almost instantly killed by a truck.

(3)

Because a milk wagon struck a fire alarm box as it overturned after striking a pile of ashes at Elm and Second streets before daybreak this morning, firemen responding to the alarm were able to extricate the driver, Robert R. Heim, from his wrecked wagon after a policeman had failed.

(4)

A swaying jack-o-lantern igniting the paper costume of a 12-year-old girl merrymaker on the way to a Hallowe'en party last night, caused such severe burns that she died a few minutes before midnight at St. Anne's hospital.

Little Irene Parent, with a dozen other youngsters crowded the entry way of the home of Peter Nequette, 75 Orchard street, when the pumpkin and lantern were pushed against her flimsy paper dress, and in an instant the costume flared like a torch, leaving Irene standing in helpless terror while the other children ran for safety in screaming confusion.

Remarkable Escapes

(1)

A heavy beam under which he was standing saved Fireman Michael Linehan of Truck Co. 16, from being crushed to death when the roof of the Harrison Manufacturing Company collapsed during a fire yesterday afternoon.

(2)

Bounced out of the lap of its sleeping mother from an automobile to the concrete highway, an 18-month-old baby escaped with a few scratches, on the Glendale road ten miles north of this city early this morning.

(3)

After being buried in a caved-in well for twenty-four hours, Harold Jones, 16, son of Mrs. Elizabeth Jones, who lives on a farm near De Soto, was brought to the surface unhurt this morning by a squad of rescuers who had worked throughout the night.

Acts of Heroism

(1)

The manful efforts of Tony Caruso, 13 years old, to carry his bed-ridden mother from their smoke-filled home at 768 Harmon street yesterday, when a fire in a shop next door threatened to destroy the house, elevated him to the rank of a neighborhood hero, despite the fact that he was compelled through lack of strength to call for help from neighbors.

(2)

By swimming ashore in chilling water and telephoning to the coast guard from a farm house, a 16-year-old sailor, Donald Watkins, St. Joseph, Mich., saved the 70-ton motor fruit boat, Mary Jane, of St. Joseph, from drifting on the rocks off North Point, early Tuesday morning.

(3)

A 76-year-old watchman tossed his 3-year-old great-grandson safely to the curb, as he was carrying him across the street, and an instant later was ground to death under the wheels of a heavy truck at the corner of Water and Twelfth street last night.

(4)

Caught on a trestle fifty feet above Silver creek, near Hiram Corners, today, Thomas R. Hanson, Mt. Auburn, dropped his two small sons and another little boy into the water and was run down and killed by the Minneapolis Flyer on the Northeastern railroad.

The Body of Fire and Accident Stories. The chief points to keep in mind in planning and writing stories of fires and accidents are to select and play up the important details, to eliminate or subordinate the minor ones, and to arrange all of the material in a coherent, unified narrative. Whether the reporter is limited to a given number of words or is instructed to write as much as the

news is worth, he must choose and reject particulars with great care, remembering always that what he retains must be so arranged that to the rapid reader the relation of one part to another will be perfectly clear. In a complex story dealing with a series of incidents that occurred simultaneously, different threads of the narrative must be woven together skillfully, so that it will be evident how the several incidents took place at the same time.

Greater life and interest can always be given to accounts of fires, accidents, and disasters by giving in direct quotation the stories of eye-witnesses and participants. Whenever the nature of the occurrence warrants it, every effort should be made to get interviews and statements from persons involved, as well as from officials investigating the causes. Conversation between persons concerned in the event can sometimes be used effectively. Every form of direct quotation gives variety and interest to the news story.

Vivid descriptions of the scene of the fire, accident, or catastrophe enable the reader to picture to himself just what happened and thus add greatly to his interest. Concrete, picture-making nouns, verbs, adjectives, and adverbs are useful for producing this descriptive effect. The novice who witnesses for the first time the havoc wrought by a fire or disaster should guard against exaggeration in his description. He should beware of indulging in superlatives and of piling up adjectives and adverbs in an effort to make the scene vivid. Restrained, suggestive description is usually preferable, not only because it is more concise, but also because it is more effective.

Examples of Fire Stories. The manner in which a fire on a farm near a city of 40,000 was covered by a daily newspaper with a circulation of 17,000, is shown by the following story:

> Fire of unknown origin completely destroyed a large barn on the farm of Carl Schroeder, on highway 39, two and a half miles north of this city, near Oxford, early this morning. The loss is estimated at $5,000, partly covered by insurance.
>
> The fire was discovered in the peak of the roof, and quickly

spread to the hay stored in the barn. Before Chemical Engine Co. 8 could respond to the telephone call for assistance, the flames were beyond control. With the aid of the volunteer fire companies from Oxford and Mercerville, the local firemen devoted their efforts to keeping the flames from spreading to the farm house and other buildings.

All of the live stock was out of the building except one young calf which was burned to death. A considerable quantity of alfalfa, hay, straw, and grain was destroyed. About fifty tons of silage was still in one of the silos adjoining the barn, but it is thought that it was damaged only on the outside and top. A feed cutter, side rake, hay loader, and other equipment were burned with the barn.

The following story of a fire in a large city appeared in a morning paper:

A cracking barrage of exploding cartridge shells forced back firemen and endangered spectators at 6:30 last evening during the burning of a two-story store and apartment building at 2561–2563 Watson street. One of the stores was that of the Stockbridge Brothers Hardware company and the other the delicatessen of Otto Braun.

Firemen were compelled to don gas masks as the oils, paint, and other inflammable supplies in the hardware stock gave off dense smoke. Although the fire occurred during a heavy snow storm, thousands of residents of the neighborhood gathered to watch the spectacular blaze. Half a dozen customers were in the Braun delicatessen when the fire was discovered.

The cause of the fire had not been determined up to late last night, but it originated in the basement near the furnace. The loss is estimated at about $15,000, of which $5,000 is in damage to the building and the remainder to the store stocks.

When smoke began to pour up into his food shop, Mr. Braun telephoned to Fire station No. 16. Shortly after, cartridge shells began to explode in the rear of the hardware store. As soon as the firemen arrived, they turned in a second alarm, which brought a large amount of equipment to the scene.

After telephoning the alarm, Mr. Braun rushed upstairs and shouted a warning to the two families occupying the apartments over the stores, Mr. and Mrs. Peter Olson and Mr. and Mrs. Oscar Strauss with their four children. Mr. Strauss owns the building.

The families escaped uninjured, though compelled to run through the screen of dense smoke that poured up the stairways. Mr. Braun provided the spectators with a thrill when, in the face of the firemen's protests, he dashed through the billowing smoke and rescued the contents of his cash register.

The fire gained rapid headway, fed by oils and paints in the hardware stock, and soon the interior was a roaring furnace. Because of the exploding cartridges and the danger of explosions of the inflammable paint supplies, the police promptly formed fire lines, blocking off the street and detouring traffic to Hartland avenue.

Several firemen narrowly escaped death when the first floor collapsed, carrying down stocks of both stores into the basement. Warned by the cracking of the floor beams, they ran out of the building, abandoning their hose lines, a few seconds before the floors of both stores crashed down.

By pouring a large quantity of water into the stores and flooding the basement, firemen prevented further explosions and kept the flames from sweeping through the two apartments, which were only damaged by smoke.

How a great number and variety of details were combined in a fire story is shown in the following example taken from the *New York Herald Tribune*:

The New York Velodrome, the scene of many famous bicycle races, was burned down early yesterday in a fast and spectacular fire that started in dry grass in the neighborhood of 225th Street and Broadway, the Bronx.

A new velodrome of reinforced concrete and steel with a seating capacity of 20,000 will replace the old structure and in the meantime the scheduled races will be transferred to Newark, N.J., and Providence. The loss caused by the fire was estimated at $150,000 and was not covered by insurance.

The most serious result of the fire, however, was the loss of 160 racing bicycles, the property of recent contestants in Velodrome races. Almost all of the bicycles were built in Europe and it will be several weeks before their owners can replace them.

Some of them were ridden to victory in important contests and had a sentimental value. Their riders were superstitious about their "lucky" properties. Among those who lost bicycles were

Cecil Walker, all-round champion of America; Franco Georgetti, motorpaced champion, and Freddie Spencer, sprint champion.

The flames crept through the grass, caught a wooden concession booth and then spread to the Velodrome before daybreak. The circular wooden stand covered five acres on the south side of 225th Street, between Broadway and the tracks of the Putnam Division of the New York Central in the Bronx.

Within fifteen minutes flames were roaring over the oil-soaked tracks and up into the bleachers. Only a few hours earlier the Velodrome had been filled with spectators watching Sunday night's races. It is considered likely that the grass fire began with a cigarette stub tossed away by a bicycle fan.

Five alarms were turned in as the flames shot high into the air and leaped over to the car tracks on 225th Street, burning poles and disrupting 100 yards of power wires. The lighting system of the neighborhood was not crippled, but some sections reported trouble with the telephone service.

The fire was discovered soon before 4 o'clock when Frank Wright, a New York Central fireman, noticed the creeping flames and sounded his engine whistle to attract the attention of a policeman. In this way the first alarm was turned in. Four additional alarms were sounded in quick succession. Employees who were busy sweeping out bleacher seats saw the flames and attempted to quench them with a small ground hose kept for that purpose, but they soon realized that their task was hopeless.

A brisk northeast wind was carrying the flames in leaping streamers. They roared so high above the bowl that they could be seen for miles. Patients in United States Veterans Hospital No. 81 in Sedgwick Avenue were awakened by the glow and were able to watch the progress of the fire from the hospital windows.

Sparks carried over to Bailey Avenue set fire to several awnings on a row of apartment buildings but most of the occupants were up watching the fire and they had no trouble putting out the minor blazes.

Crowds gathered in the street, mostly early workers, and by 6 o'clock automobiles were converging from many directions. One man driving in to town from Yonkers stopped at the scene and announced that farther north it had looked as if all New York were on fire.

Fire Commissioner John J. Doran reached the scene from his home at Belle Harbor, Queens, in 45 minutes. He was accom-

panied by his son-in-law, Captain John Ronan, of the Army Air Corps Reserve. Mr. Doran said they had planned to fly to the scene until they discovered that there was no suitable landing place near the Velodrome.

One fireman, Charles Fraundof, attached to Hook and Ladder 46, was attended for smoke suffocation and slight heat prostration. He was able to remain on duty. Firemen warned the tenants of apartment houses within range of sparks to close all windows and watch for possible outbreaks of fires.

Electric light and trolley poles caught fire and the wires fell to the street. The Kingsbridge surface car service was crippled. Firemen wet down more than forty box cars loaded with cotton which were stored on a siding on the railroad tracks and more than 100 automobiles stored in the Velodrome garage were driven to safety.

By six o'clock, after more than two hours of work, the firemen had checked the flames. The Velodrome was a charred ruin, nothing but the skeleton of the structure remaining. Emergency crews of the telephone, telegraph and electric light companies repaired broken cables and wiring so that by the time the residents of the neighborhood were up and about for the day the services had been resumed.

The postoffice substation at 231st Street and Broadway was plunged into darkness and, as there was considerable cash on the premises, two policemen were assigned to guard the property until 8 o'clock when the regular day force reported for work.

A program of boxing bouts scheduled for Wednesday night has been canceled. John Ringling and I. M. Uppercu were co-owners of the Velodrome. John Chapman, former vice-president of Madison Square Garden, was executive head of the company which operated it. Halley Mendel was manager.

The following story of a fire in a Pittsburgh home for the aged, which caused the death of more than a score of its inmates, was sent by the Associated Press to newspapers in the Middle West:

PITTSBURGH, Pa.—Twenty-six persons, 25 of them believed inmates of the Little Sisters of the Poor home for the aged and one a nun, were burned to death, and 217 others are in hospitals, victims of fire that turned the haven of the old and helpless into a place of horror and suffering Friday night and early today.

The coroner's office reported 15 persons still were unaccounted for, but the ruins had been searched thoroughly, dissipating belief that more had died in the flames. Twenty-six bodies, only three of them identified definitely more than 12 hours after the fire was discovered, were in the county morgue.

Physicians feared the shock of terror and confusion among the aged would increase the number of fatalities. Many of them were calm and helped their fellow inmates as the fire raged through the home, but later collapsed when the danger was past.

Fire Chief Richard L. Smith estimated the property damage today at between $45,000 and $50,000.

The alarm came from the outside, and heavy, barred gates and a high stone wall faced those who sought to warn inmates and their protectors. Once warning was given, chaos ruled. The few nuns, the staff of the home, struggled to lead to safety those of the 250 patients — 145 men and 105 women — they could reach.

Of the inmates themselves, the stronger helped the weaker; those whose infirmities pinned them to their rooms followed the example of blind Mrs. Mary Kline, 80, who "dropped on my knees and prayed to God," and many of them were saved.

Outside, firemen battered down the heavy gates to take in their equipment; fought futilely for a time to maintain against the walls ladders that burned as they were reared, and then turned to life nets, frantically calling to the imprisoned to leap for their lives.

Even before firemen reached the scene scores of the men of the poor neighborhood in which the home stood had scaled the walls and begun the work of rescue. Before fierce heat drove them back they raced into the burning structure, bearing out the helpless. When heat within frustrated them they formed human chains on fire escapes passing old men and women one to the other until the ground was reached.

On the wide lawn below, physicians and nurses from throughout the city plied their tasks. Nearly all those brought out required treatment of some nature.

Within and without, priests gave the last sacrament to the dying at the risk of their lives.

Yet the terror of the sudden alarm, their helplessness, and the doubts as to whether they could or would be saved, were not the first concern of many of those borne to safety. Of those who were given first aid on the lawn of the home, many had clasped in their arms the holy emblems of their faith.

The fire, it was established hours later, started in the morgue in the basement of the four-story brick charitable institution. The flames soon raged throughout the structure. By the time firemen had begun their work the cupola topping the building collapsed, injuring three of the rescuers below.

Such headway had the fire gained that all hope of saving the building was abandoned. Efforts were concentrated on rescue by firemen, police, nuns, priests, and every man who could get through the fire lines quickly established. On every floor nuns remained at their posts, trying to rescue where they could, refusing to be rescued and insisting that their charges be taken first when help was at hand.

Madly eager was Sister Agatha, mother superior of the home. Taken from the building, she tore herself from her assistants and rushed indoors once more. Nuns pleaded with firemen to save her. An hour later she was found struggling to help the enfeebled, crying hysterically, exhausted from her labors, barely conscious amid the confusion of smoke and falling debris.

Of the 250 persons confined to the home, not one was under 60 years old, and most of them were much older. So many were infirm that firemen admitted that had not volunteers swarmed to the scene the situation could not have been controlled as quickly as it was.

The experience of Mrs. Margaret Connell, 75, was typical.

"We were almost suffocating," she said. "The women had to run from window to window for air. Sister Pascaline, in charge of the floor, made them stick their heads out and breathe before going on. There were no lights and the heat on the floor was intense. I felt too weak to go on. I sank back on a bed and a fireman carried me out."

All three nearby hospitals were crowded to their capacity within an hour, and homes, schools, and parish houses in the neighborhood then were thrown open. An emergency hospital was set up in a school across the street.

The heroism of a fireman in rescuing a woman from a burning apartment house is related in a spirited manner in the following story, with the use of concrete diction and direct quotation:

By sliding down a swaying extension ladder through fire and smoke, with an unconscious woman in his arms, Fireman Daniel

Walter rescued her from death in a fire that early this morning swept through a five-story apartment house at 122 West Thirty-ninth Street, and caused a loss of $15,000. Mrs. Mary Owen, the woman saved, is in a serious condition as a result of inhaling smoke, but at the Harlem Hospital it was said that she would probably recover.

When the firemen on Truck 30 reached the burning building, they saw Mrs. Owen leaning out of a front window on the fifth floor, screaming for help and apparently preparing to jump to the street.

"Don't jump," shouted the firemen. "We'll be up there in a minute."

She stood motionless in the window with the smoke pouring out around her when the big eighty-foot extension ladder began to rise slowly in response to vigorous cranking. While the ladder was swaying like a pendulum as it ascended, Fireman Walter and Driver Frank Lawson began to climb up.

"Hold on just a second longer," shouted Lawson as he saw that Mrs. Owen was again leaning forward as if about to jump.

When he reached the top of the ladder a moment later, Mrs. Owen swayed and fell back into the room. At the same instant flames burst out of the windows on the third floor and swept through the ladder.

"You go down," called Walter to Driver Lawson below him on the ladder. "I'll get her and slide for it. Be at the bottom to catch us."

Lawson slid back through the flames, and Walter climbed into the window. Mrs. Owen was lying unconscious on the floor with her dress ablaze. Walter beat out the flames and then wrapped his coat around her to protect her from the sparks and embers that were swirling through the window.

Laying the unconscious woman on the window-sill, Walter climbed out on the ladder. Then he reached over and took Mrs. Owen, placing her across his arms. Seeing that a slow descent through the flames bursting out of the windows on the floors below meant certain death, Walter wrapped his legs around the sides of the ladder and took hold of both sides with his hands, balancing Mrs. Owen across his arms.

"Catch us down there," he shouted, and started to slide down the ladder through the flames and smoke, as though it had been

For a few seconds he was hidden from view; then he reappeared with his clothes ablaze but with his burden still safe across his arms. Firemen caught him as he reached the sidewalk, and took Mrs. Owen, who was still unconscious.

It was all the police reserves could do to keep the crowd from breaking through the fire lines to congratulate Walter and carry him off on their shoulders. They cheered again and again as he was hurried into the Harlem Hospital ambulance. His hands and face were scorched, but after his burns had been dressed at the hospital he gamily returned to his quarters in the fire station.

Mrs. Owen was the only occupant of the house who did not succeed in reaching the fire escapes in the rear of the apartment and thus getting out safely.

The fire started in the basement, evidently from an overheated furnace, and shooting up through the air shafts, spread into the apartments on the third, fourth, and fifth floors. As most of the tenants left the doors of their apartments open when they fled, the draught swept the fire through floor after floor. The interior of the whole five floors was destroyed. Three alarms were turned in and the fire was not under control until 10 o'clock.

How a small fire was treated humorously by a reporter on the *Providence Journal* is shown in the following story:

If somebody hadn't spilled the beans, all would have been quiet on the Kingston avenue front at 6 o'clock last evening. But somebody did spill the beans and things began to happen in a hurry.

The beans were hot and they scorched some grease in an oven of the Watson bakeshop in the rear of 461 Kingston avenue. Beans and grease went up in smoke and, since there is proverbially supposed to be fire where there is smoke, somebody sent in a fire alarm.

Immediately the air was filled with the wail of sirens and the clanging and snorting of fire apparatus. Scores of men and women homeward bound ran to the scene of the disturbance, with newsboys, photographers and reporters. Orders were shouted, hose was uncoiled and some zealous fire-fighter put a ladder or an axe through a window without bothering to open it. And at the end of the trail there was only a pot of beans, burned at that.

Frank W. Kane, manager of the bakery, said he sent an employe to tell the firemen that there was no blaze but the window was

shattered by somebody regardless. Mr. Kane would like to stick a bean on that fellow.

Fire department officials promised they would investigate to find who broke the window, but it is considered doubtful that they will learn much.

Unless, of course, somebody spills the beans.

Examples of Accident Stories. These three stories of accidents show how the essential details may be presented briefly:

Crashing into the front porch of an apartment house at Milton and Kensington streets, late yesterday afternoon, a sedan driven by John Kareda of 165 Howard ave., was badly damaged, but none of its four occupants was injured.

According to Kareda, he was operating his car along Milton st. when it skidded as he attempted to avoid collision with another automobile. The sedan bumped over the curbing, plowed through a row of bushes and struck the front of the building.

The apartment house is owned by Samuel Barth, occupant of the second floor. On the first floor is the family of Paul Silberman, none of whom was affected by the mishap. In the automobile with Kareda were his wife, Mrs. Mary Kareda, and their two children, Bessie, seven, and Oscar, eight.

Her throat slashed by flying glass when the automobile in which she was riding collided with a truck loaded with poles, Mrs. Walter Wescott, 865 Holcombe street, died before she reached General hospital early Sunday. The accident occurred three miles north of the city limits, on the Rockford-Blackton highway.

Mrs. Wescott, with her husband, was riding in the machine of Andrew Ramson, Hollandale. It was foggy along the highway, and the driver apparently could not see the truck until too close to stop. The Ramson machine crashed into the rear of the truck.

Henry Harris, 906 Carroll street, a passing motorist, took Mrs. Wescott in his car and rushed to General hospital. The woman died of loss of blood just before the hospital was reached. The body was removed to the Gibbs and Holton mortuary.

(3)

Henry C. Roberts, 19, 721 College Ave., a junior in the chemical engineering course at the University whose home is in Walkerville, may lose the sight of his left eye as the result of the explosion of a bottle of sodium hypochlorite which he was handling in the chemical laboratory yesterday morning.

The bottle is believed to have exploded when Roberts applied heat to it after other methods of opening it had failed. The explosion threw particles of glass into his face, causing cuts about the left eye and on the eyeball.

Roberts was attending an early morning laboratory session in qualitative analysis. The bottle of sodium hypochlorite had been given to William McCoy of Hartford, a student, with instructions to have it opened by Prof. Stanley Watson, instructor in charge of the class. When McCoy left the bottle for a moment, young Roberts is believed to have attempted to open it.

The injured youth was rushed to the University infirmary, where Dr. Charles Wilson applied first aid and sent the patient to Dr. Howard C. Lauson, eye specialist, in this city. Young Roberts later was sent to the City Hospital.

Dr. Lauson said last night that it was probable the youth would lose the sight of the injured eye. An X-ray examination yesterday failed to show particles of glass in the eye, but it is believed the type of glass involved would not be visible in an X-ray photograph.

Development of the human interest element in an accident story is illustrated in the following examples from the *New York Times*:

ELIZABETH, N.J., July 13. — Walking on his daily job hunt across the trestle over the Elizabeth River here so that he might save the twenty-cent bus fare for food for his wife and four small children, Peter Blanco, 35 years old, a workman, was killed today when a Central Railroad of New Jersey commuter train hurled him against the piling below and into the river.

Blanco had seen the train, which was bound for New York, just before it reached him. He jumped. But he did not jump quickly enough and the locomotive brushed him out of its path, causing him to strike against a stanchion on his fall into the water twelve feet below.

Arthur Mullen, engineer of the train, applied the brakes when he saw the man on the trestle and stopped a short distance down the track. When word of the mishap spread through the coaches, three passengers, Sidney R. Walton, James C. Smith, and Albert F. Cramer, all of West Haven, doffed their jackets and shoes and dove into the murky waters on the chance that Blanco might have survived the impact against the stanchion.

After a five-minute search of the river-bottom, they located the victim and dragged him ashore. An ambulance surgeon from St. Mary's Hospital here found that Blanco had died of his injuries.

Policemen went to his home at 108 Carroll Street to notify his wife and children. They found them near starvation, they said, since Blanco had been out of work for six months. On his daily hunt for work, they learned, he had made it a practice to walk five miles to the Bayway industrial section so that the last few pennies of his small savings might be conserved for food for his family. He used the trestle rather than the bridge further down the river to save from ten to sixteen miles on his walks.

The handling of an automobile accident from a constructive point of view, with the purpose of eliminating the cause of the collision, is shown by the following story taken from the *Kansas City Star*:

The unprotected intersection of Ninety-first street and Charlton road increased its toll of injury and damage yesterday when two motor cars collided and turned over, injuring five persons, four of them severely.

Mayor Howard R. Watkins, on the way to his Westport farm, arrived at the scene a short time after the accident. Residents and business men told of their efforts to obtain stop signs for the intersection due to the numerous accidents there. He promised them immediate action.

The driver of one of the motor cars, Stanley D. Hopkins, 35 years old, a salesman, and his wife, Mrs. Marion Hopkins, 33 years old, were taken to the General hospital. Mr. Hopkins suffered severe lacerations on the right hand. Mrs. Hopkins received injuries to her spine and pelvis. Mrs. Hopkins later was removed to St. Luke's hospital and Mr. Hopkins was taken to his home, 1359 Jenkins road.

The other car was driven by Charles W. Lamb, 44 years old, a butcher, 6453 Arnold avenue, Kansas City, Kansas. He received bruises on the left leg. His wife, Mrs. Lucy Lamb, 40 years old, escaped injury.

Mrs. Lamb's mother, Mrs. Elizabeth Harrison, who received severe bruises and injuries to her back, was taken to Bethany hospital in Kansas City, Kansas. Mrs. Walter S. Simpson, 776 Bishop avenue, also riding with the Lambs, received injuries to her back. She was taken home.

According to police, witnesses said neither Hopkins nor Lamb was driving at a high speed. Hopkins was going north on Charlton road when his Chevrolet sedan was struck by Lamb's Buick sedan, traveling west on Ninety-first street.

Hopkins' car was knocked into the curbing and turned over. Lamb's car turned over in the street.

When Mayor Watkins arrived, Wallace T. McGregor, druggist at Ninety-first street and Randall place and president of the West Side Business Men's Association, told him of the association's futile efforts to obtain stop signs at the intersection.

"Last June our association adopted a resolution calling the safety council's attention to the danger at this intersection," Mr. McGregor told the mayor. "We also called the council's attention to Ninety-first and Corwin streets.

"Since then we have had numerous accidents on this corner and August 9 a man was killed here. This is a dangerous corner because both streets are important traffic arteries. Most of the people in this neighborhood know the danger, but strangers do not. Something should be done."

The man killed at the intersection August 9 was John V. O'Connor, 159 Grant Boulevard, whose car collided with another machine.

Mayor Watkins told Mr. McGregor he passed the corner often and realized its danger.

"There is no reason why stop signs should not be put up tomorrow," the mayor said later. "If an ordinance is required, I can see no reason why the signs could not be put up immediately and the council pass an ordinance later. I intend to take up the matter with Michael P. Collins, director of public works."

Clinton W. Arthur, director of the safety council, also arrived at the scene on the way home from a golf course. He said the safety council's traffic committee, which makes recommendations

to the city council for stop signs, had withheld recommendations for signs until the McClintock traffic survey was completed.

The intersection was not included in the Johnson recommendations for stop signs, Mr. Arthur said. The safety council's committee, he added, which meets Tuesday, will take up the matter.

Mr. McGregor said a terrace on the southwest corner of the intersection made it impossible for a person driving east on Ninety-first street to see a motor car approaching from the south or for a driver traveling north on Charlton road to see a car approaching from the west. Besides, there is confusion among drivers as to which street has the right of way. Collisions occur almost every day at the intersection, he said.

An account of an automobile accident at a railroad crossing, as told by one of the occupants of the demolished car who escaped death in a very unusual manner, is given in the following story, which was telegraphed to the *New York Times*:

INDIANAPOLIS, Dec. 26. — "I've thanked God a thousand times that I'm alive," sobbed Mrs. Frances Sparks, 22, as she lay on a hospital cot here today and described a Christmas night ride of twelve miles on the locomotive pilot of the Gotham Special, a fast New York Central train running from Indianapolis to New York. Mrs. Sparks was caught on the pilot when the train demolished an automobile at a crossing here, killing one member of her family and injuring two others.

Mrs. Sparks' mother-in-law, Mrs. Warren Sparks, died today of injuries. Harold Sparks, 24, husband of the woman who was carried on the locomotive, and Willard Sparks, Harold's father, were injured. Jimmie Walters, 16 months old nephew of Mrs. Harold Sparks, escaped uninjured.

"It was the most terrifying experience I ever expect to have," said Mrs. Sparks, as she told of clinging to the locomotive until she finally became unconscious and was swept off into a ditch, where she was found by a farmer who heard her last desperate cry.

Mrs. Sparks said that, as the automobile started across the tracks, she heard a terrific crash, and then remembered nothing until she found herself on the engine pilot.

"I was still somewhat dazed," she said, "but I realized where I was and I apparently had enough presence of mind to cling to some kind of an iron bar on the head of the locomotive.

"I screamed, shrieked and shouted until my throat became so raw I was unable to make further outcry. It seemed that I was flying, the train was going so fast. I thought the engineer or fireman surely had realized the train had struck something and would slow down in a minute or two.

"The minutes seemed like hours and the wind was so strong I was afraid to turn around and look ahead. It was the coldest wind I ever felt, and it went through my coat and shirtwaist and skirt as if I had on no clothing at all. I thought of a thousand and one things, I guess, and the longer I remained there the more horrifying it seemed."

Mrs. Sparks was wearing a pair of cloth gloves and she said she soon felt her hands growing numb.

"I felt then that it would be only a question of a few seconds until I probably would be dashed to the tracks below and ground to pieces. It was terrible. I prayed to God to give me strength to hang on just a little further. I also asked that if He intended to take me, to please spare Harold and the rest of the family.

"I thought of Harold and his father and mother and little Jimmie many times as the train sped on, and I wondered if they had been killed. I prayed and prayed that they be saved. Realizing that the train was not going to stop, I hoped that some of them could get word to a dispatcher somewhere along the line, so the train could be flagged. I thought if it would only slow down a little I would try to jump, but it only seemed to go faster and faster.

"Thoughts of the happy Christmas I had had also flashed through my mind," she continued, "as once or twice I got a fleeting glimpse of a gaily lighted Christmas tree in a house near the tracks as the train sped on.

"I felt myself growing weaker and weaker, and I remember making one last frantic effort to make myself heard. I guess I then lapsed into unconsciousness, because I remember nothing more until I came to in a farmhouse out in the country.

"They told me they found me lying in the snow near the side of the tracks. Persons at the farmhouse said they had heard my screams and began a search for me. My legs and hands were almost frozen. I guess I don't remember any more, but I am sure I had enough thrills to last me a lifetime."

SUGGESTIONS

1. Get all the essential facts and stick to them in writing your story.
2. Don't be carried away by wild rumors; investigate them carefully.
3. Keep cool, no matter how great the disaster.
4. Don't over-estimate the extent of the damage and the number of lives lost or endangered.
5. Get accurately the names, addresses, and ages of all persons killed or injured; find out from physicians or hospitals the character of the injuries.
6. Remember that acts of heroism and remarkable escapes interest readers greatly.
7. Play up causes of fires and accidents to serve as a warning to readers.
8. Give life and action to your story by verbatim quotations of eye-witnesses and participants.
9. Don't overload your story with minor details.
10. Make clear to the rapid reader the exact relation of all the incidents to the principal event.
11. Avoid ghastly details in fire and accident stories.
12. Don't assume the responsibility of fixing the blame for a fire or accident; quote officials on such matters whenever possible and thus avoid the danger of libel.

CHAPTER IX

CRIME

Sources of Crime News. Since crimes committed in a city are reported to the police headquarters by persons making complaints or by patrolmen who learn of them on their rounds, the first information concerning a crime is obtained by the police reporter. Crimes that take place in the county are reported either to the sheriff's office or to the nearest station of the state police. Complaints made at a police station by persons who have been the victims of a crime are entered on complaint blanks, from which a police reporter can obtain the bare facts of the crime. Arrests are recorded on the "blotter," or record book, to which the reporter usually has access. If access to it is not permitted, the reporter can secure his information from the police official, generally a desk sergeant, who has charge of both the complaint blanks and the blotter. When, in large cities, the police reporter is stationed at the police headquarters all day or all night, he telephones the information obtained from complaint blanks and the blotter to his newspaper office, so that stories may be written by a rewrite man or a reporter assigned to cover the crime. In some instances the police reporter types his story at the police station and sends it to the office by a messenger. Since other reporters may be assigned by the city editor to cover crimes thus reported from the police station, the gathering and writing of crime news is not restricted to the police reporter. In small cities, the police reporter visits the police headquarters several times daily, and telephones to the desk sergeant between his visits to find out whether or not complaints and arrests have been made. Under whatever circumstances crime news is gathered, it is important for the reporter to gain the confidence of the officials who are responsible for enforcing the law. Only thus can he be sure of obtaining all available information.

Gathering Crime News. The methods of gathering crime news are similar to those considered for obtaining news of fires and accidents. It is usually necessary to interview in person or by telephone the individuals who make the complaints, in order to obtain more details than are contained in the complaint blanks. When an arrest is made, the reporter can get additional facts from the detective or policeman who made the arrest, and, with the permission of the police officials, he may talk to the prisoner to obtain his version of the matter. It is frequently desirable to interview relatives and friends of the accused person, as well as individuals in any way concerned with the crime. Great tact and skill are often necessary to obtain information, when the persons involved are reluctant to talk for publication.

In gathering news of a crime, the reporter should undertake to obtain the following details: (1) the names, ages, addresses, and occupations of (a) victims of the crime, (b) suspected or accused persons, (c) persons arrested, (d) persons detained as material witnesses; (2) clues to the identity of unknown perpetrators; (3) causes, motives, and responsibility, known or conjectured; (4) amount and character of the loss; (5) methods employed in the commission of the crime; (6) measures to be taken to prevent similar crimes; (7) statements of the victims and the accused, as well as those of the police, the prosecuting attorney, the coroner, and any other officials investigating the crime.

Influence of Crime News. In every period of the history of journalism in England and the United States, the treatment of crime by newspapers has been the subject of serious discussion, both by critics of the press and by newspaper editors. The increase in the amount of crime in recent years, and the reports of state and federal crime commissions appointed to consider the whole crime situation, have stimulated discussion of the influence of crime news as published by newspapers. Although no general agreement has been reached concerning the relation of the press to crime, it may be well to review briefly the principal reasons advanced for and against the publication of crime news.

There are at least six cogent arguments in favor of the printing of crime news: (1) citizens need to be informed regarding crimes committed in the community, so that they may protect themselves, their families, and their property against the criminal and the vicious; (2) citizens should be kept informed of crimes in the community, in order that they may judge whether or not the police, the courts, and other law-enforcing agencies are functioning properly; (3) newspaper publicity for arrests and trials is essential to prevent injustice to innocent persons; (4) publicity in the press may be an important aid to the apprehension of suspected persons; (5) fear of newspaper publicity may deter some persons from the commission of criminal or vicious acts; (6) the reading of news of crime and vice seems to satisfy the criminal and vicious impulses of some individuals, and thus may prevent them from committing similar acts.

The danger of exerting an unwholesome, anti-social influence by publishing news of crime and vice, grows out of the nine following effects that such news may produce: (1) it may suggest the commission of criminal or vicious acts to potential wrong-doers; (2) it may show actual and potential wrong-doers how to commit crimes by describing methods that have been successfully used by others; (3) if such news is given undue space and prominence, it may give readers a false impression of the amount of crime and lead them to take a distorted view of the prevailing standards of morality; (4) if such news is played up day by day, it may produce in readers an attitude of tolerance toward crime and wrong-doing; (5) it may create sympathy for undeserving criminals and wrong-doers by a sentimental treatment of them and their acts; (6) it may glorify criminals by depicting them more or less as heroes and heroines; (7) it may give encouragement to criminals who take pride in such publicity; (8) it may interfere with the apprehension of persons sought by the police by keeping them informed of what is being done to bring about their arrest; (9) it may interfere with the administration of justice by trying criminals and wrong-doers at the bar of public opinion before they have had their day in court.

Treatment of Crime News. Since news stories of crime and vice may exert either a wholesome or an unwholesome influence, the reporter, in selecting details for presentation, should consider carefully their possible effects on readers. The problem of handling such news is a difficult one. When, for example, a reporter describes the methods by which a crime was committed, with the intention of enabling readers to protect themselves against similar acts, he may unwittingly be giving potential criminals valuable information as to the methods by which such an offense can be successfully committed. Although the printing of a picture or a description of a person that is being sought by the police may aid in his capture, it serves also to inform him that he is being followed and may aid him to escape arrest. In every case, accordingly, the reporter should weigh carefully the possible good and bad effects of what he embodies in his story.

A news story of crime or vice may be said to be constructive in its influence when it tends to deter readers from the commission of similar acts. By emphasizing the wrong-doer's remorse, the pangs of his guilty conscience, the disgrace that his act has brought to himself and his innocent family, and the punishment that may be inflicted on him, the news writer, without comment or "editorializing," tends to discourage others from emulating the wrong-doer's example. Emphasis on the underlying causes of crime and vice, particularly when these causes can be traced to conditions in the local community or in society at large, may prove constructive, because such emphasis tends to create a public opinion favorable to the remedying of the bad conditions. To the extent that a criminal is the victim of his environment, it may be legitimate to create a sympathetic understanding of him and his act.

Creation of undeserved sympathy, on the other hand, for violators of the law or the moral code by a sentimental treatment of them, leads readers to let their emotions get the better of their judgment in their attitude toward crime and vice. A sentimental attitude toward wrong-doing, fostered, if not created, by some

newspapers, is reflected in the tendency of American juries to acquit, or to find guilty of manslaughter merely, men and women who have been proved guilty of murder. Thus, by obscuring the true character of crime and vice, news stories that create sympathy for undeserving wrong-doers interfere with their conviction and just punishment. When punishment ceases to be prompt and certain, violations of law and morality are sure to increase.

To make the wrong-doer something of a hero, to give his deeds the semblance of glamorous adventure, tends to upset some persons' ideas concerning right and wrong. Because readers are inclined to identify themselves in imagination with heroes and heroines in the day's news, the glorification of wrong-doers obviously may have a bad effect. Immature persons, as well as those who are mentally or morally unstable, are easily led to imitate others whose deeds seem to bring success and pleasing publicity. Unfortunately they do not discriminate between newspaper notoriety and a desirable reputation. News writers must guard against depicting persons concerned in crime and vice as in the slightest degree worthy of emulation.

Detailed description of criminal methods furnishes dangerous information to readers susceptible to such suggestions. When immature and mal-adjusted individuals can read how criminal and vicious acts are successfully performed, the temptation to try similar methods may prove too strong to be resisted. Dramatic and highly emotionalized stories of crime and vice are particularly strong in their power of suggestion. So-called waves of crime and suicide may be due, in part at least, to such suggestive information given in newspapers.

"Trying the case in the newspapers" has come to be recognized as a serious social danger. It often results from efforts made by the press to ferret out evidence in criminal cases and to publish this evidence as fast as it is found. However laudable may be the attempts of newspapers to assist the police, the publication of all kinds of evidence, some of which is inadmissible in court under the

long established rules of evidence, tends to create in the minds of readers more or less definite beliefs as to the guilt or the innocence of the alleged wrong-doer. The difficulty of securing a jury of persons who have not made up their minds about the guilt of the accused, and the necessity of obtaining a change of venue because of popular feeling aroused in the case, generally result from the character of the news published before the trial. Thus, undue newspaper publicity may seriously interfere with the fair trial to which every accused person is entitled.

Unfortunately, under prevailing conditions of local government, both the police department, as a part of the city administration involved in politics, and the prosecuting attorney, as an elective officer, must make a bid for popular favor by their handling of crime and vice. Consequently, they encourage newspaper reporters to give undue publicity to their efforts in running down and convicting persons accused of wrong-doing. Although honest police officials and prosecuting attorneys deserve credit for their legitimate attempts to curb crime and vice, the reporter should beware of being made a tool for promoting the political ambitions of self-seeking officials. When the police and the prosecuting attorney supply reporters with news that tends to prove the guilt of an accused individual, the attorneys for the defense usually try to make out a case for their clients by furnishing the press with evidence of their innocence. No small part of the evil is due to the undiscriminating acceptance by reporters of material furnished them by the police or the prosecutors, who seek in this manner to establish themselves in popular favor.

There is also danger that the publication of news about police activities in pursuing accused persons, or about evidence obtained by officers of the law, may interfere with the work of these officials. If a reporter tells just what is being done by the police to catch a suspected individual, and just what evidence has been developed against him, the information may aid the accused to escape arrest and to build up evidence to prove an alibi.

The curbing of crime and vice is one of the major social prob-

lems in this country, and reporters must be alert to the importance of handling all crime news in such a manner that it will tend to have a wholesome, socially beneficial influence rather than an unwholesome, anti-social effect.

Typical of the problems that arise in the handling of crime news are the stories given on pp. 450–454.

Writing Crime Stories. As the reporter is never present when a crime is committed, his problem consists of reconstructing the event on the basis of accounts of witnesses, investigations by the police, and his own inspection of the scene. In writing his story he will do well to stick to the facts thus obtained and to put all explanations, theories, and motives concerning the crime in the form of direct or indirect quotations from witnesses and officials. When the character of the crime warrants the space, the story may be enlivened with verbatim accounts of eyewitnesses, participants, and officials.

The essential facts for the story include the names, ages, addresses, and occupations of all persons involved, the number of lives destroyed or endangered, the nature of the crime, its causes, its results, and, if the perpetrator has escaped, clues to his identity. In murders, attempted murders, suicides, and defalcations, the motives for the crime are always of great interest. In robberies and embezzlements, the character and value of what was stolen, or what might have been stolen, are important. Ingenious methods used to gain entrance to places robbed, and peculiar means of deception practiced in defalcations or fraud, deserve mention, in order that readers may protect themselves against similar devices. But these details should not be played up in a way to give the potential criminal the information necessary to enable him to imitate such acts. The human interest element in crime may legitimately be developed without sentimentality.

The reporter must always remember that a person charged with a crime is not necessarily guilty, even though he may have a criminal record. He is presumed to be innocent until convicted in court. Even if he confesses, he may repudiate the confession at

his trial on the claim that it was extorted from him by "third degree" methods and is untrue. In writing crime stories, therefore, the reporter should always make it plain that the accused is "charged" with a crime, and that he is "alleged," or "said," by the police to have confessed or to be guilty. While he is charged with the crime, he may be said to be, not the "murderer," or the "embezzler," but the "alleged murderer," or the "alleged embezzler." Great care must always be exercised to avoid libelous statements in crime stories. The reporter should present both sides of the case by giving the prisoner's version as well as that of the police, not only because it is fair to do so, but because the accused man's story is good news.

Stories of crime should present, in a simple, direct style, an accurate and interesting account of the crime as it was actually committed. Exaggerated, sensational, and highly emotionalized stories of crime and vice, and those that attempt to arouse sentiment for or against the perpetrator or his victim, have no place in the columns of reputable newspapers. The actual facts truthfully presented make the best possible appeal.

In narrating the exploits of professional criminals, some reporters have sought to lend picturesqueness to their stories by using the jargon of the underworld. When a gangster was shot down by a rival, they have said that he "was taken for a ride," or "was put on the spot," or "was bumped off." A revolver becomes a "gat"; a detective, a "dick"; a bomb, a "pineapple"; and the criminal's girl companion, a "moll." Although to some readers such expressions may seem attractively novel, the desirability of using them may well be questioned. Their use helps to give them general currency and tends to surround the underworld with a false glamor. Moreover, such language of the criminal classes gives offense to discriminating readers. Many reputable newspapers do not permit their reporters to employ slang or underworld jargon.

The Lead. Great care should be taken in selecting the feature to be played up in the lead, because of the possible influence that

it may have on readers. Important details of a crime, any one of which may be made the feature of the lead, include: (1) cause, motive, or responsibility; (2) method employed; (3) number of persons killed, injured, and endangered; (4) amount and character of the loss; (5) name of the victim; (6) name of the person arrested or suspected; (7) clues to the identity of the perpetrator; (8) confessions; (9) unusual circumstances; (10) acts of heroism. When either the victim or the accused is well known, his or her name may be the most important feature. Occasionally the best effect can be obtained by telling the story in chronological order without a summary lead; an example of such a story is given on page 127. How each of these details may be featured is shown in the following leads:

Cause or Motive

Brooding over his inability to obtain work after losing his position as an accountant with the Harrison Construction company, Charles G. Davis, 34, shot and instantly killed his wife, Mary, 30, at their home, 675 Johnson street, and then committed suicide with the same revolver, early last evening.

Method Employed

By posing as prospective tenants for a furnished room, a man and a woman gained entrance to the home of Mrs. Elizabeth White, 976 Howard avenue, yesterday afternoon, and, after binding and gagging her, made off with $55 in cash, a $150 diamond ring, and a $400 fur coat. Mrs. White's 10-year-old son discovered his mother's plight when he returned from school an hour after the robbery. She was able to furnish the police with a good description of the couple.

Persons Killed, Injured, and Endangered

A father of six children was killed outright, two of his children were seriously injured, and his wife and the four other little ones narrowly escaped death, when a bomb was hurled from a speeding automobile through a front window of his home, 1547 Watson street at 1:15 this morning. The victim, Pietro Blanchetti, a truck driver, is believed by the police to have incurred the enmity

of a gang of hold-up men, against one of whom he gave evidence recently after being held up and robbed of $35.

Amount and Character of Loss

Diamonds and other precious stones valued at $10,000 were stolen from the Nathan Jewelry Company's store, 135 Broadway, by burglars who drilled through and wrenched off two steel doors of the safe during last night. The loss was discovered shortly after eight o'clock this morning, when Arthur Nathan, president of the company, entered his private office and found the wrecked safe.

Name of Victim

Charles M. West, secretary of the Eureka Manufacturing company, 653–55 West Main Street, was held up and robbed of $55 in cash and his watch, valued at $75, by a masked robber, as he was leaving the garage at his home, 921 Howard Place, at 11:30 last night after returning from the theatre.

Name of Person Arrested

Henry R. White, a teller of the Merchants' National Bank, was arrested at his home, 279 Marshall Road, at 8 o'clock this morning charged with embezzling $1,200 of the bank's funds.

Clue

With possible finger prints on a revolver which he threw away in his flight as their only clue, the police were trying to identify the masked robber who early this morning held up and shot to death Oscar C. Weiss, 22, night cook in the lunch wagon, at Main and Wilson streets, owned by John P. O'Donnell.

Confession

"I played the races and lost," is William Dieb's explanation, according to the police, for the theft of $800 from Martin Brothers, clothiers, 121 Williamson street, where he has been a clerk. He was arrested at his rooming place, 563 Wotton place, last night.

Unusual Circumstance

Pushing their way past 250 customers and sales clerks in Clarkson's department store in the heart of Brooklyn's shopping district, at Dartmouth and Cedar Streets, about 5 o'clock last night,

two young gunmen held up the manager and two employees in the business office on the third floor, stuffed their pockets with $2,500 in bills taken from the manager's desk, calmly walked down three flights of stairs to the street, and escaped.

The Body of Crime Stories. The structure of crime stories is like that of accounts of fires and accidents. After the important facts have been summarized in the lead, the body of the story usually consists of a narrative of the event from beginning to end in chronological order. Although the facts related simply and directly generally make a good story, the interest may be legitimately heightened by direct quotation and descriptive words and phrases.

Examples of Crime Stories. The kind of story that a police reporter is often called upon to write is exemplified by the following account of the exploits of a drunken automobile driver, taken from the *Providence Journal*:

After a 50-mile-an-hour chase on Broad street last night Frank R. Smith, 20, of 76 Holt street, was arrested at Broad and Calla streets when his car, which previously had struck another auto, crashed into a telephone pole, caromed off, skidded across Broad street and swerved on to the sidewalk. Smith was charged with driving while being under the influence of liquor.

The patrol wagon of Seventh Precinct police collided with a sedan while going to the scene of the accident in which Smith was involved. No one was injured, but the patrol and the other automobile were damaged.

Smith's difficulties with the police began when he attempted to turn easterly from Stanwood street south into Broad street. His car hit an automobile driven by James C. Green, 28, of 176 Jenkins street, which was proceeding northerly on Broad street, police said.

Without stopping to determine if any damage had been caused to the car, Smith continued down Broad street, according to police.

While speeding down Broad street, Smith's automobile passed Motorcycle Patrolman R. M. Hickey of Central station, but the officer was unaware of the fact the car had been in an accident.

A motorist, who had witnessed the crash, drove alongside the

motorcycle patrolman and told him that the car which had just passed had struck an automobile several blocks back. Smith, who had observed the patrolman in passing, crowded on speed to escape and, in attempting to overhaul the fugitive car, Motorcycle Patrolman Hickey roared down Broad street at a 50-mile-an-hour clip, he reported.

The chase lasted about a mile, from Congress avenue to Calla street, where Smith, endeavoring to avoid an automobile coming out of Calla street, crashed into a telephone pole. The car was going at such a rate that it caromed off from the pole, skidded across Broad street and swerved on to the sidewalk, where it stopped, police said.

Lieut. N. H. Feeley and Patrolman C. A. Lonergan of the Seventh station, who responded with the patrol, took Smith to that station. Smith asked to be examined by his own physician, and when the physician refused to answer the request he was examined by Deputy Police Surgeon E. A. McLaughlin, who pronounced him unfit to drive.

In the following story of three burglaries, published in the Philadelphia *Public Ledger*, the facts were obtained partly from the police and partly by telephoning to the persons whose homes were robbed:

Two burglars, frightened off by a motorist while prowling in a house, ransacked three homes in Germantown and fled with a varied assortment of loot, early yesterday.

The intruders were discovered in the home of Dr. Lawrence P. White, a dentist, of 2561 Snow street, when a neighbor, returning home, stopped his automobile in front of Dr. White's house after seeing the beam of a flashlight in a second-floor room.

The neighbor was seen by the prowlers, both of whom ran downstairs and fled through a rear door while the motorist was telephoning for police.

Dr. White returned while detectives were investigating the burglars' visit and said that, while his home had been thoroughly ransacked, little was taken because the intruders had been disturbed.

The burglars entered two other homes in the same neighborhood, in each case gaining entrance by forcing open a porch window.

The other homes visited are those of Howard D. Smart, at 721 Gorham lane, and John Turner, at 819 Gorham lane. Police learned that the owners of the houses had been away for a short time.

In the Smart home the prowlers dumped the contents of drawers on the floor and tore down garments hanging in closets in a search for money and jewelry. Police were told that two gold coins, one for $5 and one for $2.50, and several checks were missing.

Mrs. Smart said yesterday that she and other members of her family were visiting friends and returned to find their home topsy-turvy.

At the Turner home, members of the family refused to comment on the burglary yesterday. Police learned, however, that a box of antique jewelry had been taken.

The following story from the *New York Times* of the misappropriation of funds from his employers by a trusted cashier, illustrates the careful manner in which all of the important facts in regard to the crime should be handled when they are said by the police to have been obtained from a confession:

A $35-a-week cashier, whose devotion to his wife and child had won him a reputation as a model husband and father, was arrested yesterday and confessed, according to the police, to the theft of $10,000 from his employers, the Northwestern Steamship Ticket Agency of 1651 Broad street.

The prisoner, Henry P. Malone, 26 years old, of 971 Jenifer street, Brooklyn, was arrested at his home by Detective Harry Williams after he had sent a letter of confession to his employers, it is alleged.

Malone, a trusted employe for two years, is said to have told the police that his peculations began last November, when he took $500 to play a tip on a horse race. He lost and, in a hopeless attempt to make a "killing" that would enable him to pay back the money, continued to misappropriate the concern's funds to bet on the horses.

Not a cent of the money remained in his pockets, he told the police, for a longer period than was required for him to reach the book-makers. He won only once when, playing a long shot early in May, the horse was first across the finish line and gave him a paper winning of $7,000. But it was just a paper victory, for

when he went to collect his winnings he found that the bookmaker had left the city.

At last he was compelled to admit he had been beaten and wrote a letter to his employers telling them of his thefts. He waited at his home for the arrival of the police, and after being booked on a charge of grand larceny made an open confession, the police said.

William C. Sharp, president of the travel agency, refused to discuss the case beyond admitting that all their employes were bonded and that the company would sustain no loss.

Malone, mild-mannered and quietly dressed, will be arraigned in court this morning.

The hold-up of the box office of a theater during the performance of a drama of crime, gave a reporter on the *Minneapolis Tribune* the opportunity to use the play in depicting the robbery:

While several hundred persons crowded the Parkway theater to watch the unfolding of the latest murder thriller, "The Trial of Mary Dugan," Monday night, two armed bandits, scorning the mock judge and jury on the stage, walked into the lobby, held up the box-office, and escaped with $300 of the day's receipts.

Neither the audience, absorbed in deciding the guilt or innocence of the misguided Mary, nor the actors, interested only in the proper interpretation of their roles, had any inkling of the little one-act drama on the other side of the parquet doors.

It took only two minutes or so. The lobby had just cleared of late customers, and the two men in the box-office were just winding up their work of tabulating tickets. One of them was George R. Howard, business manager, who lives at 461 Prospect court. The other was Carroll G. Hart, treasurer, 7762 Washington road.

Outside on a bench beside the door sat Mrs. Margaret P. Cone, who lives with her mother, Mrs. Mary Olsen, 2358 Gilson avenue.

Two men walked in. Neither of them wore a coat. One of them stepped over to the box-office. The other turned to Mrs. Cone.

"Don't holler, now," he cautioned her. "Don't turn around. Don't say a word." And he flourished a revolver to give point to his remarks. Mrs. Cone decided he must know what he was about. She didn't "holler." She didn't turn around. She didn't say a word.

The other man, meanwhile, was busy at the ticket window. He

stepped up, cap lowered over his face. Hart was standing to the left in the little cubby-hole, Howard to the right. Each reached for a pair of tickets simultaneously. And each drew back as the muzzle of an automatic eyed them through the wicket.

"Gimme all the big money you got," ordered bandit No. 2 in a stage whisper, with little regard for the niceties of English.

With one accord, Mr. Howard and Mr. Hart reached toward the money tray, just under the window. They emptied it of currency and pushed it across to the bandit. He stuffed it into his pocket, called to his companion, and the pair departed hurriedly, in the direction of Hennepin avenue. That little play was over.

Meanwhile on the stage, on the other side of the closed doors, sat a judge, be-gowned and be-wigged, sitting in judgment on the fate of Mary Dugan. Several hundred persons listened to the progress of the trial, listened to attorneys clash and watched witnesses parade to the stand.

They missed the other show completely. Alfred W. James, managing director of the theater, also missed it. He stepped into the theater just as Howard and Hart were peering down Seventh street along the trail taken by the bandits.

It was the first robbery the Parkway has ever had, Mr. James said, although the box-office safe was once cracked. And it was the first hold-up experience for all three of the victims, Howard, Hart, and Mrs. Cone.

One of the bandits was short and dark, the other tall and fair. Both appeared to be well dressed and both were young.

The following account of a hold-up in which the victim was killed, shows how a crime story may be told briefly but effectively; it appeared in the *New York Times*:

The bullets from a hold-up man's pistol killed William Steiner yesterday in his little grocery store on the ground floor of a six-story tenement at 785 Wilson Avenue. The total loot was $12.

Steiner, 65 years old, was up at 5:45 A.M., making sandwiches for the laborers who stopped in his shop on their way to work every morning. A young man walked in, drawing a weapon from his pocket.

The grocer had been held up twice before. About eighteen months ago two thugs got $3 from his cash register, and about three months ago he had scared off another pair before they could

"Father only earned a few cents a day," Wanda said today, "and after the man told us we'd have to move out, mother cried and said:

"'I'm going to kill myself so the children can eat on the $500 insurance money.'

"Father argued with her and told her things were going to get better. Then mother promised she would not kill herself.

"But all day I was worried in school. I wanted to go home but I didn't want to tell the teacher about our troubles. I left as early as I could and ran home. The doors were locked. I went upstairs and came down the fire escape and smashed the window. There was mother on a couch and the room was full of gas."

She held her breath while she opened the windows and then screamed for help in the hall, she said. Neighbors found Wanda working her mother's arms, attempting artificial respiration.

Firemen with an inhalator revived the mother. Then police and firemen agreed to provide ample food for the family and pay the back rent.

But Wanda, when she found her mother was all right, shooed everyone out of the house, explaining:

"I've got to fix up the house and get some supper for my little brother and my father."

SUGGESTIONS

1. Consider carefully what influence your story of crime or vice is likely to have on your readers.
2. Beware of writing sensational, exaggerated, highly emotionalized stories of crime and vice.
3. Don't make criminals and wrong-doers appear worthy of emulation.
4. Avoid making heroes and heroines of persons charged with crime or wrong-doing.
5. Don't describe methods by which criminal and vicious acts have been successfully committed in such a manner as to lead readers to imitate them.
6. Remember that, by telling just what the police are doing to apprehend persons charged with a crime and just what evidence is being obtained against them, you may be aiding such persons to escape arrest and conviction.
7. Beware of trying to prove the guilt or innocence of wrong-doers in your news stories.
8. Don't use the jargon of the underworld in your news writing.
9. Don't try to create a mystery where none exists.

10. Look for the motive in every crime.
11. Get the accused person's version as well as that of the police.
12. Don't cater to the tastes of readers who are looking for suggestive and salacious details.
13. Credit to the police or other official sources alleged confessions and all other information obtained from them that you cannot verify.
14. Guard against the danger of libel by remembering always that an accused person is not guilty until he has been convicted.

CHAPTER X

COURTS

Importance of Court News. Since the courts constitute one of the three fundamental branches of government, and since the administration of justice plays an important part in social relations, news of all forms of judicial action is a matter of public concern. Most forms of judicial procedure are open to the public. Publicity is considered essential to the administration of justice. In many civil suits between private parties, there is little of interest to the general public, but, in other cases of the same type, new points of law and other matters of public concern are involved. In criminal cases, publicity is necessary to insure a fair trial for the accused. The public should be informed, also, of the enforcement of law and of the punishment of those persons who are found guilty of violating the law. By publishing news of both civil and criminal courts, therefore, newspapers render a service to society.

The element of conflict, which is the essence of civil and criminal cases, gives news value to reports of judicial proceedings. The emotional, "human interest," element in most criminal and divorce cases is also a source of news value. When prominent persons, valuable property, or large amounts of money are involved in court cases, news of them takes on an added interest. Criminal trials always arrest attention because of the fact that the life or liberty of the accused person is at stake. Much news of the courts, therefore, arouses keen popular interest.

Sources of Court News. Every city has lower, or inferior, courts, such as the police, or municipal, court, as well as courts presided over by justices of the peace, or magistrates. These inferior courts have jurisdiction in cases of misdemeanors. They also hold preliminary hearings of cases involving felonies, in order

that the accused persons may be given their freedom on bail or may be committed to jail to await action by a grand jury or by the prosecuting attorney. In civil cases, justices of the peace, or magistrates, have jurisdiction when the amount of money involved is comparatively small. The reporter assigned to cover these inferior courts can obtain all the necessary information about the cases from the clerk of the court. By attending sessions of the police, or municipal courts, reporters can usually obtain material for good "human interest stories."

The local courts of original jurisdiction, known in different states as circuit courts, district courts, superior courts, supreme courts, or courts of common pleas, deal with criminal cases and with law and equity suits. In these courts the clerk prepares three separate dockets, or lists, of cases for criminal, law, and equity cases respectively, which the judge takes up for trial one after the other. Information concerning these cases can be obtained from the clerk of court, from the prosecuting attorney in criminal cases, and from the attorneys for each side in suits at law and in equity.

Probate courts have jurisdiction in the matter of the estates of deceased persons. In some states the courts that deal with such matters are called county courts, and in others such cases are handled by courts of original jurisdiction. Wills admitted to probate are transcribed by the county clerk, or by the register, recorder, or clerk of the probate court, from whom the reporter can obtain such material as he desires.

The highest state court, to which cases are appealed from the lower courts, and which is called, therefore, an appellate court, is usually known as the supreme court and holds its sessions at the state capitol. In some states it is called the court of appeals; in others, the court of errors and appeals, the supreme court of appeals, the supreme court of errors, or the supreme judicial court. The supreme bench consists of a number of justices, or judges, who hear the arguments in the cases appealed. After all or a majority of the justices have agreed in a given case, one of the justices writes

the decision. Dissenting opinions are often written by one or more justices who do not agree with the decision of the majority. A reporter may take notes on the decisions and dissenting opinions as they are read in court, or he may obtain copies of them from the clerk of the court.

In every state there are one, two, or three federal district courts, which meet regularly not only in the principal city of the district but also in one or more other important cities in the district. The criminal cases in these courts involve violations of federal penal statutes. The civil cases consist of those arising under the Constitution; those arising under federal statutes; those in which the United States is a party; those growing out of controversies between states; and those between citizens of different states. A person who has been arrested for violating some federal statute is brought before a United States court commissioner for a preliminary hearing. If the accused man waives a hearing, or if, after hearing the evidence against him, the court commissioner deems the evidence sufficient to warrant holding him for a grand jury, the commissioner either admits him to bail or commits him to jail. The United States district attorney then presents the evidence against the accused person to the grand jury, which, if it finds the evidence sufficient to indicate his guilt, votes an indictment against him, consisting of one or more counts, or charges. Indictments may also be voted against persons who have not been arrested but who, on the basis of the evidence, appear to be guilty of violating some federal statute. In the latter cases the judge issues a bench warrant to be served on the indicted individual by the United States marshal. The presentation of evidence by the district attorney and the deliberations of the grand jury are secret and cannot be reported by the press. The names of persons indicted are not usually given out until after they have been arrested by the marshal. In trials in the federal district courts, indicted individuals are prosecuted before a jury by the United States district attorney. For news of the federal district courts, the reporter may consult the clerk of the court, the

district attorney, and the marshal; and, in some civil cases, the attorneys for each party to the suits.

Bankruptcy cases also fall within the jurisdiction of the federal district courts. The first record of such a case is a petition of voluntary bankruptcy filed with the clerk of the court by the debtor who is insolvent, or a petition of involuntary bankruptcy filed by the creditors. Such petitions are referred to the referee in bankruptcy, an attorney appointed by the federal district judge to investigate the affairs of the debtor and report the results of his findings to the court for action. When, after consulting the creditors, the referee decides that the best interests of the creditors will be served by continuing the business of the debtor, he appoints a receiver for that purpose. Sometimes a large corporation that is unable to meet its obligations is placed in the hands of receivers who carry on the business of the corporation for a number of years, until a satisfactory adjustment of its affairs is approved by the court. After a debtor has been declared a bankrupt by a federal judge, the referee calls a meeting of the creditors to choose a trustee, whose duties consist of selling the assets of the debtor and dividing the proceeds among the creditors. News of bankruptcies may be obtained from the clerk of the court with whom the petition is filed, and, at later stages of the proceedings, from the referee, the receiver, or the trustee.

Reporting Court News. To cover any kind of judicial procedure satisfactorily the reporter needs to have some knowledge of the law. The documents from which he must get information contain many legal terms and phrases that are unfamiliar to the layman. Interesting and significant phases of court news are often so obscured by legal technicalities and verbiage that the reporter who is unfamiliar with the terminology and procedure will be unable to discover them. Not infrequently, therefore, important court news fails to reach newspaper readers, or, if it is printed, its significance is not brought out. Moreover, a reporter who does not understand legal procedure is likely to make errors in his court stories that may even be serious enough to cause libel

In gathering and evaluating court news, the reporter should consider what phases will affect: (1) the personal affairs of individual readers, (2) the interests of the local community, (3) the welfare of society as a whole. A decision that is of primary interest only to the litigants may interpret a law of wide application, and thus can be shown to have a vital effect upon the home or business interests of many readers. The decision of a federal district judge may be of sufficient importance to warrant the distribution of a news story about it by the press associations to newspapers throughout the country.

Treatment of Court News. In some criminal and divorce court news, as in criminal news discussed on page 212, the reporter should guard against writing a story that will exert an unwholesome, anti-social influence. Testimony often deals with grewsome details, minute accounts of the methods of crime and vice, and illicit sex relations, which, if reproduced in news stories, will no doubt be read out of curiosity by a considerable number of persons but which will unquestionably have a bad effect on many readers. The greatest care must be taken to present objectionable matter in such a way that it will not give offense and will not injure any member of the family when printed in a paper that goes into the home.

The reporter should also beware of treating criminal and divorce court news in a flippant or humorous manner if by so doing he is likely to make violations of the law or of the moral code seem matters to be taken lightly. Even misdemeanors considered in the police court, such as drunkenness and traffic violations, should not be treated in a manner that tends to create disrespect for the law. Because of the wide-spread disregard for many laws and ordinances by all classes of people in this country, a reporter, before beginning to write his court news story, should consider what its effect is likely to be on all the persons who read it.

The type of problem that is involved in the handling of court news is illustrated by the examples given on pp. 454–458.

News of Inferior Courts. In large cities little or no attention is

given to reporting news of the police courts or that of the suits heard by justices of the peace. If a prominent person is involved, or if the case has very unusual features, it is generally reported. In smaller cities such matters often receive much more attention. Since in small cities all of the cases involving misdemeanors can generally be disposed of by the court in an hour or two in the morning, a reporter may remain throughout the session and get all the material for his stories.

How various kinds of police court cases are handled in news stories is shown in the following examples:

(1)

As a result of an automobile crash on May 16 in which two West Side high school students were injured, John P. Allen and Cyrus R. White were convicted of reckless driving and were fined $100 and costs by Judge Arthur R. Wilson in the police court this morning.

Miss Betty Martin, 645 Hamilton boulevard, a senior in the West Side high school, testified that, when the car which she was driving was struck by the Allen car, she was thrown against the steering wheel and had three ribs broken. Her companion, Harry C. Stevens, 876 Pine Street, another West Side high school senior, who suffered only slight cuts on his hands from the broken wind-shield, also testified.

Allen, who is 32 and lives at 76 Hudson place, said that he was learning to drive on the occasion of the accident, while White, 25, 669 Twenty-fifth street, was acting as his instructor. He testified that he was unable to stop his car quickly enough when Miss Martin halted her car at the arterial stop at Lannon and Marsh streets, and crashed into the rear of her car. The Martin car struck the curb and was badly damaged.

Evidence showed that Allen had no driver's license and had driven about 30 miles in the course of several lessons.

(2)

Wilbur T. Hale, 3031 East State street, who attempted to wrest his son, William P. Hale, 20, from Peter V. O'Donnell, veteran bailiff of the traffic court, pleaded guilty in the police court this morning to a charge of disorderly conduct and was fined $10 and costs by Judge Frederick B. Snow.

The incident happened in the corridor of the court house last

Tuesday, after young Hale had been given a five-day jail sentence for careless driving. The father remonstrated with the bailiff and seized his son by the arm. In the skirmish that followed the son struck the bailiff a blow in the chest. Young Hale was taken into the police court immediately afterwards and was given a 30-day jail sentence in addition to his five-day sentence.

When the father was arraigned this morning, he explained that he was only trying to get his son away from Bailiff O'Donnell in order to take him to an attorney's office.

(3)

A twenty-day jail sentence last August for siphoning gasoline from parked automobiles failed to teach a lesson to John W. Langdon, 25, 1695 Sixth ave.

This morning he received a sixty-day jail sentence for repeating his former practice and was fined $100 for operating an automobile without a driver's license.

Langdon, according to the police version given to Judge Hiram L. Jenks in the municipal court, was arrested on Tuesday night while he was siphoning gasoline into an eight-quart milk can with the aid of a rubber hose inserted in the automobile of Charles P. Harris, secretary of the Wilson Manufacturing Co., which was parked on Broadway, near Eighth street.

The police charged that he had taken out a gallon of gasoline, but, according to Mr. Harris, his tank was drained of at least five gallons.

Last March Langdon applied for a driver's license but was refused on the ground that he was an unfit person. Some days later he was arrested for driving without a license and was fined $50 and costs. On August 25 he was sentenced to 20 days in jail for siphoning gasoline from cars parked near the Central high school.

The following story of a police court case was telegraphed to the *New York Times* from Chicago and was played up on the front page:

CHICAGO, July 3. — Pal, "the smartest dog in the whole world," that loved his boy master "better'n any one," had his life spared today by a judge who, in his youth, had had a "dog just like that."

The reprieve was granted by Judge John J. Lupe in the South Chicago Court after Fred Basenelto, Pal's 11-year-old master, had made a stirring appeal to save his pet while men and women spectators and calloused court attachés furtively dabbed handkerchiefs at tear-filled eyes or sought to suppress a sob.

A policeman brought Fred to court to explain why he had no license for his dog. The lad was barefoot and attired in tattered overalls. Pal was headed for the dog pound and death.

"Why wasn't a license purchased for your dog?" Judge Lupe asked the boy.

Fred, whose tousled head had been hanging dejectedly, looked appealingly at the judge. He pulled his hands from his pockets and rubbed his eyes with his knuckles.

"I haven't any money, Judge," Fred said, fighting back the tears. "And, if I got any I couldn't keep it for myself — and Pal."

Judge Lupe gently asked what kind of a dog it was.

"He's a fox terrier — a real one, I guess — and he's the smartest dog in the whole world, and he likes me better'n any one," Fred answered. "Please, Judge, don't let them take him away and kill him, will you? He can do a lot of tricks, and he plays with me and the rest of the boys. We take him swimming and everything."

Judge Lupe swallowed hard as a wave of sympathy swept the court room. He then drew his billfold from his pocket and counted out $3. Leaning over the bench, he put the money in Fred's grimy palm.

"I had a dog just like that when I was a kid," the judge said. "Give that money to the policeman and take good care of Pal."

Reporting Criminal Trials. Criminal trials usually proceed through the following fourteen stages: (1) selection of jurors; (2) opening statement of the prosecuting attorney; (3) direct examination of each of the state's witnesses; (4) cross-examination of each of the state's witnesses by the attorney for the defense as soon as the direct examination of him is completed; (5) opening statement by the attorney for the defense; (6) direct examination of each witness for the defense by the attorney for the defense; (7) cross-examination of each witness for the defense by the pros-

ecuting attorney as soon as the direct examination is completed; (8) rebuttal testimony by witnesses for the state; (9) summing up of the testimony and arguments by the attorney for the defense; (10) summing up of the evidence and arguments by the prosecuting attorney; (11) the judge's instructions to the jury; (12) the deliberation of the jury; (13) the jury's verdict; (14) the sentencing by the judge of the persons found guilty, or the discharge by the judge of those who are not found guilty. There are slight variations from this order in some states.

Since newspapers give much space and prominence to stories of notable crimes, it is often difficult to obtain twelve jurors who have not formed opinions concerning the guilt of the person on trial. The selection of the jury, accordingly, often consumes the entire first day of the trial and may even extend over several days. The questions asked prospective jurors by attorneys for the state and for the defense may be worth reporting whenever they indicate the nature of the evidence that each side proposes to introduce. When the answers of a prospective juror are unsatisfactory to either side, he may be challenged for cause and excused from serving on the jury. Besides these challenges for cause, a certain number of peremptory challenges are permitted to the prosecuting and the defense attorneys, by which they may reject jurors without assigning any cause for the rejection. The names, occupations, and addresses of the jurors finally selected are included in news stories. The first person accepted as a juror is usually the foreman of the jury. After the jury has been sworn the trial begins.

In his opening statement, the prosecuting attorney outlines the testimony to be given by witnesses for the state, and tells the jury what he expects to prove as to the guilt of the accused person. This statement is generally worth reporting in condensed form. The opening statement of the attorney for the defense outlines the testimony that his witnesses will give to prove the innocence or irresponsibility of his client. This statement is usually of more interest than that of the prosecuting attorney, because the evidence against the accused person is generally known before the

trial, whereas the line that the defense intends to pursue is often kept secret.

The greatest interest naturally lies in the testimony given in the direct examination and the cross-examination of witnesses on both sides. In important cases, significant parts of the testimony, including questions and answers, may be given in direct quotations. In other instances, the facts elicited by the questioning are summarized in the form of indirect quotation. In the use of verbatim quotation, indirect quotation, and summary statements in handling testimony, the reporter should follow the general principles for dealing with similar material considered in connection with news stories of speeches, reports, and meetings.

The closing statements of the attorneys for both sides contain, not only a summing up of the evidence, but arguments and appeals to the jury. Such statements include nothing not already covered in the reports of the trial, but they may be worth reporting, in part at least, to show readers the methods used by the attorneys to influence the verdict of the jury.

The judge's instructions to the jury, dealing, as they do, with both the law and the evidence, usually deserve to be reported fully. Although the judge is not permitted to express his own opinion in regard to the evidence, he explains to the jury what the evidence must show if the accused person is to be found guilty. He also explains the various possible verdicts from which the jury may choose one, but he does not tell the jurors the different penalties that are attached to each verdict. The reporter should consult the statutes for these penalties, so that he may add them to his account of the several possible verdicts outlined in the judge's instructions.

Forms for Testimony. In news stories of all kinds of trials, hearings, and investigations, the testimony of witnesses may be presented in one of four different forms: (1) question and answer form, the question preceded by the letter "Q" and a dash, and the answer by the letter "A" and a dash, both without quotation marks, either combined in one paragraph or given in separate

paragraphs; (2) question and answer form with the question and the answer in quotation marks, each in a separate paragraph, like verbatim conversation in fiction; (3) indirect quotation of the testimony of the witness, with his name and identification introduced at or near the beginning of the first paragraph of his testimony; (4) a summary of the testimony of the witness, with his name and identification given at or near the beginning of the summarizing paragraph. The "Q" and "A" method is used only when the case is of so great interest that the exact form of the questions and the answers is worth publishing. It is usually based on a transcript of the testimony obtained from the court reporter. If, on direct examination, the testimony of a witness, although interrupted by occasional questions, is fairly continuous, the questions may be omitted, and the story told by the witness may be given in continuous form, in either direct or indirect quotation. When the facts testified to by a witness are of little popular interest, they may be summarized, without using either direct or indirect quotation. All these four methods may be employed in the same story.

Examples of these four forms of testimony, taken from the body of stories, are given below:

(1)

Mr. Green then took the stand. In response to questions of Henry T. Williams, his counsel, he said that he was 57 years old, had lived in the city 50 years, and was a man of family. He named several social and charitable as well as financial institutions with which he was associated. In 1890, he said, he had entered the employ of the Harrington & Wilson Co. as a shipping clerk in the sugar department, subsequently he had been promoted to the position of cashier, and for the last 23 years had received in that position a salary of $5,000 a year.

Mr. Williams then sought to show that his client had no connection with the weighing of raw sugar on the docks, where the fraudulent practices are alleged to have taken place.

Q. — How much money was paid through your office in the course of a year? A. — Four million dollars.

Q. — So yours was a busy office? A. — Decidedly so.

Q. — How long were the raw sugar clerks in your office? A. — About twenty years.

Q. — Did you regulate their duties in any way? A. — No.

Q. — Were you connected with the docks in any way? A. — No, that was a separate department.

Q. — How many times a year would you be on the raw sugar docks? A. — Twice a year.

Q. — How often were you in the dock department offices? A. — Only five or six times in twenty-five years.

Q. — Were you ever in the scale houses? A. — Never.

At this point the court adjourned until this afternoon when the direct examination of Mr. Green will be continued.

Mr. Hiller, Mr. Hart's attorney, then asked Mrs. Hart why it was necessary to have so many gowns.

"At Palm Beach I had to change my gowns three times a day, and I had to have outfits of automobile clothes besides," said Mrs. Hart.

"Do you wear the same dinner gown twice?" said the attorney.

"Women who can afford it never wear the same gown again at the same place," she replied smilingly.

"What do you pay for your dinner gowns?"

"Three hundred dollars; sometimes five or six hundred."

"Apiece?"

"Certainly," snapped back the witness.

(3)

Miss Eunice Black, 18, a waitress, testified that she was a friend of Clark's and that she went with him in Small's automobile after the dance, as the latter offered to take her home. She rode in the defendant's car for about two miles, she said, and during that time Small took two drinks from a pint flask and Clark took three. They offered her a drink, she testified, but she refused.

Cross-examined by Mr. Wendell, Miss Black said that Small drove carefully while she was in his car and gave no evidence of being intoxicated. She explained that she got out of the automobile at her home, which is two blocks from the intersection where the accident occurred. As she went into the house immediately, she did not hear the crash and did not learn of the fatal accident until the next day, she said.

(4)

Theodore P. Hauser, bookkeeper for the Hope Investment Company, the next witness for the defense, explained the company's methods of recording on cards the assessed value of the property, the amount of the loan, the character of the mortgage, whether first or second, and similar data. He also told how a monthly statement was prepared showing the number of loans made and the commissions paid on these loans. He identified a number of record cards and monthly statements shown by Attorney Harold T. Blue, who then introduced these as exhibits. Mr. Hauser was not cross-examined by District Attorney Harrod.

Examples of Stories of Criminal Cases. The following story of a coroner's inquest shows how such proceedings may be handled:

Mrs. Harold W. Jefferson, Jr., 345 Lincoln place, was charged with criminal carelessness by a coroner's jury today, following an inquest into the death of James Kowitz, 16 months old, who with his mother, Mrs. Maria Kowitz, 760 34th street, was struck by an automobile driven by Mrs. Jefferson last Tuesday morning.

Witnesses said that Mrs. Jefferson, driving east on Auburn boulevard, sped through a stop signal at 55th street and struck Mrs. Kowitz, who was carrying James and was accompanied by her three other children. The child, witnesses testified, was knocked from his mother's arms and fell under the automobile.

Arthur Sewell, 623 53rd street, testified that he was driving north on 55th street and stopped at Auburn boulevard for the traffic signal. As the signal changed, giving north and south traffic the right of way, Mr. Sewell said that he noticed Mrs. Jefferson approaching from the west at a speed of 35 miles an hour. Mr. Sewell said that he waited and that Mrs. Jefferson drove through the intersection, striking Mrs. Kowitz and her child at the east crossing.

John C. Smith, 962 Newton avenue, testified that he was driving east near 55th street when the automobile, which later struck Mrs. Kowitz, passed his car so closely that he was forced to swerve toward the curb. Smith said that he was driving 30 miles an hour and that the other car was going faster.

Mrs. Jefferson, on advice of her counsel, did not testify. Assistant Circuit Attorney Martin C. Sweeney decided to hold Mrs.

Jefferson for a grand jury hearing, and Judge C. A. Arthur later fixed her bail at $5,000.

The following lead illustrates a method of reporting preliminary hearings in inferior courts when a person charged with a crime is bound over for a hearing by a grand jury or for trial in a court of original jurisdiction:

As his mother and nineteen-year-old bride looked on with tears running down their cheeks, Arthur B. Jones, twenty-five-year-old bank clerk who confessed faking a $2,600 hold-up in the basement of the Central Trust Co., last Saturday, was held on $5,000 bail for trial in the circuit court by Magistrate Oswald Grieb in the Central Police Court this morning.

How actions by grand juries in criminal cases may be reported is shown in the following leads:

One or more bankers were reported named in a true bill by the grand jury late yesterday afternoon in connection with the general investigation of the state banks recently closed in Chicago and Cook County.

The true bill was kept secret pending the apprehension of the persons involved. It was said to have been voted following the testimony of two secret witnesses. These witnesses are believed to be former bank employees, but the state's attorney and the grand jury guarded their identity.

(2)

Sam M. Steiner, secretary of the Steiner Oil Company, Central National Bank Building, was charged with perjury in a true bill reported to have been voted by the grand jury yesterday afternoon in the drive on motor fuel tax evasion.

Assistant State's Attorney Michael Ryan went before the jury with two bankers, whose names were not disclosed, and Thomas R. McDonald, representative of the state treasurer, to present evidence in connection with Steiner's testimony at his trial last April, at which he was acquitted of charges of conspiracy to violate the gasoline tax law.

(3)

Additional evidence of tampering with government witnesses by Morris White, a private detective said to have been employed by James "Slick Jim" Jorio, convicted counterfeiter, is believed to have been presented to the Federal Grand Jury this morning by United States Attorney Thomas C. Feeney.

The government is said to have four or five witnesses who will testify that they were approached by White with inducements to have them falsify their testimony.

The two following leads show how the facts are handled when persons charged with a crime plead guilty or not guilty to charges or indictments:

(1)

A plea of not guilty to an indictment for murder was entered before Judge Willard W. Watkins in Circuit Court this morning, by Marian T. Williams, 19, manicurist, who formerly lived in the Maxwell Apartments, Curtis Court.

The young woman was indicted for the shooting of James C. Harris, 25, waiter, as the climax of a drinking party in her apartment on May 5.

Her counsel, Max Witt, said that he reserved the right to examine the indictment. The trial date will be set later.

(2)

Miss Maude O. Jenkins, 32, 65 West 17th ave., cashier of the Central Fuel Co., this morning pleaded guilty to the charge of embezzling $2,350 from her employers during the last two years, when she appeared before Judge Herman W. Mertz in the Court of Common Pleas.

Judge Mertz deferred sentence until June 10, and, at the request of her attorney, Samuel B. Went, directed the probation department and the county prosecutor's office to submit to him all the facts in the case before sentence is passed. Assistant County Prosecutor G. H. Harris acquiesced in the order.

Court proceedings involving efforts of the state to keep an alleged criminal in jail until his trial are illustrated in the following lead:

The state's fight to keep Jack "Bugs" Brown, charged with robbing the State Bank, in jail until his trial next Wednesday, was won on two fronts this morning.

A writ of habeas corpus sought by his attorney, Michael Connell, after his rearrest by the police as a suspicious character was denied by Common Pleas Judge Kennedy D. Watts.

Before Common Pleas Judge Thomas J. Lawrence, county prosecutor Royal W. Langdon succeeded in having Brown's $35,000 bail bond cancelled on the ground of insufficient security. He showed that a foreclosure suit was pending against the apartment house at 756–58 Johnson Court, said to be worth $100,000, which had been offered by John S. Mullen, its owner, as security for the bond.

The way in which the beginning of a murder trial was reported for an evening paper by anticipating what would take place is shown in the following story:

The jury that will try Pietro Passagno, gardener, for first degree murder in the confessed shooting of his wealthy employer, Mrs. Dorothy Marsh, 56, was to be taken to the scene of the crime late today, so that the murder might be re-enacted.

Selection of the jury was expected to be completed shortly after noon. Both sides this morning had exercised two of their allotted six peremptory challenges.

Demand that Passagno pay with his life for the killing of Mrs. Marsh will be made by County Prosecutor Horatio M. Swan when he outlines the state's case to the jury. James R. Nast, chief defense counsel, will claim that the gardener was temporarily insane when he shot and killed his employer.

Mrs. Marsh was shot and instantly killed on August 5 on the back porch of her home, 7568 Washington boulevard. Passagno had been discharged a few days before after he had worked at the Marsh home for 15 years. The state charges that he was angered because Mrs. Marsh refused to re-employ him when he asked her to take him back, just before he shot her.

Mrs. Marsh was the wife of Charles T. Marsh, manager of the Novelty Manufacturing Co.

When a criminal case which in itself is scarcely worth reporting in a metropolitan newspaper involves a point of law of general

interest, it may be worth writing up, as in the following story taken from the *Chicago Tribune*:

A diamond engagement ring cannot be claimed and retained as liquidated damages by a girl in case of a broken engagement, Judge Freeman L. Fairbanks ruled yesterday in the Felony court. The judge dismissed a charge of larceny by bailee against Henry W. Green, 564 Carroll street, and allowed him to keep an $850 diamond ring which he regained by stratagem from Miss Sarah P. Means, 5423 Cold Spring avenue, after she broke their engagement of five years' standing.

Green testified that they met five years ago, and that, after he showed her several diamond rings, she selected the most expensive one and consented to becoming engaged. But before she would agree to marry him, he charged, she demanded that he have $2,000 in the bank in her name. When he refused, she broke the engagement, but insisted that she would keep the ring as a recompense for the time she had "wasted" on him.

He called at her home and, by some manner which was not made clear in the court proceedings, persuaded her to let him take the ring. Before she yielded, she made him sign an agreement to return it. He never returned it, however, and she charged him with larceny by bailee.

How the decision of a judge may be quoted verbatim when the unusual character of the case warrants it, is shown in the following story:

A precedent in the government's drive to rid the country of foreign born gangsters was established by Judge Oliver W. Dickenson in the Federal District Court yesterday when he sentenced to deportation Peter Mascagno, alias Peter Manson, who has a long criminal record.

Mascagno was arrested on April 3, when he completed a ten-year sentence at the state penitentiary for burglary and assault with intent to kill, and was brought to trial before Judge Dickens on charges of moral turpitude.

Judge Dickens ruled that the crimes of which Mascagno was convicted could be interpreted as moral turpitude, although hitherto the term has generally been used to cover misdemeanors of the social type.

Attorney John T. Ryan, representing Mascagno, declared that it would be "cruel and inhuman" to separate the convict from his family, and said that although he had been born abroad he is "wholly an American product."

"Although born out of this country," said Judge Dickens in passing sentence, "he has spent his whole life here. He is now under order of deportation to a country which is in truth foreign to him. He is to be sent into a country the very language of which is to him an unknown tongue.

"He is sent away from his nearest relatives, his mother and sister, and from possible friends whom he may have, and must earn a livelihood as best he can among strangers. The effect of this law is to inflict upon him an added punishment to what he has already suffered for the commission of crimes of which he has been found guilty. All of this makes an affecting appeal.

"The provisions of the immigration laws must necessarily and unavoidably result in individual hardship in some cases. The law itself, however, is one which every one must recognize as a necessary protection to our people and the particular hardship must be accepted as part of the cost of the general good."

Examples of Other Court Cases. Various forms of legal proceedings are illustrated by the following stories and leads:

(1)

An injunction to prevent the city from enforcing its new traffic ordinance prohibiting driving to the left of safety zones, was denied this morning by Common Pleas Judge Arthur W. Kennedy.

The injunction was sought by John K. Tenner, who charged that the city was denying motorists the right to use the public highways. Tenner said that the strip to the left of the safety zones was public highway as far as street cars were concerned, and that there was no need to close it to autoists.

City Attorney Showers, who argued the case for the city, said that the court should not set aside the ordinance and thus endanger the lives of thousands of street car riders in order that auto drivers could speed recklessly through the zones.

Judge Kennedy, in refusing the injunction, said that Tenner had adequate remedy by a recourse to law in the case, and suggested that the validity of the ordinance could be tested only by legal action in the arrest of a violator of it.

Tenner did not disclose what new action he would take in the matter.

A daughter was awarded possession of an automobile which she had bought jointly with her father, by Judge Cartwright in the Circuit Court, this morning, as a result of a replevin action which she brought to recover the car.

Miss Theodora M. Winter who brought the suit against her father, Carl P. Winter, 793 16th street, testified that her father had bought the car on the instalment plan, but, when he was unable to meet payments totaling $185 and was threatened with losing it, she had drawn that amount from her savings account and had paid all that was due on the car. Her father, she said, thereupon gave her title to the automobile and entered into an agreement by which both were to have the use of it.

Last week, she said, Winter took the car to another garage and refused to return it. The replevin action resulted.

Winter was tearful in court when called to testify concerning his version of the matter.

"I have raised six children, and I never expected one of them to turn on me like this," he said. "The car is about all the pleasure I have. Besides my daughter is working only part time now and I don't think that she can afford to run an automobile until times are better."

Judge Cartwright approved the replevin action, because Miss Winter held title to the automobile.

(3)

A "talking movie" of a prisoner's confession to the police is legal evidence, Judge Golding decided in the Superior Court today.

The ruling upholds an innovation in criminal prosecution begun by Director Sherman of Public Safety, who took the confession of a prisoner while a moving picture camera clicked and sound apparatus recorded what was said.

The movietone was taken in the case of Frank W. Sawyer, 25, 865 Lane street, who was arrested last May on a charge of committing several burglaries in the Lake Park district.

Later at his trial before Judge Howard T. Sheer, the "talkie" confession obtained by Director Sherman was used as evidence,

and Sawyer, after being convicted, was sentenced to four years in the state penitentiary.

Sawyer's counsel, Peter V. O'Connor, appealed to the Superior Court, raising the sole question of the legality of the use in the lower court of the talking motion picture.

"The question presented to us is whether it is proper to admit this evidence," said Judge Golding in his opinion. "The question, which is a new one in this state, involves two subordinate questions: first, the relevancy and admissibility of such evidence; and second, the adequacy of the authentication of the evidence offered.

"The question was answered in the affirmative by the learned trial judge in a well considered opinion which so fully justifies the conclusion reached as to warrant our adopting considerable portions thereof."

(4)

To prevent unreasonable funeral charges from being paid out of estates, particularly where minors are involved, Judge Elliott B. Carter in the Probate Court yesterday reduced by $350 the charges of Peter Czerwinski, undertaker, 765 Wentworth street, against the estate of Michael Pulaski. Judge Carter had previously announced that he would scan carefully all undertakers' bills and would cut them whenever they seemed excessive.

In the Czerwinski bill were two charges for funeral expenses totaling $1175. According to Judge Carter, the undertaker, when questioned with regard to the cost of the materials used, failed to throw much light on the charges.

The court then proceeded to obtain detailed information from other undertakers, with the result that he yesterday allowed only $825 of the $1175 bill.

Pulaski's only heirs were two daughters, aged 10 and 12, who were represented by their guardian, Michael Dombrowski. The estate amounts to $3,786.65, after the funeral bill is paid.

Examples of Stories of Wills and Estates. The manner in which news of wills and of the estates of deceased persons is reported in newspapers is illustrated by the following stories:

(1)

Relatives will receive over $300,000, and educational and charitable institutions in this state more than $50,000, under the will

of Lawrence R. Phillips, which was filed in the surrogate court today. The widow, Mrs. Laura Haskins Phillips, will receive the residuary estate in addition to two cash legacies of $25,000 each.

Mr. Phillips, who was a collector of rare volumes and maps connected with the history of the Northwest, bequeathed his collection, valued at $75,000, to the State Historical Society.

Bequests to institutions are as follows: Grant Memorial Hospital, $10,000; Harrold College, $15,000, for the purchase of books; $5,000 each to the local Y.M.C.A., the local Y.W.C.A. and the state branch of the Children's Aid Society.

To two nieces, Mary T. Swain and Margaret G. Tulloch, of Chicago, he left $5,000 each, to be paid them when they reach the age of 21. A nephew, Arthur R. Swain, of Chicago, now a senior in the Harvard Law School, is also bequeathed $5,000, to be paid to him when he completes his law course.

The will was dated August 25, just two weeks before Mr. Phillips died suddenly at the Country Club, after finishing a round of golf.

Frank G. Lotz, druggist, who was killed in an automobile accident on May 16 last, left an estate of $15,235, according to an appraisal filed in the Probate Court this morning. He left no will. His gross estate amounted to $25,961, but debts and other deductions reduced it by over $10,000. The bulk of the estate consisted of a half interest in the Palace Drug Company, appraised at $10,235, and a house and lot in Riverside Park valued at $9,500, on which there was a mortgage of $4,500.

(3)

Just five minutes before she died at St. Mary's hospital last Sunday, Madama Pasquale Donati finished writing, in a weak hand, her last will and testament, disposing of an estate of $60,000. Madama Donati was famed as the hostess and cook of an Italian restaurant and spaghetti house at 161 W. Merton St.

The will, hard to decipher because of the cramped handwriting, was written on two sheets of hospital stationery and, for a hastily composed document, is surprisingly thorough. Although no petition was filed with the will, the estimate of $60,000 was given by Nicholas Pisano, her attorney.

The principal beneficiary is Madama's husband, silver haired

Pasquale, also familiar to the cafe patrons. But Madama remembered practically all of her family and even the nurse, Margaret Brown, who took care of her in her fatal illness and to whom she left $200.

Madama left all her embroidery, in which she took great pride, to a sister, Mrs. Maria Marti. In addition Mrs. Marti was left a 27-foot lot at Fortieth st. and Jefferson av. and $300 cash. Madama remembered her waiters, too, for they are to share in this 27-foot lot.

Adjoining lots were left to a brother, Michael Landi, and a sister, Mrs. Peter Ricci. Also, $500 was given Mrs. Ricci. Sisters left $300 each are Mrs. Lucia Martini and Albina. Still another sister, Eufemia, was left a 40-foot lot in West Greenfield and $500 cash.

The rest of the estate is left to her husband, and includes a nine-acre tract on the Marinette road, all Madama's diamonds, cash and insurance money.

Madama Donati was buried Thursday and the whole Third ward mourned.

When the will of an unusual philanthropist was made public in Cincinnati, immediately after his death in Virginia, the following story written by a special correspondent was published in the *New York Herald Tribune*:

CINCINNATI, July 23. — In death, as in life, the fortune of James Eads How, the "millionaire hobo" who died of pneumonia yesterday at Staunton, Va., is to be devoted to his chosen mission — relief for the needy, education of the "disemployed" and "establishment of justice and a classless world." How's last will and testament was made public here today by Nicholas Klein, a prominent attorney of this city who was How's friend and legal adviser during twenty-five years and who aided in the drafting of the will ten days ago.

How, who was sixty-two when he died, left an estate estimated, in advance of official valuation, at more than $500,000, this latter being the amount of a legacy received by him in 1915 from his mother, Mrs. Eliza Eads How. He came of a family long prominent in St. Louis. A grandfather was once Mayor of that city and How's father was a wealthy railroad operator.

In his will, How leaves only what the law directs to his divorced

wife, Ingeborg, who at present resides in Los Angeles. A brother, Louis How, and a stepson, Holger How, are to receive "$5 in full from the estate." The will says, in part:

"All the rest and residue of my estate, real or personal, I do give and bequeath in fee simple in trust to my trustees, who shall serve without bond, or to their successors surviving; viz: Barney Haughey, of Denver; Nicholas Klein, of Cincinnati, and Herman Gaul, of Chicago, trustees, for the sole use, benefit and behalf of the workers of the world, especially for the education of the disemployed along the lines I and my friends have been working all these years to produce justice and a classless order throughout the world, and they do determine the line, kind and nature of the work and methods entirely. The International Brotherhood of Welfare Associations' national convention can elect in case of the death of a trustee."

Klein described today his last meeting with How, whose practice of denying himself the necessities of life in order that he might have more money to aid the unfortunate, especially the now-vanishing race of "hoboes" of America, led to the weakness which superinduced a fatal illness. It was largely through How's efforts that the International Brotherhood of Welfare Associations was able to construct "hobo shelters" in sixteen American cities.

"He was in Cincinnati less than two weeks ago," Klein said, "but in what a saddening plight! It was the 13th of July. I had received a call from the Travelers' Aid Society that a strange, unkempt man who had fainted from hunger had asked for me. I could find him, I was told, at the Union Depot.

"Puzzled, I hurried to the station, and there, sitting on a bench, stooped, his head bowed, I found my friend. His face was haggard and seamed, his laborer's clothes shabby and torn. I scarcely recognized him.

"I took him to my house, fed him and called a doctor. The physician's verdict was that How might live for years, but that there was an equal possibility that he would not live through the week. He diagnosed his condition as exhaustion caused by self-starvation. This was characteristic of How — to starve himself. He firmly believed that any bodily ailment could be cured by abstinence and it was virtually impossible to shake him in this conviction.

"After he had been somewhat revived by sleep and food, he told me that he had come to Cincinnati to confer with me about

Hearings and Investigations. State and federal commissions and committees of legislative bodies frequently conduct hearings and investigations that closely resemble court proceedings. Some governmental commissions, such as those invested with powers to regulate rates and services of railroads and public utilities, are quasi-judicial in character. Both commissions and investigating committees usually have the power to subpœna witnesses and to require them to testify under oath, as do courts of law. Attorneys and representatives on both sides present facts and arguments, witnesses are questioned, decisions and findings are made, and other methods of legal procedure are followed. News stories of such hearings and investigations, accordingly, are very much like those of courts. As the proceedings of these commissions and committees are generally concerned with current questions, news of them is both interesting and significant.

The three leads given below are typical of those used for stories dealing with hearings and investigations:

(1)

Because they believed that under present economic conditions there was little possibility of controlling business cycles, the onset of which seemed to be unpredictable, noted economists and authorities on unemployment testified yesterday before the joint legislative committee on unemployment, meeting in the rooms of the Bar Association, that compulsory unemployment insurance was a keynote of any possible solution of involuntary unemployment.

In support of its request for a ten per cent increase in the monthly rates for telephone service in private residences in this city, engineers of the Lincoln Telephone Company testified this morning as to the disproportionate cost of maintaining the local exchange that is now being borne by all forms of service other than that in private homes. The hearing is being held by Commissioner Charles T. Stone of the State Public Utility Commission in the council chamber of the City Hall.

(3)

Death benefits amounting to $2,500 were awarded to the family of Oscar Diehm, 17, who was killed while filling a silo on the farm of Carl G. Bohm, Pine Grove, last September, in a finding of the State Industrial commission this morning. At the hearing Bohm and the Industrial Mutual Insurance Company contended that young Diehm was employed by Bohm to work on his farm and was not engaged to assist in filling the silo. By its award the commissioners overruled this contention.

The following example shows one of the four forms in which testimony may be reported in connection with news stories of hearings and investigations:

Thomas W. Farlin of Freeport, the next witness called before the committee, said that he was engaged in the real estate and fire insurance business, and that he represented Davis, Hibbard & Company, fire insurance brokers of this city.

"Was there a general increase in insurance rates on dwellings and stores in Freeport during the last three years?" asked William C. Brown, counsel for the committee.

"Yes, all the rates have gone up," said Mr. Farlin.

"Did you learn why the rates were raised?"

"Oh, they joined the Fire Insurance Exchange."

"Who did?"

"Davis, Hibbard & Company."

"That's why the rates were raised?"

"I suppose so."

"You joined the Exchange too?"

"Yes."

"Why?"

"They told me I'd have no trouble with the new rates."

"Were you forced into joining the Exchange?"

"I found that it was necessary in order to write policies."

Mr. Farlin said that he preferred belonging to the exchange to doing business as an independent broker because it meant more money and less trouble.

"So you're in favor of the higher rates?"

"Oh, no."

"But you get more premium, don't you?"

"Yes."

SUGGESTIONS

1. Familiarize yourself with legal terms and court procedure.
2. Find out the names of the courts in the city and the state in which you are working.
3. Bring home to the reader the significance of all forms of legal procedure.
4. Get typewritten copies of important decisions whenever possible.
5. Look for the human interest elements in police court cases.
6. Be sure to get correctly all amounts of money recorded in petitions of bankruptcy.
7. Don't overlook unusual provisions in wills.
8. Select the form for reproducing testimony that is best suited to the material.
9. Find the matters of general interest in litigation between private parties.
10. Remember that you can bring out the dramatic and human interest elements in your stories of criminal trials without being sensational.
11. Treat both sides fairly in reporting trials.

CHAPTER XI

SPORTS, SOCIETY AND OTHER NEWS FIELDS

Special Kinds of News. Although the types of news stories thus far discussed illustrate the application of practically all the general principles of news writing, there are several special kinds of news that deserve separate consideration. Among these are sports, society, obituaries, weather, and special occasions. On most newspapers sports and society have departments of their own, each one in charge of a staff member, who, on large papers, has a number of assistants. To report adequately news of these special kinds requires some special knowledge and ability, which are usually gained by training and experience. Occasionally, however, regular reporters are called upon to assist in these special fields. Hence every reporter should familiarize himself with the best methods of handling all kinds of news.

The writing of obituaries and of news stories about the weather is done by regular reporters, but, as the form of these stories differs somewhat from the other types thus far considered, they demand some further discussion. Special occasions such as banquets, dedications, and holiday celebrations are handled either by regular reporters or by experienced descriptive writers on the staff.

News of Sports. The widespread interest in various forms of sport, both professional and amateur, has led newspapers to devote a very large amount of space to news and gossip concerning them. Although interest in physical contests of prowess and skill has been great among all classes throughout the ages, this interest was in former times confined largely to participants and spectators. With the extension of newspaper reading to all classes, however, this interest in sports has spread to large numbers of persons who neither witness nor take part in them.

Hundreds of thousands of newspaper readers who seldom if ever see a major league baseball game, an important intercollegiate football match, or a big boxing event, read eagerly not only the reports of such contests but all the news and gossip concerning the preliminary training of the contestants for weeks before the events. Newspapers have unquestionably been potent agents in stimulating this keen interest.

To satisfy a normal, wholesome interest in sports is undoubtedly within the generally recognized sphere of the newspaper. Critics of the press, however, and even some newspaper editors, have protested against the disproportionate amount of space given by many papers to news and gossip of sports. During the last twenty-five years, it is true, newspapers have been devoting more and more space and prominence to sports of all kinds, and much of the so-called news of sports is trivial gossip. Some newspapers have also been criticized for printing odds and tips on horse races, even though in many states organized betting on such races is forbidden by law. College and school authorities, also, have protested from time to time against undue exploitation by the press of school and college contests as inimical to the best interests of amateur sports. Colleges and universities themselves have by no means been blameless in this matter. Publicity men have been appointed by some of them to aid the press in securing news of athletics. Newspaper publicity, particularly for football games, has been encouraged by many college and university authorities as a means of advertising their institution and swelling gate receipts. These efforts have been used by some sports writers as an excuse for belittling the efforts of thoughtful educators to keep intercollegiate and interscholastic athletics within reasonable bounds and to correct the more glaring evils connected with them. If newspapers encourage unwholesome tendencies in high school and college sports by magnifying athletes and athletic contests out of all proportion, injury is done both to the young contestants and to amateur sports. Every thoughtful sports editor and writer should meet frankly the criticisms made of

sports departments and should seek to correct whatever undesirable practices exist in sports writing.

Types of Sports Stories. News stories of sports may be classified as: (1) dealing with training, conditions, and prospects before the event; (2) reporting the contest itself; (3) analyzing the event and its results.

Accounts of preliminary training and analyses of the work of individual players and of the team as a whole require expert knowledge, careful observation, and a clear expository style. Reports of contests give opportunity for lively narration and description to reproduce both the details of the contest and the spirit of the occasion. Popular interest in the contestants and in the crowds attending the contest make possible the development of a note of human interest. Critical reviews of the contest after the event, particularly in relation to past and future events in the same sport, demand good judgment and analytical ability as well as a good expository style.

Methods of Reporting Contests. Sports writers need to be quick, accurate observers, for they must note every detail. Even so, such reporting is not easy. In a football game, for example, it is frequently difficult to determine from the press box which player in a given play carries the ball or makes a tackle. In all contests the reporter must learn to follow every detail carefully, undisturbed by the demonstrations of the spectators. Amid the noise and excitement he must keep his head. Quickness and accuracy of observation are essential to getting the facts correctly in any sport.

The sports writer either takes notes as the contest proceeds and writes his story later, or writes a running story while the event takes place, so that, except for the lead, his copy will be ready at the close of the contest. The former method is preferable when time permits, because he can thus see the event in the proper perspective and can give his story better emphasis and proportion. In some cases, the reporter dictates his story over the telephone, detail by detail, as the contest goes on; in others, he turns over his

copy, page by page, to a telegraph operator at an instrument near by. The press boxes now generally provided for sports writers are equipped with tables suitable for typewriters as well as for note-taking. Telephones, telegraph instruments, and microphones for broadcasting are also installed in the press boxes. Ability to work rapidly is as important in handling news of sports as it is in other kinds of newspaper work.

Style in Sports Writing. Every sport has its technical terms with which a sports writer must familiarize himself. Followers of each sport, or "fans," usually use sporting slang. Some sports writers, in an effort to be original in reporting baseball games day by day, or football contests week after week, have developed a highly figurative style. As a result of these three influences, reports of contests have sometimes been all but unintelligible to the average reader. If the reading of news of sports were confined to the so-called "fans," there might be little objection to such a specialized style. The widespread interest, however, in various sports taken by practically all classes makes it desirable that sporting news should be so written as to be readily understood by everyone.

Examples of the style used by some sports writers are given on pp. 458–462.

Reporting a Football Game. A football game affords a good opportunity for the novice in sports writing. In preparing to report a game, he should get in advance the correct line-up of each team and the names of the officials. These data can be obtained from the printed program or from the coach or captain of each team. If he writes this line-up on a piece of cardboard, with enough space between the names of the players to allow for inserting the names of substitutes, and with the position and number of each player clearly indicated, he can refer to it constantly in reporting the plays. The reporter watches both teams carefully to see which men make each play. When the teams line up again, he notes the position taken by each one of these men, so that he may identify them from the line-up card. As the game pro-

gresses, he is able to recognize some of the players who repeatedly take prominent parts, and he need not refer to the line-up card so frequently.

In the choice and the arrangement of details, the story of a football game is not unlike that of other kinds of news. In the lead are placed the essential facts, such as the result, the score, the causes of the victory and the defeat, the teams engaged, the time and place of the contest, and any important or unusual circumstances. Because the reader is most interested in the result, that fact is usually played up as the feature, but any one of the other essentials may be placed first. Why one team lost and the other won, or why the score was tied, usually the second fact of interest, is likewise given prominence. A characterization of the playing of each team, an account of how and when the scoring was done, mention of the work of star players, and a description of the crowd, the condition of the field, and the weather are other details that are put into the lead. If a general account is desired, only the important plays are included; if a full report is required, every play is described. After each score is made, and at the end of the report of each quarter, the score up to that point is given. At the end of the story are placed in tabular form the line-up, the substitutions, the names of the officials, and a summary of the plays and of the ground gained by each team.

Examples of Football Stories. The following story written by Alan Gould, sports writer of the Associated Press, shows how a football game may be reported in some detail:

> Yale Bowl, New Haven, Oct. 25. — (AP) — They carried little Albie Booth off the field on a stretcher and most of Yale's hopes along with him, but the Elis survived and held the high-powered Army team to a 7–7 tie in a rain-soaked battle before close to 72,000 spectators.
>
> Booth appeared in only one play, but it was the dramatic sensation of the entire game, otherwise confined largely to a kicking and defensive tussle in the mud. Entering the play late in the second period, with Yale leading 7–0 by virtue of a first quarter "break" and as Army was counter-charging, Albie snared a

long Cadet pass tossed by Ken Fields almost to the Blue goal-line.

In a flash, the outburst of cheers that had greeted Booth's entry and getaway was drowned in a chorus of groans, followed by the boos of more frenzied partisans, as the spectacular Eli quarter-back lay stretched out on the turf.

He had been brought down hard on his own seven-yard line after a short dash by a trio of Army tacklers. The booing grew in volume in the Yale stands as the favorite boy in Blue was helped to his feet and then handed over to the stretcher bearers.

Booth was injured about the head as well as in one leg, but the injuries, while sufficient to end his activities for the afternoon, were not serious.

Somewhat dazed by this misfortune, the Elis, with Sandy Wiener in Booth's place, directing the play, were unable to stop the next Army charge to the goal line. The Cadets, from Yale's 40-yard line, with less than four minutes before the end of the half, rushed over a touchdown. Tom Kilday of San Antonio, Texas, a second year backfield star just restored to eligibility, carried the ball over on a short plunge after a series of slashing gains on bewildering reverses and spinners by Bowman and Letzeller.

With everything depending on the try for extra point, Major Ralph Sasse, Army's new head coach, took no chances. He sent in a specialist for this one play, Charles Broshous of Atchison, Ks., who did a thorough job of place-kicking the pigskin through the uprights for the point that tied the score.

Yale played for the kicking breaks all day, with rain falling throughout the first half, the ball as slippery as a greased pig and twice as dangerous to handle. An early "break" of this sort in the first period gave the Elis their only touchdown. Ken Fields, Army fullback, punting from his own 10-yard line, had the kick blocked by big Truxton Hare, Jr., Eli guard. The ball was recovered by Hans Flygare, Yale end, on Army's six-yard line. It took four plays for the Blue to put the ball over, Fullback Joe Crowley scoring the touchdown.

On the try for extra point, Pat Sullivan's kick was blocked but Army was ruled off-side and the point that later proved so necessary was awarded to the Elis.

Army outplayed, outrushed and outpassed Yale in every period. The Cadets rolled up nine first downs on the slippery field to Yale's

three, all registered in the scoreless last half. Carver, Bowman and Letzeller of the crack army backfield, got away for runs of 16 to 36 yards but when it came to the pinches, Yale's brilliant line, featuring the work of Loeser, Linehan, Hare and Barres, a great end, was a match for the Cadet forwards.

Without Booth, the Elis showed no scoring punch. They failed to capitalize a poor Army punt late in the third period that went out of bounds on the Cadet 25-yard line. On the other hand, the Blue stopped Army's charge after a long pass put the ball on the Elis 20-yard mark in the third quarter.

Army hurled 17 passes, of which eight were completed for total gains of 102 yards. Yale completed two out of four heaves for 23 yards. The Cadets outrushed the Elis, 145 yards to 70, but Yale offset these advantages by the brilliance with which young Bob Parker, sophomore back, outkicked Fields and Stecker, the Army booters. Parker's punts were life-savers for the harassed Elis at many critical moments.

The summary:

YALE (7)		ARMY (7)
Flygare, l. e.		l. e., Carlmark
Wilbur, l. t.		l. t., Price
Hare, l. g.		l. g., Humber
Loeser, c.		c., Miller
Linehan, r. g.		r. g., Trice
Vincent, r. t.		r. t., Suarez
Barres, r. e.		r. e., Messinger
Parker, q. b.		q. b., Carver
Sullivan, l. h.		l. h., Herb
Dunn, r. h.		r. h., Letzeller
Crowley, f. b.		f. b., Fields

Score by periods —	1	2	3	4	
Yale	7	0	0	0	7
Army	0	7	0	0	7

Touchdowns: Yale — Crowley; Army — Kilday. Points after touchdown: Yale — On penalty Army offside; Army — Broshous.

Substitutions: Yale — Stewart for Hare, Madden for Flygare, Booth for Parker, Beane for Sullivan, Muhlfeld for Crowley, Taylor for Dunn, Wiener for Booth, Hall for Wilbur, Rotan for Linehan, Walker for Loeser, Uihlein for Vincent, Sargent for Barres, Parker for Wiener, Dunn for Taylor, Crowley for Muhlfeld, Sullivan for Beane, Loeser for Walker, Barres for Sargent, Vincent for Uihlein, Linehan for Rotan, Flygare for Madden, Beane for Sullivan, Heim for Beane, Taylor for Dunn, Austen for Parker, McLennan for Heim, Tyson for Stewart, Walker for Loeser.

Army — Bowman for Carver, Armstrong for Suarez, Malloy for

Messinger, Stecker for Fields, Evans for Miller, Kilday for Herb, King for Carlmark, Summerfelt for Humber, Broshous for Letzeller, Sebastian for Broshous, MacWilliams for Bowman, Bowman for MacWilliams, Herb for Kilday, Humber for Summerfelt, Miller for Evans, Fields for Stecker, Suarez for Armstrong, Evans for Miller, Kilday for Herb, Gordon for Price, Messinger for Malloy, Carlson for Trice, Burlingame for King, Carver for MacWilliams.

Referee — E. D. Thorpe, De La Salle. Umpire — W. B. Elcock, Dartmouth. Field Judge — D. J. Kelley, Harvard. Linesman — A. C. Tyler, Princeton. Time of periods — 15 minutes.

A more detailed account of a football game is given in the following story written by Grantland Rice, the well known sports writer:

Palmer Stadium, Princeton, N.J., Nov. 15. — A Tiger football team that has not won a game since the first contest of the season outrushed, outfought and outplayed a startled Yale team through the entire first half at Princeton today as 58,000 spectators peered out upon a fog covered field like ghostly shadows thrown upon a wall.

With Princeton leading 7 to 3 as the third period started, Yale, led by Charley Heim, who had replaced Albie Booth, came back with a swirl and rush and took the lead on a brilliant left-handed forward pass from Taylor to Sullivan that ate up 38 yards for a touchdown. Yale won 10 to 7.

Up to that time of the long pass Yale looked to be a beaten, bewildered team. Through the fine charging of the Princeton line and the brilliant backfield work of Trix Bennett and Jack James, with Bennett dominating, the entire field in the wake of a terrible season against Brown, Cornell, Chicago, Navy and Lehigh without a victory in any one of these games, Princeton's revival was remarkable. Princeton lost the game by only an inch or two. In the last period the remarkable Princeton team, with Bennett again starring, drove its way for 69 yards to within a yard of Yale's line. On the last play the Tiger needed only two feet for a first down within less than a stride of Yale's goal. He came within an inch of making it. If Princeton had made this distance, the Tiger would have won.

As it was, Princeton outplayed Yale badly through three quarters of the game and deserved to win what would have been one of the most amazing victories in football annals. It was Bill Roper's last stand and he never saw a Tiger team put up a braver, smarter fight.

Early in the battle Princeton fumbled on her own 21-yard line and Yale recovered the ball. The Blue attack was thrown back, so Albie Booth dropped back and kicked a field goal from a difficult angle, putting Yale in the lead by 3 to 0. Yale held this lead into the second period, when the brilliant and speedy Bennett, aided by James and others, began to get busy. In this period Yale had just kicked to Princeton's 37-yard line. Bennett and James carried the ball into Yale territory and then Booth intercepted a Tiger pass. But Booth, Crowley and the whole Yale attack were again held and Booth had to kick. The ball soared high through the fog and mist and seemed to disappear into the half light. But it settled in Bennett's arms not so far from his own goal and the fleet Tiger came tearing and ripping back for 38 yards before he was thrown on Yale's 42-yard line. It was the best play of the day.

On a quick opening Jack James ran 20 yards through the Blue team and then Bennett pegged a quick pass to James, who ran to Yale's nine-yard line. Bennett then hit the Blue line for five yards and on the next play the same fleet back drove on to the two-foot line. Bennett then dived across on the next play and 30,000 Tiger rooters went stark, raving mad. For Princeton was outplaying Yale in every department and this was the first Yale team, the best stuff that Eli could send into action. The Tiger line was outcharging the Blue forwards. The Tiger backs were running with greater speed and great driving force. It was an inspired set of young men giving Bill Roper something to be proud of in the last game of a 25-year career. The play of Trix Bennett was remarkable. He ran, kicked and passed. He knocked his way through the Blue wall and he ran with smashing force. He guided his team with great skill, mixing up his plays perfectly.

Then the next turn came in the third quarter when Yale sent in Heim and Taylor, and Yale came back fighting mad. Heim gave a fine exhibition of ball carrying, but Princeton finally halted the Yale attack on her own 35-yard line. Then with fourth down and six yards to go, Taylor, the southpaw, threw a long pass to Dunn, who crossed the line for the winning touchdown. The Yale second team played much better football than the first. But after Taylor's long pass to Dunn, the Yale attack was again halted. Also they came to the fourth quarter with Yale leading 10 to 7.

It was here that Princeton made one of the greatest rallies ever seen on a football field. With Yale thrown back, the Tiger took the ball on Princeton's 30-yard line. That Blue goal in the

gathering fog looked to be 10 miles away, but Bennett got busy again. Easily the star of the afternoon, he opened up his attack on the Yale defence. Yard by yard, Bennett and James together carried the ball. Bennett did most of the work. When the Tigers' rushing game was stopped, Bennett then began passing. On the Tiger moved across the centre of the field. A rush and a pass finally placed the ball on Yale's 11-yard line. The Tiger stands were an uproar. Yale's supporters were as silent as 10 tombs. Princeton was about to score, but on the fourth down, just a yard from the Yale goal, Princeton needed two feet for her first down. Bennett crashed in and was piled up. The distance was measured and Princeton had failed by only an inch or two to make the distance that would have meant victory.

In the story below, Parke Davis, former football coach and authority on the game, analyzed the various plays and formations used by the two teams:

Easton, Penn., Oct. 19 — New York University 38, Missouri 0.

Such is the score that will take its place in the records indicative of this game at the Yankee Stadium last Saturday afternoon. But what a wealth of football technique these figures will fail to preserve and to convey. John Meehan, affectionately known as "Chick" to thousands of followers of the game, presented in the formations and plays of New York University, of which he is the coach, a highly original, distinctive and comprehensive system of tactics.

The most conspicuous feature of this system is the "marching shift," which precedes all offensive formations and plays. Seven of "Chicks" men line up four yards behind the line of scrimmage with their backs to the line. Two of the backs face this line but stand four feet farther back. One of the other two backs stands at the end and between these two lines, thus making an elongated ellipse, with all players facing in. This, in reality, is an orderly "huddle" but with the faces of all players in plain view of the spectators.

The player assigned to direct the plays calls the signal numerically. When all is ready he signals with his hand, and the 11 men, in military unison and precision execute an individual left wheel, and taking four steps, in perfect unison, the last being a short leap, land in their ultimate positions in the playing formation, and in-

stantly the ball and men move into action. No wheel to the right was executed Saturday, but the shift sometimes delivered four men to the right of the centre and at other times four men to the left, thus effecting the familiar "long" and "short" sides. This shift of the strength in the line was ingeniously accomplished by using two different forwards as centres or snappers-back. In other words, instead of moving the wings, Meehan assigns the snapping of the ball to another player.

The ultimate formation Saturday was either the well-known off-centre tandem or the kick formation. Meehan forms his men in the tandem more closely and compactly than usual and keeps them so in executing the plays. This gives New York's plays the appearance of great solidity. On end sweeps and other plays to the outside or near the outside, Meehan employs linemen in interference. From this tandem formation New York sent the fullback into the centre, or caused him to receive the ball, run backward and then hurl forward passes, or faking right or left execute these hurls; or at times to running left or right to make a double pass to another back. The players clad in violet frequently employed the second and third man in the tandem to cross over from the long side and slice through the line on the short side. These plays were not new. Their power consisted in their effective execution.

New York University, in scoring seven touchdowns, necessarily had to monopolize possession of the ball. Nevertheless, Missouri essayed a sufficient number of offensive plays to disclose their system. This consisted of a combination of a wingback and kick formation. The fullback either played well back as is customary in a kick formation or he took his station four yards back, in a short kick formation. Two of the backs grouped, one behind the other, on his right, so as to protect his kicking foot. The third back, however, instead of backing up the line on the left as usually is done, deployed farther out behind the end of his line, thus presenting a single wingback. The fullback also added a variety by being frequently in motion backward when the ball was snapped thus feinting a position kick or a forward pass. From this formation the fullback occasionally hit the centre of his line, or struck off tackle. The second man in the line of two backs on the right, in the tandem, also occasionally received the ball and either plunged straight ahead or essayed a plunge across centre on the short side.

Missouri's chief repertoire, however, was forward passes; frequently every play attempted in a set of downs, excepting the last, was a forward pass. These forward passes were very varied. They were long and they were short. Some were thrown over centre straight down the field, and others at various angles and one or two so completely to the side that it was difficult to distinguish whether they were forward or lateral passes.

Missouri's most spectacular play of the day was a triple pass, a backward, forward and a lateral in a series. Vandyne first received the ball from centre. Stepping two paces to the left he flung a forward pass 10 yards over the line and straight down the field to Garvin, who caught it, turned to the right and flung the ball laterally 10 yards out to Bittner, who caught it, and thus completed a gain of only seven yards. This is the manoeuvre made famous, years ago, by Red Grange. The Missourians executed the difficult play brilliantly. Only sharp tackling by New York prevented a long run by Bittner down the right side line.

Frequent 65-yard punts by each fullback, Campell and Vandyne of Missouri and McNamara of New York, were an extraordinary feature of the day.

On receiving the kick-off, Missouri emphasized their determination to run back the kick, for three men were stationed along the 45-yard line, to cover a possible dribble, two on the 10-yard line and six men in a straight line shoulder to shoulder on the 25-yard line, to serve as interferers on the runback of the kick. This formation, however, seldom functioned, for Schneider of New York proved a stupendous long distance kicking battery, frequently sending his kicks, 60 and more yards, across Missouri's goal-line for touchbacks.

Since Missouri's general offensive formation was the kick formation, and since their attack was continually forward passes, New York University employed almost continually a 2–2–1 backfield defence. The keeping of a player continually in deep backfield was also made necessary by the fact that Campbell and Vandyne of Missouri were exceptionally long punters.

Example of a Baseball Game. How a baseball game may be concisely reported is illustrated by the following example, which appeared in the *New York Times*:

NEW HAVEN, Conn., May 16. — The Yale baseball team

today defeated Cornell, 7 to 5, in an Eastern Intercollegiate Baseball League game.

Both the rival pitchers, Bill Newton and Harry Schultz, were batted heavily, but were rescued by fast fielding on numerous occasions.

The game reached a dramatic climax in the ninth when, with the bases filled with Cornell runners, Fred Linehan, Yale right fielder, made a brilliant catch of a drive by Smith and, with a rifle-shot throw to the plate for a double play, snuffed out the Cornell rally.

By pounding Schultz, Cornell moundsman, for four singles in the first inning, with Linehan, Vincent, Fletcher and McGowan getting the hits, and aided by Schultz's overthrow of first in handling Warren's grounder, Yale scored four runs.

Cornell scored a run in the first when Maiorana walked and went around on a fumble, a sacrifice and a fielder's choice. The visitors made another in the third on singles by Smith, Handelman and Keppler.

McKenzie scored for Yale in the sixth on a pass, Newton's sacrifice and Fletcher's two-bagger, while Maine made the rounds in the seventh on a scratch hit and Schultz's high throw over first to catch him napping.

Cornell sent three runs over the plate in the eighth when Keppler hit a homer after Smith and Handelman had singled.

Yale increased its lead by one run in the last of the eighth on Fletcher's pass and singles by Linehan and Vincent.

The box score:

CORNELL.

	ab.	r.	h.	po.	a.	e.
Maiorana, cf	3	1	2	2	0	0
Goodman, 2b	4	0	0	2	5	0
Smith, rf	4	2	2	3	0	0
H'delman, ss	3	1	2	0	3	0
Keppler, lf	4	1	2	3	0	0
Hatkoff, 1b	4	0	1	12	0	1
Moulton, 3b	4	0	0	1	3	0
George, c	4	0	0	1	2	0
Schultz, p	3	0	0	0	1	2
a Williams	0	0	0	0	0	0
Total	33	5	9	24	14	3

a Batted for Schultz in ninth.

YALE.

	ab.	r.	h.	po.	a.	e.
Booth, 3b	5	0	1	2	3	1
Fletcher, 2b	3	2	2	1	0	0
Linehan, rf	5	1	3	2	1	0
Vincent, 1b	4	1	2	10	0	0
McGowan, lf	5	1	1	1	1	0
Maine, c	3	1	1	8	2	0
Warren, ss	4	0	2	2	4	2
McKenzie, cf	3	1	1	1	0	0
Newton, p	3	0	0	0	3	0
Total	35	7	13	27	14	3

Cornell	1	0 1	0 0 0	0 3 0 – 5
Yale	4	0 0	0 0 1	1 1 0 – 7

Runs batted in — Vincent 2, McGowan, Maine, Fletcher, Warren, Handelman, Keppler 4.

Two-base hits — Booth, Fletcher. Home run — Keppler. Sacrifices — Smith, Handelman, Maine, Newton. Stolen base — Handelman. Left on bases — Cornell 7, Yale 10. Double play — Linehan and Maine. Struck out — By Newton 4, Schultz 1. Bases on balls — Off Newton 3, Schultz 3. Hit by pitcher — By Newton (Williams), by Schultz (Fletcher). Umpires — Kelleher and Barry. Time of game — 2:07.

Example of a Basketball Game. The usual method of reporting a basketball game is shown in the following example:

WEST POINT, N.Y., Feb. 28. — Notre Dame, at West Point for the first time for basketball today, won a closely contested and well played court game from the cadets by a score of 26 to 25. It was Army's final game of the season.

A capacity crowd of 3,000 spectators crowded the galleries and the extra stands erected on the floor flanking the court. The South Bend five displayed a stout defense throughout, only Ray Stecker being able to pierce it with any degree of success, and most of Stecker's shots were launched from long range.

The Army's court star was the highest scorer of the game, with 18 points to his credit. Decook and Gavin featured in Notre Dame's offensive, the former leading his team with 10 points. At half-time Notre Dame was ahead, 12 to 11.

The Cadets found a stout defense confronting them after the tip-off and Stecker and Herb took long shots, but missed. Decook tallied first on a shot from scrimmage near Army's basket. Malloy's point from foul and field goal from close up gave Army the lead, 3 to 2.

Decook, from long range, put the visitors in front again. Army's shots were going wide, Stecker, Herb and Strother all missing. Later Stecker got the range and threw two sensational baskets, giving Army the lead at 8 to 4. Gavin went in for Newbold. Baldwin's shot from the side court was good and he also scored from foul a moment later.

The Notre Dame five-man defense was functioning perfectly and the Cadets found themselves thwarted in all their efforts to get within range. Kreuger's goal from foul was followed by Baldwin's shot from under the Army basket, and the score read Army 10, Notre Dame 9.

Baldwin again tallied from scrimmage. With two minutes to go, Decook's point from the foul line gave Notre Dame the lead, 12 to 11, as the half-time gun boomed.

Play was fast as the teams went into mid-time of the second-half with the score Notre Dame 20, Army 19. Two field goals by Crowe gave the South Benders the advantage, 24 to 19, and then Stecker got loose and dribbled under the basket to shoot a field goal. He duplicated the feat a moment later. Baldwin's point from foul made it Notre Dame 25, Army 23.

Stecker's close-up shot tied the count at 25 to 25. With only two minutes to go Decook's foul gave Notre Dame the lead at 26 to 25, which it maintained to the end.

The line-up:

Notre Dame (26).	G.	F.	P.	Army (25).	G.	F.	P.
Newbold, lf	0	0	0	Kreuger, lf	0	1	1
Gavin	2	0	4	Besson	1	0	2
Crowe, rf	2	0	4	Stecker, rf	7	4	18
Decook, c	3	4	10	Strother, c	0	0	0
Johnson, lg	0	0	0	Blanning	0	1	1
Baldwin, rg	3	2	8	Malloy, lg	1	1	3
				Herb, rg	0	0	0
Total	10	6	26	Total	9	7	25

Society News. Society news is usually collected, written, and edited by the society editor, generally a woman, aided by one or more assistants. Some newspapers also have an editor to handle news of women's clubs, but on most daily papers such news is covered by the society editor and her assistants. On other papers the woman's page, which includes local and syndicated features of interest to women, as well as the society and women's club departments, is in charge of the society editor. Since many women's organizations now have press committees to supply newspapers with the news of their clubs, it is often unnecessary for the society editor or her assistants to attend the meetings of these groups. News of clubs that have no press representative may be obtained from the secretary. Tips for society news may be gleaned from these sources: (1) lists of marriage licenses published in the records column of many newspapers; (2) the society columns of papers in neighboring cities; (3) local caterers; (4) managers of hotels, club houses, and halls where dinners, receptions, and dances are held; (5) secretaries and press representatives of clubs that furnish news of their organizations; (6) women's church and lodge groups; (7) members of the newspaper staff.

In the interests of accuracy, all tips should be followed up and the facts ascertained directly from those concerned. Announcements of engagements and weddings, particularly, must never be

accepted for publication unless they are verified, because practical jokers not infrequently undertake to make victims of their acquaintances by sending newspapers false announcements of this kind. Some newspapers distribute printed forms for announcements of engagements and weddings, and require that these be filled out by the persons concerned. They also have forms for other types of social news. These forms are sent out several days in advance, so that they may be returned by mail promptly and all the facts correctly reported. Much society news is obtained by telephoning to the persons concerned. Special care must always be taken to have names spelled out over the telephone, so that no errors will be made.

The form and the style of news stories of many society events are determined by social usage. Those who desire to become society editors, as well as general reporters who may be assigned to cover society events, should notice carefully how news of this sort is written up in the society columns of the paper on which they desire to work or are already employed. The typographical style sometimes differs from that in other parts of the paper. In some papers, the whole story of a wedding, reception, or other social event is given in one paragraph, although the story may consist of several hundred words; in others, such news is paragraphed like other news. A concise story, giving all the essential details and avoiding trite phrases and "flowery" descriptions, is most acceptable.

The style in which society news is written in some newspapers is shown by the examples reproduced on pp. 462–464.

Examples of Society News Stories. Conventional forms for such typical events as announcements of engagements, weddings, receptions, dances, and club meetings are given below:

Announcements of Engagements

(1)

Announcement has been made by Dr. and Mrs. Archibald Stone, 1765 Wellington Place, of the engagement of their daughter Ruth

Blackburn Stone, to Eliot Blackwell Harker, son of Mr. and Mrs. Arthur Wells Harker, Cincinnati. Miss Stone was graduated from St. Lawrence Academy, and from Vassar College in 1931. Mr. Harker is a graduate of Yale in the class of 1930. The marriage will take place in June.

(2)

Col. and Mrs. William Buell Pelham, 78 Minton Court, announce the engagement of their daughter, Charlotte Marie, to Lieut. Howard Carter Blue, son of Mrs. Henry Parker Blue and the late Major Blue, of Washington, D.C.

Miss Pelham was graduated from Abbot Academy, Andover, Mass., and later studied in Paris. She spent last winter with her parents in Washington, D.C.

Lieut. Blue was graduated from West Point in 1930 and is now stationed with the 24th Infantry in Panama.

The wedding will take place next June in this city.

(3)

At a dinner given at their home in Hillington, Mr. and Mrs. John Porter Hills last night announced the engagement and approaching marriage of their only daughter, Margaret Porter, to Harry T. Wilson, son of Mr. and Mrs. Henry T. Wilson, 7564 Lincoln Boulevard. The wedding will take place on September 25 in St. Paul's Cathedral.

Weddings

(1)

Mr. and Mrs. James H. Hayes, Hale Apartments, announce the marriage of their daughter, Helen, to Eugene Payson Drown, formerly of this city. The wedding took place last Wednesday at the home of the bride's aunt, Mrs. Clara T. Hayes in New York City, where the bride has been a student in Columbia University. Mr. and Mrs. Drown will make their home in New York.

The marriage of Miss Rose Eldred White, daughter of Judge and Mrs. Joseph White of 230 Wilmington Avenue, to Nathaniel Robert Owen, son of Mrs. Howard P. Owen, Detroit, will take place on Monday evening, June 10, at the home of the bride's parents in the presence of the members of the two families.

(3)

Miss Florence Scott Hayward, daughter of Mr. and Mrs. Lawrence Wallace, 623 West Washington Avenue, was married to Frederic Lane Abbott, son of the Rev. and Mrs. George Wilson Abbott of Oak Park, Ill., yesterday afternoon in St. James' Church. The church was decorated with ferns, smilax, and white chrysanthemums.

A program of music was given by R. Everett Kane, organist of the church, and Miss Margaret Dilworth, harpist, before and during the ceremony, which was performed by the Rev. Dr. James Franklin, the rector.

The bride entered the church with her father, who gave her in marriage. Her gown of ivory chiffon velvet was made on princess lines, the skirt ending in a long train. She wore a veil of tulle, held in place by a narrow bandeau of seed pearls across the back of the head. She carried a bouquet of gardenias.

Mrs. Howard Webb Green, sister of the bride, and Miss Mildred Dickinson, of Des Moines, Iowa, were matron and maid of honor. They wore gowns of pale gold chiffon velvet made on Grecian lines, and tulle hats of the same shade. They carried arm bouquets of Talisman roses.

The bridesmaids were the Misses Leonore Abbott, sister of the bridegroom; Dorothy Thatcher, Chicago; Frances Milburn, Detroit; Marjorie Blackwell and Mary Ellen Thompson of this city. Their frocks were white and gold brocaded faille made with short trains. They wore small caps of tulle matching in color the Talisman roses which they carried.

Reginald Bassett Abbott was best man for his brother. The ushers were Roger Dunn Brown, Boston; Henry Cross Thurber, New York; Cyrus Bassett, John Grover Smith, and Howard Porter of this city.

Following the ceremony there was a small reception at the home of the bride's parents, which, like the church, was decorated in green and white, chrysanthemums predominating.

Mr. Abbott and his bride after a motor trip to California will live at 16 Curtis Court.

Dinners, Dances, and Receptions

(1)

Mrs. Charles H. Otis, of 845 Oakridge Boulevard, gave a dinner and bridge party at her home last evening in honor of Mrs. Lewis

Parker Scott and her daughter Mildred of Lexington, Ky., who are her house guests. There were three tables of bridge.

(2)

Mrs. Howard Wilbur Cross, 78 Catlin Place, gave a luncheon yesterday at the Hill Top Golf Club in honor of Miss Marjorie Baugh, who is to be married to Dale Cranford Haynes of Buffalo, N.Y., on Saturday. Covers were laid for six, and the guests were Miss Gertrude Binton, Mrs. Harrison Stanton, Mrs. Arthur G. Main, and Mrs. Willard S. De Long of Buffalo.

(3)

Miss Margaret Rachel Bradley entertained today at her home, 2565 Lincoln Avenue, with a bridge tea and crystal shower in honor of Miss Barbara Wilder, whose marriage to Chester Lee Davison will take place November 16.

The decorations carried out the bridal colors, yellow and white. On the tea table was a bowl of yellow chrysanthemums and yellow tapers tied with white tulle bows.

The hostess was assisted by her mother, Mrs. Philip Watson Bradley. Guests, with the bride-elect and her mother, Mrs. John Harris Wilder, were: Mesdames Don F. Towell and Francis W. True; Misses Charlotte Scott, Helen Mae Hill, Frances Wilcox, Elizabeth Root, Mary Jane Fleming, and Clara Bell Weston.

(4)

Autumn leaves, cornstalks, and pumpkin jack o' lanterns were the decorations for the annual Halloween dinner dance at the Lakeside Country Club last night. Nearly 150 guests attended. Music was furnished by the Strollers' orchestra.

Dr. and Mrs. Arnold B. Martin had a party of ten guests; Mr. and Mrs. Webb Lane had eight guests; and Mrs. Frank W. Collins entertained a party of five.

(5)

Mrs. James Shaw Johnston gave a reception at the Women's College Club this afternoon in honor of Mrs. William C. Ranmore, who has recently come to make her home here as the bride of Dr. Ranmore of the General Hospital staff. Mrs. Johnston was assisted in receiving by Mesdames George W. Burnham, Frank T. Harris, Robert G. Wiswell, Henry B. Elton, and Lawrence

P. Hubbard. Mrs. Anna C. Eastman and Mrs. Carter Scott presided at the tea tables.

Women's Club News

New and old members of the Woman's Club will be welcomed back to the club for the opening of the fall and winter season at a reception which will follow the first program of the year Tuesday afternoon. The reception will be held in the parlors of the club house, with the members of the board of directors, headed by Mrs. Horace G. Walton, president, receiving the guests.

The board includes Mrs. James H. Bell, first vice president; Mrs. Earl M. Blair, second vice president; Mrs. Ralph F. Graham, secretary; Mrs. Theodore G. Barnum, treasurer; Miss Mary Kate Snow, chairman of the arts and letters department; Mrs. Howard T. Scott, director, and Miss Margaret R. Spaulding, secretary, of the civic and social service department; and Miss Laura Peak, chairman, and Mrs. Anna Bell McDonald, director, of the education department.

Miss Gale Howard will read Barrie's play, "Mary Rose," in the assembly hall before the reception, and Miss Thelma Ganes will play several piano numbers.

Presiding at the tea tables in the dining room following the program will be Mmes. Roger T. Sewall, James F. Roberts, Frank B. Holmes, and Kenneth G. Schmidt.

Autumn foliage and flowers will decorate the club house, the parlors and dining room of which have been redecorated during the summer.

The regular club luncheon will be served every Tuesday, beginning this week. Another activity that commences this week will be the contract bridge class, which begins next Tuesday morning in the card room with Miss Rachel Howe as teacher.

Mr. John C. Perkins, superintendent of schools, will speak at the first monthly meeting of the education department next Thursday afternoon at 2:30 o'clock on "Training for Citizenship."

Work with the foreign born will be continued this year by the committee on Americanization, of which Mrs. Lee H. Strong is chairman.

The Jefferson Park Women's Club has a number of interesting affairs planned for the entertainment of its members and guests this month. They include a bridge luncheon on Saturday, March 6; a tea on March 10, when Miss Leonore Chase will speak on "New Plays in New York"; a dinner and bridge party on March 13; a literary meeting, with book reviews of recent novels by members of the literary department on March 17; a musicale on Saturday afternoon, March 20; and an exhibition of etchings by American artists, with a talk on etchings by Harold Crane Bryant, director of the Porter Art Gallery, on Saturday afternoon, March 27

(3)

The fifth annual garden party for the benefit of the college scholarship fund will be given by the local branch of the A.A.U.W. at the home of Mrs. Robert T. Hooker, 1652 Sherman Avenue, Saturday afternoon, June 3.

Mrs. Charles B. Crane, president of the branch, has appointed Mrs. Morris C. Smith as chairman of the arrangement committee.

The branch contributes annually $500 for a scholarship which is awarded to the girl student in the local high schools who passes the college entrance examinations with the highest mark, and who would be unable to go to college without financial aid. The members hope to raise at least $200 toward this scholarship fund by means of the garden party next month.

The regular meeting of the board of directors of the Illinois Federation of Women's Clubs will be held next Tuesday and Wednesday in the federation headquarters, 30 West Washington street. It will open at 10 o'clock in the morning and will be divided into three symposiums. The first will be public welfare, community service, public health and child welfare, international relations, legislation and civil service, and press and publicity. The second will be American citizenship, American home, law observance, Indian welfare, cooperation with war veterans, education, conservation, gardens, Park Ridge School for Girls and Junior membership. The third will include art, literature and library extension, music club institutes, motion picture and radio.

Other committees will give short reports and the district presidents will report on the second day.

Obituaries. The news story of a death, with the biographical sketch, or "obituary," that usually accompanies such an announcement in the case of persons of interest or prominence, constitutes another special type of news writing. The news of a death is obtained from some friend of the deceased, from the undertaker, from one of the paper's out-of-town correspondents, or through a press association. Some newspapers provide printed blanks for undertakers to give to some friend or member of the family of the deceased person, to be filled out. The essential facts for the story of a death are: (1) name, date and place of birth, and address of the person; (2) cause of his death; (3) duration of his last illness; (4) names and places of residence of members of the family who survive him; (5) time and place of the funeral; (6) names of the officiating clergyman and of the honorary and active pallbearers; (7) unusual circumstances connected with his death.

An estimate of his life work may serve to connect these facts about his death with the biography that follows. The facts for a biographical sketch, or obituary, may be obtained from his family, his friends, or reference material available in the newspaper office. Every well organized office has on file in its "morgue," or library, biographies of well known persons of the city, the state, and the nation, that have been clipped from newspapers, magazines, and other publications. The various "Who's Who" volumes, biographical dictionaries, and similar books of reference, as well as city, county, and state histories, all of which are usually on file in the newspaper's library or in the local public library, furnish valuable data for obituaries. From all these sources of information, a reporter or rewrite man can readily compile the necessary facts. A well written obituary is more than a compilation of biographical detail; it often includes a constructive interpretation of the person's life and work.

The funeral services and burial of well known persons often give

opportunity for descriptive writing, and, therefore, stories of this type are considered in connection with reports of special occasions discussed later in this chapter.

Examples of Obituaries. A method of writing an obituary of a man whose life and work were of only local interest, is illustrated by the following sketch of a pioneer fireman, which appeared in the *Providence Journal*:

Capt. Franklin N. Bassett, last of the four pioneers who laid the foundations for Pawtucket's fire department more than a half century ago, died early yesterday morning at his home, 33 Hamilton street, Pawtucket, following a shock from which he never regained consciousness. He was in his 75th year.

His career as a fireman is also the history of the progress of the mill city's department from a volunteer company, known as the Rough and Ready outfit, to a modern, well-equipped motorized organization of nine companies and 65 men.

Capt. Bassett fought fires almost up to the day of his death. He never retired. When his years had sapped his strength and he no longer was able to man a hose or climb a burning building, he was given theatre duty. Last Friday night when a house near his home on Hamilton street caught fire the veteran was roused from his sleep by the clanging of the fire bells. He arose, dressed and a few minutes later was busy assisting in extinguishing the blaze. This was the last alarm he answered.

He came from an old family of settlers in New England. He was born in 1848 in Spencer, Mass., the son of the late Nathan S. and Sarah Earle Bassett. When he was 12 years old his parents moved to Central Falls, where they made their home in a wooden structure on an old Indian trail.

The trail is now known as Mill street and the site of the Bassett home is now covered by the big silk mill owned by the Pennsylvania Textile Company. At the time Capt. Bassett's parents moved to Central Falls, there were still remnants of the fast disappearing Indian tribes. Capt. Bassett often recalled that his father frequently bartered with the Indians, who paddled up and down the Pawtucket river and fished only a stone's throw from the Bassett home.

His parents then moved to Pawtucket, the adjoining territory, which was but a village, with a population reaching into the

hundreds instead of into the thousands as to-day. They lived in the "Chipstone House" on Water street, then a fine residential highway.

At the age of 19 he joined the Rough and Ready Volunteer Fire Company. James A. Everett, afterwards killed when a pole he had climbed to repair some broken wires gave way, was the engineer. Buffin Chase and Oliver B. Baxter, who died less than a year ago at the age of 94, were the other members of the widely known company. Capt. Bassett was employed at the time as a horseman in a hotel stable on Wing lane and was caretaker of a pair of horses with which he used to haul the old fire steamer whenever an alarm came in.

In 1873 he joined the Monitor, and for many years drove the old fire steamer. When the fire department was reorganized, he was made driver of Steamer No. 2. In 1880, the steamers were set aside as relics. Pawtucket had grown, and so had its fire department. The latest types of apparatus were purchased. Capt. Bassett was then transferred to a hook and ladder truck, which he drove for a year. He then resigned and worked for three years as a machinist in the Fales & Jenks Machine Company of Pawtucket.

While working in the Fales and Jenks plant, he was elected a call man and was probably the first to be given such a position. He asked to be reappointed to the fire department in 1884 and was again made driver of the Hook and Ladder truck. He was promoted to captain in 1898 when John Wilmarth was chief of the department. Capt. Bassett was first detailed to the Prospect street station, but he was transferred by Chief Lewis F. Butler to Hose 1.

Capt. Bassett is survived by one son, Charles E. Bassett. He was a member of Ossemequin Tribe, Improved Order of Red Men, New England Order of Workmen, Pawtucket Firemen's Relief Association, Pawtucket Veteran Firemen's Association and the Park Place Congregational Church. The funeral will be held tomorrow afternoon at 2 o'clock. Rev. Henry B. Kirkland, pastor of the Park Place Congregational Church, will officiate. Burial will be in the Oak Grove cemetery.

The varied career of an artist is portrayed in the following sketch, which appeared in the *Milwaukee Journal*:

Almost penniless, almost forgotten in recent years, Milwaukee's painter of the grandeur of mountains, valleys and hills, Franz

Bieberstein, 80, died Saturday from a heart attack believed to have been caused by the heat. He was found dead in his bed at 919 Second st. by his landlord, Ludwig Kopp, with whom he had lived for the last 10 years.

Years ago Franz Bieberstein as a boy studied painting in the Munich Academy of Art. He had gone there from his birthplace in Solothurn, Switzerland.

Since 1886 the Swiss artist has lived in Milwaukee. Before 1900 he traveled often about the United States painting huge panoramas, one of them of the battlefield of Gettysburg, another of the world's fair at Chicago in 1893, a third of the battle of Manila bay. He painted in cities from Milwaukee to New Orleans and from Chattanooga, Tenn., to Los Angeles and San Francisco.

Mr. Bieberstein loved his native Switzerland and for many years he wanted to return there. But a long time ago his savings were swept away by the failure of a trust company and he was reduced to a meager income. He tried ginseng raising in the city; he experimented with color photography; and for 18 years he did part time painting for A. J. Moderer, president of the International Statuary Co., 160 North av.

By these methods the artist made enough to live, but he was always poor. He leaves no relatives in America. A brother, August, and two sisters survive him in Switzerland.

The artist's body was taken to the county morgue, to be held there until funeral arrangements can be made by Mr. Moderer. His employer has agreed to provide a lot in Holy Cross cemetery.

In his room, which was filled with his treasures — sketches of valleys, glaciers and mountain peaks — and which Mr. Bieberstein called his "library," police found a note Saturday. It asked them to notify the mayor and relatives in his home village, Solothurn, in case anything should happen.

The Swiss painter was the son of a marble worker who made monuments and marble floors for churches. Born in 1850 near the Jura mountains, Franz came to love scenery above all things. He preferred mountain sketching all his life to other types of painting.

The craze for panoramic painting came about 1878. After many of the large early panoramas had been exhibited in Europe for several years, interest in them was carried to the United States. Mr. Bieberstein came to America to paint them in 1886 and settled in Milwaukee because, as he said, "it was as German as Munich."

"The craze lasted here only a few years," he once recalled. "After the Spanish war certain business men tried to revive it, and I went to San Francisco to execute the battle of Manila bay."

Mr. Bieberstein's greatest experience in America came when he was a guest of Sir Thomas Shaughnessy for two summers in the Canadian Rockies. Once more in the northwest he could paint mountains from the natural. "But," he said, "the mountains of America did not have the grandeur of the Alps. The peaks of the Alps are 2,000 feet higher than those of America."

One of Mr. Bieberstein's pictures was exhibited in 1925 in The Journal's Gallery of Wisconsin Art. Another, which hangs in the reference room of the public library, the gift of the late Frederick Layton, is a view of Mount Sir Donald in the Selkirks of British Columbia. Many of the Swiss artist's latest paintings are owned by his friend, Mr. Moderer.

The death in New York City of a song writer whose works were popular throughout the country more than a generation ago led to the publication of the following obituary in the Boston *Evening Transcript*:

Charles K. Harris, who wrote the folk songs of the nation at the turn of the century and whose "After the Ball" was still selling 5000 copies a year in 1926, is dead in New York, at the age of sixty-five. In late years he had written no song that caught the fancy as had his earlier works. He was known as a music publisher.

Mr. Harris could neither read nor write music. He picked out his tunes by ear on an old piano while a friend transcribed and arranged the notes. For a long time he played only on the black keys, because he "got better music out of them." But after a while he noticed the limitations of this method and devised a lever that he worked to transpose the key. It was said that when he played a piano he looked more like a man driving an automobile than one composing a song.

Mr. Harris was born at Poughkeepsie, N.Y., on May 1, 1865, of Jewish parentage. While still a boy he moved with his family to Saginaw, Mich. There he used to sit on the fence between his father's tailor shop and the village hotel and watch variety entertainers rehearsing their acts. Here he caught the germ of the theater that never afterward left him. He made a banjo, using an oyster can as part of the material, and when a vaudeville performer

saw it he gave the boy an old banjo, on which he soon became a proficient player. When his family moved to Milwaukee a little later he hung out a sign, "Professor Charles K. Harris, teacher of banjo."

A few years after he arrived in Milwaukee, Harris saw an amateur show, and, displeased with its music, submitted some of his own works. They were accepted and used, but no money was forthcoming. They helped to start a local reputation for him, however, and eventually led to an order from David Henderson, manager of the Chicago Opera House, for three songs for "Sinbad, the Sailor." These brought him $150.

His first love affair at sixteen inspired the song, "Can Hearts So Soon Forget," which was refused by a German publisher, who however accepted his "Thou Art Ever in My Thoughts," published the same year. For five or six years he wrote rapidly. All of his pieces were of the ballad type, many of them with ten or fifteen verses. One, "If I Were Chief of Police," had twenty-five verses, and he received $2.50 for it.

At a gay ball in Chicago he saw a quarrel between two young people. Here was the inspiration of a lifetime. He went home and wrote "After the Ball," with the chorus:

After the ball is over,
  After the break of morn;
After the dancers leaving,
  After the stars are gone;
Many a heart is aching,
  If you could read them all;
Many the hopes that have vanished
  After the ball.

He tried to sell it to actors, but they all refused it because it had "too much story." Finally James Aldrich Libby consented to sing it at the Bijou Theater in Chicago. It was an instant success. Orders came in so fast that Mr. Harris had to borrow money to have it printed.

He was then able to set up a thriving publishing business in Chicago. Later he moved to New York and established a business in "Tin Pan Alley," then on Twenty-eighth street. He had carried on his business ever since, and long had been one of the leading music publishers of New York. He was a member of the American Society of Composers, Authors and Publishers.

Mr. Harris thought jazz music was only a passing fad, and

pinned his faith on the ballad. "Jazz is doomed," Mr. Harris said once. "Since the days of the troubadours it is the ballads, the songs which are pre-eminently melodious, that have come down to us through the ages, not the musical fad of the moment."

Mr. Harris approved of Irving Berlin's ballads. He remembered when Mr. Berlin used to come to his office with lyrics and was thrown out. The same thing happened in Mr. Harris's office to a young New Yorker who had written a ballad, "Will You Love Me in December as You Did in May?"

Mr. Harris believed in making his songs fit the theatrical vogue of the moment.

When the drama of the lost woman was in vogue and "The Second Mrs. Tanqueray" and "The Crust of Society" held the boards, he wrote such songs as "Cast Aside," "Fallen by the Wayside" and "There'll Come a Time Some Day."

During the Gus Williams, W. J. Scanlon and J. K. Emmett epoch he wrote "Humming Baby to Sleep" and "School Bells."

When military plays, such as "Shenandoah" and "Held by the Enemy," raged, he penned "Just Tell Her That I Love Her, Too," and "Break the News to Mother."

When the public turned to sentimental melodramas, such as "When Knighthood Was in Flower," he wrote "I'm Wearing My Heart Away for You," "I've a Longing in My Heart for You, Louise" and such like lyrics of sorrowful passion.

Some others of Mr. Harris's more famous songs follow:

"Hello, Central, Hello."
"Kiss and Let's Make Up."
"Only a Tangle of Golden Curls."
"'Mid the Green Fields of Virginia."
"The Old Homestead."
"Always in the Way."
"Cast Aside."
"For Sale, a Baby."
"Hello, Central, Give Me Heaven."
"Linda, Can't you Love Your Joe?"
"Ma Black Tulip."
"Creep, Baby, Creep."

Weather Stories. The weather bureau, usually located in the federal building, is the official source for news of the weather. A daily forecast, with a map of weather conditions throughout

the country, is available to the press. The local forecaster may be interviewed for further particulars and explanations of unusual conditions in the city, state, or any part of the country. The effects of severe heat, cold, snow, rainfall, or drought on crops, transportation, and health may be obtained from other sources, such as health officers, the county agricultural agent, dealers in produce and livestock, and officials of railroads, bus lines, steamship companies, and airways. Because storms accompanied by high winds, lightning, and heavy snow affect telephone, telegraph, and electric lighting services, the officials of these public utilities should be interviewed for information as to the damage resulting from unusual weather. Not infrequently accidents and deaths that were caused by weather conditions are included in weather stories. In short, news of any important activity that is interfered with or stimulated by conditions of the weather is worth incorporating in such stories.

For the lead of weather stories the facts that make the best features include: (1) results; (2) forecasts; (3) causes; (4) extent of unusual conditions; (5) curious, unusual effects; (6) comparisons with similar conditions in the past. The probable duration of abnormal conditions, as shown by the forecast, is always a matter of interest. Comparisons of present local conditions with those in other years and with those in other parts of the country, as obtained from the local weather bureau, also make good features. Rapid changes in temperature and other "freaks" of the weather may be played up to advantage. When the results of weather conditions are of especial importance, they are naturally emphasized in the lead.

Examples of Weather Stories. A hot day and its results are portrayed in the following story published in the *New York Herald Tribune*:

> The city continued to swelter yesterday as a dull gray haze veiled its towers and weary citizens coped with their tasks in steaming offices and shops. Nightfall brought no relief, although slightly cooler weather with showers was predicted for today.

At 6 p. m. the temperature was 93 degrees, setting a new record for August 5. The old record of 91, established in 1881, was first broken at 4 o'clock when the streets oozed tar and oil and pedestrians languidly sought the nearest drug store for cool drinks or lingered under the canopies of refrigerated cinemas.

The day's fatalities, directly or indirectly due to the heat, in the vicinity of New York totaled four drowned, five dead of heat and ten prostrations. Thousands sought relief at the beaches and slept in the open but the cumulative effect of sustained heat brought extreme exhaustion in its wake.

It was not the hottest day of the summer, although it seemed so to many. Actually it was six degrees cooler than on July 21, when 99 was the temperature recorded. And it was cool compared with Herkimer, N.Y., where the temperature was 104, or Washington, where it was 102 degrees, or St. Louis, where it was 106. In Baltimore the mercury touched 100, in Pittsburgh it was 98, in Boston 92 and in Philadelphia 94.

Also, the weather man announced, in his usual deprecatory manner, that, although the average temperature was several degrees higher than on Monday, the humidity showed a sharp decline, being a mere 56 at 9 o'clock in the morning and only 25 at 5 o'clock in the afternoon. But to the man in the street it was just another of those sizzlers that go down in his calendar of memorable days to cite in years to come. Slight relief was experienced as the night wore on, although no thunderstorms were in sight to break the heat wave.

The comparative temperatures for the last two days were as follows:

	Tues.	Mon.		Tues.	Mon.
1 a. m.	83	76	12 a. m.	87	82
2 a. m.	82	76	1 p. m.	87	86
3 a. m.	81	79	2 p. m.	89	87
4 a. m.	81	74	3 p. m.	89	89
5 a. m.	82	73	4 p. m.	92	90
6 a. m.	80	72	5 p. m.	92	90
7 a. m.	81	71	6 p. m.	93	90
8 a. m.	80	72	7 p. m.	92	88
9 a. m.	81	74	8 p. m.	90	86
10 a. m.	83	78	9 p. m.	88	84
11 a. m.	85	80	10 p. m.	86	84

New Yorkers began the day unfreshened after one of the most uncomfortable nights of the year. Thousands were unable to

sleep at all and their resistance was lowered after three days of unabated heat. Struggling wearily to work, they shed coats and all unnecessary garments and settled down to another day of work.

The weather was the favorite topic of conversation, and solid fare was passed up in restaurants in favor of iced drinks, fruits and salads. Those who could escaped from the city, and County Judge Albert Conay met the situation in Brooklyn by announcing that it was too hot for a jury to settle a case and, therefore, he declared court adjourned until this morning.

"The weather is such as to render conditions in all the jury rooms almost unbearable," said Judge Conay. "These two defendants stand charged with a serious crime of violence. Your verdict will mean much to them. I am unwilling to give this case to you at a time when it may prove impossible for you to weigh the evidence deliberately, thoroughly and clearly."

The following story of an unexpected snow storm and its effects appeared in the Boston *Evening Transcript*:

People who travel by automobile or who conduct business through the medium of motor vehicles today are feeling the effects of the totally unexpected snowstorm which prevails. In addition, the storm has had its effect on Christmas shoppers, inasmuch as it undoubtedly has kept at home thousands of people who had planned to visit the stores for last-minute purchases but who found conditions too inclement. Also, many mothers who had promised their children glimpses of Santa Claus had to disappoint the little ones.

Paradoxically, though it kept many people out of the city, the snow had the effect of causing a heavy tax upon transportation facilities, for in addition to the multitude which was bound to shop, storm or no storm, thousands of others who normally travel to and from Boston by automobile left their cars at home today and rode by train or trolley.

As the day wore on more and more shoppers ventured in and it was evident that before nightfall, though the peak was reached later than yesterday, there would be but a comparatively slight falling off in the size of the throng. Umbrellas bobbed about on crowded sidewalks by thousands and a jostling, hurrying throng invaded the stores, while traffic officers, as usual, had their hands full.

The storm, which either blew in from the Atlantic Ocean or else made a quick trip northward from southern Florida, put an apparent end to any thought of a green Christmas in this locality and also interfered seriously with the plans of countless thousands who intended to make the Christmas trip "back home" by automobile.

According to the local forecaster snow will continue falling today and part of tonight and will be followed by freezing temperature, with a minimum tonight of 26 degrees, whereas last night's minimum was 33 degrees.

As a result, highways, and especially those which are plowed, will be slippery and dangerous for motor vehicles. Tonight and tomorrow will have brisk north and northwest winds, according to the forecast. They will diminish and by Thursday warmer conditions are expected.

The Southern Florida disturbance was in evidence yesterday morning but was so far away that a forecast of fair weather was sent out locally. At one o'clock this morning rain began falling, ahead of a northeast wind. Within an hour it had changed to wet snow. From northern sections of Massachusetts reports of four inches and more of snow were received before noon and plows were necessary on important motor roads. Tomorrow is expected to be partly cloudy.

Throughout all parts of the country this morning more winter-like conditions prevailed, with freezing temperatures extending southward as far as San Antonio, Texas, and into the central parts of the Carolinas.

Rapid transit and street car lines bore the brunt of the rush of travel today, though local steam train service was taxed, also. Even though scrapers and plows were at work early in suburban cities and towns the surface thus left became so slippery that travel by motor car was dangerous and there were many minor accidents due to skidding.

The Boston Elevated system put every available surface car into use and ran its tunnel lines on the two-minute rush-hour schedule. It was not necessary to use snowplows as the precipitation was not sufficiently heavy to interfere with traffic. The Cambridge-Dorchester tunnel, in particular, carried a heavy passenger load and a still greater rush was looked for late this afternoon. To date, however, it was stated at the "L" offices, the tide of travel has not been as heavy as that of last year.

The Boston & Maine Railroad was one system which felt the

full force of the rush due to extra traffic which ordinarily travels by motor car. In many of the suburban trains which entered the North Station this morning, scores of people were standing in aisles.

This company reported the heaviest snowfall at Springfield where nearly five inches had fallen up to noon. In Berlin, N.H., at that hour, no snow had fallen, though it was cloudy. Portland, Me., reported four inches and a temperature of 12 degrees above zero. Through the Berkshire region the greatest amount of snow was reported at North Adams, which recorded four inches. At White River Junction, Vt., snow had just begun to fall at eight o'clock.

The Boston & Albany system reported that its service had not been hampered in the least.

Yesterday afternoon's rush resulted in one of the worst traffic jams in many months. North of Franklin street it was necessary for police to turn off the automatic lights and regulate vehicular movements by hand signal and even then it required an hour for autos to traverse distances ordinarily covered in a few minutes.

The Associated Press reports that in Lincoln a Worcester bus skidded in slush and ran down an embankment, though the vehicle did not overturn. Seven passengers were bruised and shaken. In the interior of the State many trees were broken by the weight of wet snow and a number of wires were down from the same cause. In many cities, unemployed men found work clearing the streets and gutters of snow.

The first day of winter is described in the following story taken from the *Chicago Daily News*:

Snow flurries of varying densities provided the proper setting for the official arrival of Old Man Winter in Chicago today.

The aged gentleman, who wears icicles for a beard, swept into town at 7:40 a.m. at the very moment his lifelong rival, Old Sol, was smiling benignly upon the folk who live along the tropic of Capricorn in the southern hemisphere. The arrival of winter here signalized the beginning of the sun's return trip toward the tropic of Cancer, which will culminate in late June.

The first day of winter also was the shortest day in the year, with only nine hours and seven minutes of official sunshine.

Today's flurries probably will assure the presence of snow on the

ground Thursday for a white Christmas, even if the drifts aren't fresh and clean.

"The indications," said C. A. Donnel, the chief weather forecaster, "are that there will be no more snow between now and Christmas day, but, of course, that's three days away and anything might happen. However, we expect the temperature to remain low enough to keep from melting what drifts we now have covering the city."

Chicago today was enjoying as mild a temperature as southern California, where citrus growers were being warned to be prepared for killing frosts. Paso Robles, Cal., reported a low of 21 degrees above; Independence, 24; Santa Rosa, 26, and San Jose, 28.

The winter solstice, as astronomers term the celestial event that ushers in winter, marks the beginning of summer for people in the temperate regions of the southern hemisphere. In the antarctic regions any stray explorers are enjoying the midnight sun, with twenty-four hours of daylight. And, at the same time, the arctic regions have perpetual night.

How the forecast of an approaching storm may be written up is shown in the following story published by the *Cleveland Press*:

A violent windstorm that may reach the proportions of a gale was sweeping toward Cleveland today from an area over central Ohio.

Storm warnings were sent out all along Lake Erie and Lake Ontario.

G. Harold Noyes, weather forecaster, predicted that the wind may strike the city with a 35 to 40-mile velocity and seriously endanger shipping in its path.

The winds will be increased, weather forecasters predicted, by a second gale sweeping over West Virginia.

Police took precautions to prevent a recurrence of last night's traffic tangle caused by the heavy rainfall.

Six crashes on the High Level Bridge last night held up westbound motorists for over two hours. Street cars were delayed on Euclid avenue between E. 22d street and Public square as autos blocked the tracks.

Special Occasions. Under the designation of special occasions are included a variety of events, such as banquets, holiday and

other celebrations, funerals, dedications of buildings, the unveiling of statues, the laying of corner stones, exhibitions, fairs, pageants, and parades. Such events are usually covered by regular reporters, but, if they are of sufficient importance, they are assigned to star reporters or experienced descriptive writers. Although the range of news covered by this term seems very wide, the methods of handling events of this type are essentially the same. The chief aim is, not only to portray vividly the scenes and incidents involved, but to bring out the dominant spirit and mood of the occasion. Each holiday, for example, calls forth its own particular sentiment. Memorial day is the occasion for paying tribute to dead military heroes, while the Fourth of July is one of patriotic jollification. Christmas not only is a great day for children but is characterized by generosity in giving. Thanksgiving day is an occasion for feasting. The emotion appropriate to the celebration should be brought out to heighten the effect of the descriptive news story. The writer must beware, however, of letting sentimentality take the place of true sentiment, particularly in pathetic incidents connected with the poor and unfortunate on Christmas and Thanksgiving.

In this type of story pure description usually plays a large rôle. Readers must be enabled to see the scenes as the writer saw them and to feel the spirit of the occasion as the spectators felt it. To produce the desired effect, words must be chosen not only with reference to their denotation, or logical meaning, but with regard to their connotation, or associated ideas and emotions. A single word with the wrong connotation may spoil the effectiveness of the story. All the details should be chosen and presented in such a manner as to arouse the one sentiment or emotion that characterized the occasion.

Stories of Special Occasions. A Christmas celebration for children was effectively described in the following story printed in the *New York Evening Post*:

> Just when the afternoon shadows were beginning to lengthen in Trinity churchyard, the snow-hedged paths were filled with chil-

dren hurrying to the service known as the "Visit to the Manger." By scores they surged along, bearing banners, until the church doors swallowed them up. It was the day of one of Trinity's most hallowed customs. Nobody knows exactly when it was instituted, although tradition says that it began during the late Dr. Dix's incumbency. With the passing years the "Visit to the Manger" has become the recognized prelude to the Sunday School feast and Christmas tree, on the day before Christmas.

In the church long streamers of greens twined the pillars, and here and there gleamed holly; above the rows of heads the banners with their inscriptions trembled. Shrill young voices joined in the carols. Notes of the processional rang clearly:

Once in royal David's city
Stood a lowly cattle shed,
Where a mother laid her Baby
In a manger for His bed;
Mary was that mother mild,
Jesus Christ her little Child.

Afterward they sang "O Come All Ye Faithful," and when the address had been delivered by the presiding clergyman, the children chanted that other wonderful old carol, "The Snow Lay on the Ground":

The snow lay on the ground,
The stars shone bright,
When Christ our Lord was born
On Christmas night!
When Christ our Lord was born
On Christmas night!

Then came the "Visit to the Manger." Long ranks of children were formed in the aisles, and, led by two trumpeters from the Metropolitan Opera House blowing "Waken, Christian Children," they marched in solemn procession to the vestibule under the spire, right in the main entrance, where the manger was situated.

On a platform, raised so that everybody could see it, was a representation of the Night at Bethlehem. All the characters in that first drama of Christianity were there; the sheep and cattle stood munching straw — or so it seemed. Lighted candles glowed on them, and overhead boomed the great organ, while the children's voices sang as they looked and marched on:

Waken, Christian children.
Up! and let us sing

With glad voice the praises
Of our new-born King.
Up! 'Tis meet to welcome,
With a joyful lay,
Christ, the King of Glory,
Born for us to-day!

When all of them — and there must have been three or four hundred — had made the "Visit to the Manager," and were back in their seats once more, so many orderly rows of Sunday school children, instead of little pilgrims wandering a road far older than that which leads to Canterbury, the service was resumed, and soon came the recessional, "O Little Town of Bethlehem."

The service over, the congregation, a very much excited array, was marshalled to the parish house in the rear of the church where the great Christmas tree and a gorgeous feast were awaiting them. There were moving pictures, too, that showed the journey of the Wise Men from the East and the Star that guided them.

The perennial appeal of a circus, alike to old and young, is brought out by the writer of the following story which appeared in the *Providence Journal*:

Breathes there a man with soul so dead that he won't look back wistfully on some long-gone summer afternoon and be again the wide-eyed boy who lugged water to an elephant or solemnly listened to a sure-enough clown at the dressing tent or perhaps even was dragged out from under the Big Top itself by a distressed but dutiful policeman?

Such a man will spare himself time and natural regret by passing over this story about the circus that came to town yesterday.

But the rest of the "boys," and girls too, will want to know all about it — not because they weren't there in spirit at least but rather to assure themselves once more that despite their 30 or 40 or 50 or 60 years, they didn't miss a trick at this "Greatest Show on Earth," which stopped for a day at the Melrose street grounds.

Those never-aging lads, of course, don't have to be told that the first of the four show trains pulled in on Allen's avenue from New Bedford long before dawn — in fact, only about three hours after midnight. Nor do they have to be reminded that these particular cars bore the impressive legend: "Ringling Brothers and Barnum & Bailey Combined Circus."

The tented city has vanished — much of it had been packed and pointed for New Haven before the end of last night's performance — but the memory lingers on to hundreds of Providence youngsters, just as such comforting memories have remained down the years with their parents.

It will be no overwhelming surprise to fans to hear that the circus this year differed little from last year's or several of the years before that.

The "Human Projectile" still ends the show in much the same manner that a thrillingly spectacular skyrocket puts the finishing touch to a particularly brilliant Fourth of July fireworks display. When Hugo Zacchini is shot out of the cannon, he literally brings down the house with a bang.

A glittering, varied and seemingly inexhaustive parade — a parade of the nations and most of the lands that are not nations — opened the two performances at 2 and 8 p.m. and made up to some extent for the lack of a street parade — a custom now honored more in the breach than the observance by the present-day circus.

Advertisements, which for a fortnight have heightened the color if not the scenic beauty of this city's skyline, promised 800 performers. No doubt there were that many, not counting the hundreds of hard-working roustabouts, peanut vendors, unbelievably patient ushers, and ticket sellers who are without peer in money changing.

The Wallenda Family continued its breath-taking exploits on a cable strung across the arena and not far below the top of the tent. With only a bit of canvas held far below them by some roustabouts, this remarkable group went through a balancing act that included about everything except drinking 4 o'clock tea on top of a bridge table poised on two legs.

Much nearer the ground but none the less exciting was the "inimitable" Con Colleano. By this time, Providence circus goers are not deceived by his old Spanish customs and costume but they have not ceased to marvel at his agility on the tight wire and to gasp when he does his forward summersault which — according to the ring master whose voice is growing louder every year — hasn't been accomplished by anybody else. As though anybody else would think of trying it on a July day!

Then, "who ever hoid of a coicus widout elephants," as the New York kids say every April when this show opens at Madison Square Garden. There were 40 or more elephants — enough to

remember all sorts of things and persons — 26 camels — which provoked the annual wisecracks about walking so-many-miles-in-so-many-hours — 30 zebras — a herd of giraffes that were lucky they didn't have to wear collars in the hot menagerie tent — the largest tiger in captivity — it no doubt would look even larger if met unexpectedly outside of captivity — and Goliath, the monster sea elephant who, judging from the quantity of fish he eats, materially lessens the depression in the fishing industry.

Once again, a trained seal played "My Country 'Tis of Thee," as well as most human beings could sing it. Equestrian acts held a justly prominent place on the program of more than 20 features spread over three rings and as many platforms. There were dog races and horse races. Old-time fans will be grieved to hear that chariot races were lacking this year. Perhaps, it was a case of doing Roman things only in Rome. At any rate, the circus still has its human statues ending with a generous American flag display, and trained pigeons, and clowns who still ride in fire wagons.

In short, it was pretty much the same. Age cannot wither nor custom stale the infinite variety of excellent acrobatic acts; the ready response of a capacity audience to the characteristic tempo of a circus band; the sudden hush that falls when the ring master cries, "La-deez an' Gen-til-mun: Let all eyes be on the centre ring for the world's greatest attraction"; the exhibition of freaks; and the quaint attraction of the sawdust ring itself — one of the few places for sawdust since the Eighteenth Amendment.

Yet, at the circus, yesterday, there was a difference. Little Lillian Leitzel, "Queen of the Aerial Gymnasts," and Alfred Cadona, rated among the world's best trapeze performers, weren't under the big top. For, Lillian Leitzel was fatally injured last winter when she fell from a trapeze in a European theatre. And Cadona, her husband, has said that he never will return to the circus.

But the show goes on. It probably will be back in Providence next summer and give hundreds of boys and girls a never-to-be-forgotten treat, and give their parents a chance to wonder why animals, clowns, tents, trapezes and sawdust can do more than almost anything else to bring back the day when they believed everything.

The following description of an eclipse of the sun, taken from the *New York Times*, shows how both the popular and the scien-

tific aspects of such a phenomenon may be written up in a manner that will interest readers:

A thin, luminous ring, set with a great gem of soft-burning light, hung in the eastern sky yesterday morning at 9:11 while most of New York's population of six millions gazed at it.

For several seconds the jewel sparkled with a pure and mild radiance, then trembled and melted into the circle of light which rimmed the inky disk of the moon. The total eclipse had come.

Before the spectator could recover from his breathless wonder at the scene and try to realize its detail in the sky and on the earth, the amazing spectacle was ended.

The lovely jewel of white light reappeared again, this time on another part of the thin, luminous ring. Its clear and all pervading lustre quenched the corona and then put out the light of the stars.

This ring, with its gorgeous solitaire, drew attention from the orthodox and predicted features of the eclipse. It made a deeper impression on New York crowds than any other feature of the heavenly show. The incomparable beauty of this sight, unexpected by most of the watchers, could not do otherwise than make such an impression and the effect was intensified by the fact that every observer felt the thrill of a discoverer. The advance accounts had contained no notice that the eclipse had ornaments of this brilliancy to display.

Scarlet tufts of flame about the sun's rim had been predicted, but were not visible to the naked eye. The corona was not large or colorful. There was a profusion of weird and unearthly scenery, not calculated to strike terror to the heart, as it once did, but well fitted to show humanity its true proportions, to remind mortals that they are midgets who have developed in some dubious manner on an undersized planet that revolves about a star of no particular distinction.

The ring with its serene and perfect gem was visible to tens of thousands who were outside of the path of the total eclipse. The southern limit of this path cut across Manhattan between Ninety-sixth and Ninety-seventh Streets and passed through Ward's Island. This was a surprise to astronomers, who had calculated that it would reach as far south as Eighty-third Street and were sure that a person in Ninety-fifth Street would not miss totality.

The moon was unpunctual, as well as careless of its route. It was about four seconds late in blotting out the sun. The earth, the sun and all the planets pull the moon in different ways which can be calculated with the greatest precision but some unknown force speeds it up and slows it down in an unaccountable fashion. It was no surprise to astronomers to find the luminary of night off its course and behind time at the critical moment.

Observers in twenty-five airplanes saw the rush of the moon's shadow devouring the microscopic detail of the land below at the rate of a hundred square miles a second. When the swarm of flying observatories alighted at Mitchel Field after it was all over, their staffs reported that nothing in the whole spectacle was so impressive as the sight of the murky monster eating up white landscapes with such frightful haste.

The spectators on the ground were engulfed by this shadow without knowing it. Some observers who specialized in looking for the mile-a-second-onrush of darkness, not only failed to see it but were so lost in the search for it that they missed the eclipse itself.

The shadow bands were a great success. Snow-covered roofs and streets gave perfect conditions for viewing them. For more than a minute before and more than a minute after the period of total eclipse the shadow bands marched over the snow in unsteady formations. They resembled the flicker of the early films or a rainstorm in present-day films. Airplane observers were at a disadvantage here, for they saw nothing of the shadow bands.

Long before the eclipse was due, mittened and ear-muffed sightseers were perched on the choice posts of observation in upper Manhattan and the Bronx. The crest of Morningside Heights was garrisoned before 8 o'clock. With the thermometer 9 degrees above zero, they wrapped themselves tighter in shawls and blankets, stamped their feet, beat their hands and exhaled clouds of fog.

The passing of the last of the American clipper ships was appropriately portrayed in the following story sent out by the Associated Press:

NEW YORK, Oct. 21 — (AP) — A requiem was sung today for an American institution.

The last American clipper ship has "set sail" on her final voy-

age, a journey from the realm of things material to the land of memories. Within a few weeks she will be junked, ground to bits under the hard heels of progress, torn down because she has outlived her usefulness.

A little group of sober faced men of the sea, members of the Neptune Association, men who swabbed her decks and oiled her masts in years gone by, men who raced with her round the Horn, comprised the few who gathered today on the decks of the Benjamin F. Packard, last of the clippers, to bid her farewell.

There was not much to be said, nor done. Somehow speeches seemed out of place. It was all too real to these men who realized that the last emblem of America's greatest sea achievement, the last sign of her old supremacy on the waves, the last shrine of the old time sailor's love and devotion was passing forever.

Some little ceremony was planned. Capt. D. J. Martin, who brought the Packard safely through her last trip, was to haul down her ensign. He grasped the halyards; the little group in the waist faced aft and with bared heads watched the ensign flutter to the deck.

But it did not stay down, for Capt. Martin sent it aloft again immediately. It was a moment before anyone grasped just what was happening, that the clipper was to be permitted to go proudly to her doom with flags flying, but when they did the response was instantaneous. Shoulders bent with the weight of years were drawn a little further back; eyes dimmed by the lash of driven spray, sparkled a trifle brighter; and hands, once firm, but shaking now, held hats aloft as an involuntary cheer broke from husky throats.

"Champagne is good, and so is rum," boomed Capt. P. B. Blanchard. In a flash the "crew" was at the main sheet, tailing away, and roaring the chorus: "Whisky for My Johnny."

"And beer is good enough for some.

"But whisky for my Johnny."

The lilting note of the old sea song "Whisky Johnny" floated over the harbor.

The main sheet was dropped and reminiscences were in order.

Never again will the Packard haul out of the Bay of Bengal, leave Ceylon and Madagascar on her starboard side, double the Cape of Good Hope and bore steadily up the west coast of Africa with the Benguela current. Never again will her keel slip silently

through the warm waters of the South Equatorial current, nor will she ever again go racing 'round the Horn.

One by one the famous ships have gone. The Glory of the Seas, the Young America, the Tamoshanter, the Sovereign of the Seas, the May Queen and the Swallow Tail, all have passed. And with the passing of each, some little bit of sentiment, some cherished memory, some modicum of sailor's love has been transferred to the ones remaining.

Because of this fact the Packard, last of a distinguished company, with her holds empty, her decks deserted, and her wheel forever in beckets, bears a cargo of forgotten memories far more precious than any freight she carried in the days of her glory.

But though they tear her rigging down, strip her mighty yards, and strike her ensign, the Benjamin F. Packard will not die.

Captained by a phantom skipper, manned by a ghostly crew of bygone days, she will sail on in the remembrance of those who trod today, for the last time, the decks of a clipper ship. Better than a painted ship upon a painted ocean, she will be recalled to sail around many a fireside when old skippers assemble to swap yarns.

How the funeral services of a well known personage may be described is shown in the following story written by a special correspondent at Small Hythe, Kent, England, for the London *Evening News*:

So the last curtain fell to-day, and in a little old church, in a tiny hamlet of Kent, the gracious drama that was Ellen Terry's life came to its end.

It was magical to the very last. The supreme dramatist of all, who has made of her life a thing most moving and lovable, must surely have planned this exit and this curtain:

> Eight sturdy villagers, their scythes and their hayforks gripped stiffly before them as they made a guard of honour at the church door, the lovely golden dress which she had worn in great stage triumphs shining now in the sunshine as it draped her coffin, the blossom-scented church, the country folk dressed in happy summer things, because she had asked that there should be no mourning — these were touches of the drama that has always shaped itself round Ellen Terry, and was there to the end.

She herself would have had it so.

Her life was all brightness and gaiety and light; so, also, her exit from this world's stage.

Two things above all will live in the memory of all of us who were in this sunlit village of trees and ivy-hidden cottages to-day.

First, those moments when Ellen Terry's coffin, with its strange shining pall upon it, was borne from her timbered house to the quiet country lane — from a house which had no gloom of mourning upon it, which had its windows flung open to the sunshine and its rooms filled with flowers.

On the roadway, all the way to the little church, stood the country folk of Kent. Here was a village girl in white, a bunch of sweet peas in her hand. Near her was a sun-burned woman in a pink dress, her little daughter clutching her hand.

A little way away was a man in grey plus fours.

So they gazed — with faces not sad, but rather full of joy for a life that had been full of riches — the men in their work-a-day clothes, the women in gay summer frocks.

So the coffin was borne to the church. Behind it walked the people who had loved this sweet woman.

Edith Craig, her daughter, walked in a white dress, her eyes on the golden pall — eyes which shone with a happy radiance. Beside her walked Gordon Craig, the famous son, clothed in grey and with a smile on his face.

And behind came James Carew, the husband, Phyllis Neilson Terry and Dennis Neilson Terry, the niece and nephew, and Fred Terry, the brother, and the rest of the family and the country folk — all dressed as though attending a festival — and this most truly was the festival to commemorate the life of a great and happy woman.

The four pall-bearers, pacing beside the coffin and holding the corners of that golden dress in their hands, came from four different walks of life, but all were united in this festival.

They were the Mayor of Tenterden, Major Robson; the Squire of Small Hythe, Major H. Neve; an actor in Mr. Norman Forbes-Robertson, and a Unitarian Minister in the Rev. A. R. Rylett of Tenterden.

Slowly the coffin was borne past trees and hedges, past cottages, whose walls were gay with climbing roses, and so to that little church that the Dutch settlers founded five centuries ago.

On each side of the door stood the men who had just come from

the fields — men in rough corduroy trousers and rough jackets, men with faces burned a deep brown by the sun. There were two shepherds with crooks in their hands. At their feet were their sheep-dogs, Bob and Jack. There were men with hayforks and men with scythes, and a man with a rake.

So the coffin passed from the sunlight.

The second thing we shall never forget is that golden few minutes when Lady Maud Warrender sang as a solo in her voice as pure as silver an Easter Hymn full of thanksgiving for the life eternal:

> Ye Watchers and ye Holy Ones,
> Happy Seraphs, Cherubims and Thrones,
> Raise the glad strain Alleluia.
> Cry out, Dominions, Princedoms, Powers,
> Virtues, Archangels, Angels, Choirs,
> Alleluia, Alleluia.

You must picture that little church crammed with people in bright clothes, the sunshine streaming through the old windows on to the spray of red roses which lay on the golden pall, the climbing roses which adorned the altar rails. You must imagine the air full of the sweet scent of the herbs which were strewn in the aisle — hyssop, rosemary, lavender, balm and rue.

You must picture the bowls of lovely flowers which mingled their scent with that of the herbs — bowls of flowers picked from Ellen Terry's own garden — bowls of scarlet roses, crimson ramblers, white marguerites. Beside the coffin burned six candles.

And through the quietude ran that silver voice singing its Hymn of Praise.

The clergyman, the Rev. J. Watson of Wittersham, had read the lesson, "Let us now praise famous men." The people gathered there had sung, with glad voices:

> On the Resurrection Morning
> Soul and body meet again.
> No more sorrow no more weeping
> No more pain.

There were wreaths from all the famous men and women of the age — and one inscribed: "From her loving little pippins."

So Ellen Terry passed from her own village. A few moments and the casket bearing her mortal remains was on its way to Golders Green for the cremation.

So it drew to an end, this most memorable of all funeral services. Ellen Terry has asked that none of us should feel sadness, but to many of us, in those moments, came the memory of a woman who had charmed us in the years gone by, whose voice had been as a spell, to unseal the inmost enchanted fountains of delight and stir us to pity and love.

Then the coffin was borne from the church for the last time.

Sitting at the organ Mr. Martin Shaw played "The Londonderry Air."

SUGGESTIONS

1. Familiarize yourself with the typical forms for special types of news stories.
2. Remember that neither slang nor cheap humor is essential for a good sports story.
3. Avoid far-fetched figures of speech in sports writing.
4. Write your sports stories so that they will be intelligible to the average reader and not merely to the "fans."
5. Be fair in your characterization of the playing of each team.
6. Remember that high school and college athletes are young, impressionable amateurs.
7. Do all you can to aid intelligent educators to keep interscholastic and intercollegiate athletics within reasonable bounds.
8. Avoid elaborate descriptions in the average society news story.
9. Don't use hackneyed phrases or flowery diction in reporting society news.
10. Never print unverified reports of engagements or weddings.
11. Get as many persons as possible to coöperate with you in furnishing personals and society news.
12. Be accurate in the biographical details of obituaries.
13. Remember that every reader is interested in the weather.
14. Catch the spirit of every special occasion and let that spirit prevade your story.
15. Picture the special event as vividly as you can for the thousands of readers who could not see it.
16. By doing your best writing in every story, prepare yourself to be the star reporter assigned to cover the big event.

CHAPTER XII

REWRITE AND FOLLOW-UP STORIES

Following up and Rewriting the News. The possibilities contained in a piece of news are seldom completely exhausted by the first story published concerning it. New facts often develop from hour to hour and from day to day. It is the constant aim in newspaper editing to give in each edition the latest phase of every important event. News stories, accordingly, must be given new leads from edition to edition, whenever the latest developments warrant it. Since other phases often develop after the last edition of a paper has gone to press, stories concerning them must be prepared for the next day's issue and for the issues of as many succeeding days as popular interest in the event continues. Thus a piece of news is "followed up" from day to day, and the stories that appear on successive days are called "follow-up stories," or simply "folo stories."

Even when it is evident that the first story contains all the significant facts and that additional details cannot be obtained, the news may have sufficient interest to deserve publication by papers that have not as yet had an opportunity to print it. A newspaper, however, very seldom republishes a news story in the form in which it has already appeared in another paper. Instead each paper has the story rewritten, even though no new facts are available. When a story taken from some other paper is given a new form, it is called a "rewrite story," or a "rewrite."

The division of the twenty-four-hour day between morning and evening newspapers, leads editors and reporters on the one group to depend, to some extent at least, on those of the other group for a part of the day's news. Consequently, when the men on an evening paper begin work early in the morning, they read carefully all the morning papers, in order to find out what news has developed since the last edition of their own paper was made up

on the preceding day. The men on a morning paper, likewise, scan every edition of the evening papers, in order to watch the course of events during the day. Careful perusal of newspapers by editors is not confined to those published in the local field; papers printed in other cities of the state and of adjacent states are gone over for news that may have local phases, or "local ends." The reading of all these newspapers furnishes editors with many stories that can be rewritten or followed up.

Whether or not a story is worth following up, and how long it shall be followed up, as well as whether or not it is worth rewriting, are determined by the newspaper man's appreciation of news values. Editors must be keen and accurate judges of popular interest, so that they may know when to give space and prominence to later developments of a piece of news and when to drop it.

Rewrite Stories. The news stories that editors clip from other papers to be rewritten for their own paper without additional facts are turned over to reporters or rewrite men to be put in a new form. The first thing a writer does is to examine the first story carefully to see just what it contains and to consider its possibilities. In preparing to rewrite a story when no more facts are available, he should look for the following possibilities for a new lead: (1) some phase of the news entirely overlooked by the writer of the first story; (2) some feature not given prominence in the first story; (3) the relation of the piece of news to other events, past and present; (4) the next probable development.

The writer of the first story may not have brought out at all what was in reality the most significant or interesting phase of the news, or he may not have played up the best feature of it. It remains for the man who is rewriting the story to discover this feature and give to it the prominence that it deserves. Just as no two persons see exactly the same things in watching some event, so a reporter, in reading over a story and reconstructing in his imagination what happened, may see the event from a new point of view. Sometimes he may discover ulterior causes and motives that were overlooked by the reporter who wrote the first

story. By playing up in the lead whatever new phase he discovers, he can give his rewrite a fresh appeal.

The reporter who wrote the first story may not have had time to consider the relation of his piece of news to other events, past or present. Often he could not know that similar events were taking place at the same time, or he failed to see any connection between the events that he was writing about and similar events that had taken place recently. With the better perspective that a few hours often affords, and with a wider knowledge than the reporter had at his command, the man who is rewriting the story can judge more accurately of these neglected aspects and can give them the emphasis that they deserve.

Not infrequently the next probable development concerning the piece of news in the first story can be anticipated in the rewrite. Thus the rewrite can be brought up to the moment by featuring what will probably happen next. Some imagination is required in rewriting. It aids the writer to look ahead and to forecast the next development accurately.

Examples of a Different Feature. How a rewrite story may be given a fresh appeal by playing up as the feature of the lead a detail that was not given prominence in the first story is shown in the following examples:

(1)

Lead of the First Story in an Evening Paper

After a week's search of all the cities of the state, the police found Mary Sheldon, the twelve-year-old daughter of Roswell Sheldon, millionaire paper manufacturer of Wilton, at the Park Hotel today where she has been living for several days. She had informed the clerk at the hotel on her arrival Wednesday that she was waiting for her mother who would arrive in a few days. When asked by the police why she had left home, she replied that she liked to travel.

(2)

Lead of Rewritten Story in Morning Paper of Following Day

"I like to travel," was the only explanation offered by Mary Sheldon, the twelve-year-old daughter of Roswell Sheldon, million-

aire owner of large paper mills at Wilton, for running away from home a week ago, and coming to this city last Wednesday. She was found by the police at the Park Hotel where she told the clerk when she arrived that she expected her mother to join her in a day or two.

Lead of the First Story in a Morning Paper

William Rooney, 26, 5289 State Street, was shot and killed shortly before 6 o'clock yesterday afternoon by Detective John R. Ray, as he fled up an alley from 72nd Street. Rooney was seen by Ray when he grabbed a purse from a woman customer who was leaving Harrison's shoe store, 72nd Street and Broadway. The woman was Mrs. Mary Hanner, 456 West 75th Street.

Detective Ray was on his way home when he saw the man snatch the purse. He ran after him, calling on him to stop as he doubled into an alley around the corner of 72nd Street. Ray fired three times at the fleeing man, one bullet striking him in the left calf, one in the right knee, and one in the right thigh. The last bullet also penetrated his abdomen and caused his death.

Lead of the Rewritten Story in an Evening Paper

An attempt to escape after snatching a woman's purse cost a man his life late Tuesday afternoon when he was struck by a bullet from the revolver of Detective John R. Ray, as he fled up an alley off 72nd Street, near Broadway. Ray saw William Rooney, 26, 5289 State Street, grab a purse from Mrs. Mary Hanner, 456 West 75th Street, as she was coming out of Harrison's shoe store, Broadway and 72nd Street, and gave chase as Rooney ran. After calling on him to stop, Ray fired three times. The third bullet struck Rooney in the abdomen and caused his death.

Finding the Relation of Events. What seemed a single and isolated event when the first story was written may be seen later to be one of a series of related events, and this fact can be used as a new, interesting, and important phase of the rewritten story. A rewrite of a story in a morning paper of a local storm that occurred late at night may feature the extent of the storm as shown by telegraph stories received after the first local story was written.

A fire the origin of which was unknown when the first story was written for an evening paper, may be found to resemble other recent fires that had broken out under similar conditions, and the probability that all of them were the work of an incendiary may be pointed out as the feature of the rewrite. Whenever a local event seems to have some connection with other local events, or with similar occurrences elsewhere, this relationship makes a good feature for the rewritten story. Occasionally this connection is not with events of recent date but with others that took place some time in the past. By discovering real or conjectured relations between events, a reporter in rewriting a story can give greater significance to a piece of news. The way in which a rewritten story may bring out some new aspect by connecting a piece of news with previous or coincident events is shown in the following examples:

(1)

Lead of the First Story in a Morning Paper

The use of frame barracks for class room purposes in connection with the city public schools was condemned in a report of Frederick L. Sanders, city fire inspector, submitted to the Board of Education at its monthly meeting in the city hall last night.

(2)

Lead of the Rewritten Story in an Evening Paper

For the third successive year, City Fire Inspector Frederick L. Sanders condemned the use of frame barracks erected by the Board of Education on school grounds to house classes that could not be accommodated in the school buildings, in his annual report to the board at its monthly meeting last night in the city hall.

Lead of the First Story in a Morning Paper

The city tax rate for the coming year was increased to 23.4 cents from 21.8, this year's rate, by the city council last night, after Mayor Williams approved the recommendation of the finance committee that the higher rate was necessary because of the decreased assessment of property reported by the city assessor.

(2)

Lead of the Rewritten Story in an Evening Paper

Despite the unalterable opposition to any increase in the city tax rate expressed by Mayor Williams in his campaign speeches for reelection last spring, he gave his approval last night to the recommendation of the finance committee for an increase to 23.4 cents for the coming year from this year's rate of 21.8 cents, before the higher rate was adopted by the city council at its meeting last night. The committee reported that the higher rate was made necessary by the decrease in the assessment of property shown in the report of the city assessor.

(1)

Lead of the First Story in a Morning Paper

The heavy thunderstorm that broke over the city shortly after 11 o'clock last night flooded down town streets, put electric lights in the Riverview district out of commission, and damaged slightly the spire of the First Congregational church when it was struck by lightning.

(2)

Lead of Rewritten Story in an Evening Paper Based on this First Story and Others that Came Later from Surrounding Towns

Hail and lightning did considerable damage throughout Martin county shortly before midnight last night when a heavy thunder storm swept over the city and surrounding country. A barn on the John Hawkins farm two miles from the city limits on Highway 3 was destroyed after being struck by lightning. Most of the glass in the greenhouses of the Renton Bros. near the Forest Lawn cemetery, at Highland, was shattered by hail, and the spire of the First Congregational church was struck by a bolt but was only slightly damaged. Down town streets were flooded by the heavy downpour and the Riverview section was left without lights when a pole carrying feed wires was blown down.

Anticipating News. One of the readiest ways of bringing a rewritten story up to the moment is to anticipate the next development or the probable result of the event described in the first story. In the morning editions of evening papers particularly, much of the day's news can be forecast and news stories rewritten

accordingly. The early morning resumption of a search abandoned because of darkness the night before, can be played up in the rewrite of a drowning, disappearance, or similar occurrence. That the cases of persons arrested during the evening for minor offenses will be considered in the police court in the morning can be anticipated in a rewritten story. To say that a person will be charged in court with his offense "this morning," rather than that he was arrested "last night," has the effect of bringing the news up to the moment. Conjectures as to his successor may be made the feature of a rewrite story of the resignation of a public official. A morning paper may report that, when the afternoon session of a hearing or trial came to a close, the questioning of a witness was interrupted and would be continued on the following day, and this statement may be used as the feature of a rewrite for the first editions of an evening paper. To look forward to what is likely to happen is practically to give the news before it actually happens, and this can frequently be done in rewrites.

In thus anticipating news the greatest care must be taken to avoid making inaccurate announcements. Unless there is every reasonable assurance that events will develop as forecast, the news developments should not be stated as facts but should be given as probabilities. There is always danger of inaccuracy in giving as accomplished facts what has not actually taken place.

How, without any additional facts, the next development of a piece of news may be anticipated, and the time changed from "last night" to "this morning," is shown by these rewritten leads:

Lead of First Story in a Morning Paper

The Spencer ordinance, designed to prevent the Harnisch Chemical Co. from continuing to permit hydrogen sulphide fumes to be emitted from its plant on Water Street, between 64th and 65th Streets, was passed by the Board of Aldermen at its meeting last night. Penalties for its violation are fines from $5 to $200 or imprisonment for not more than 60 days. These penalties apply to officers of a corporation, members of a partnership, and superin-

tendents of plants. Each day the nuisance continues is considered a separate offense.

(2)

Lead of Rewritten Story for the First Edition of an Evening Paper

Armed with a new ordinance passed by the Board of Aldermen last night against the emission of hydrogen sulphide fumes from the Harnisch Chemical Co. plant, Water Street between 64th and 65th Streets, City Department of Health officials are expected to begin this morning gathering evidence of violations.

Although it is common knowledge that the fumes have been a nuisance in the neighborhood for years, only evidence of the pollution of the air since the passage of the ordinance at 8 o'clock last night, it is said, can be used in court.

First Story in an Evening Paper

Miss Eunice C. Shepheard, debutante daughter of Osmore R. Shepheard, president of the First National Bank, today held the local record for traffic violations — three arrests in half an hour for speeding.

Motorcycle Officer Frank B. Winch said he was patrolling Lakewood boulevard when Miss Shepheard flashed past him early this afternoon.

"I sped alongside her car," he said, "hailed her and gave her an arrest slip. Then I drove on. A few minutes later she flashed by me again at sixty-five miles an hour. I caught up with her a second time and gave her another arrest slip. When I was getting ready to stop at 78th Street to report from the box there, she dashed by me again, and I decided to take her to the police station."

Miss Shepheard was immediately freed on the deposit of $50 in cash as bail for her appearance in the traffic court tomorrow.

Lead of Rewritten Story for a Morning Paper on Following Day

Arrested three times in half an hour for speeding yesterday afternoon, Miss Eunice C. Shepheard, debutante daughter of Osmore R. Shepheard, president of the First National Bank, will have to explain to Judge Markin in the Traffic Court this morning

how she came to establish a new record for successive violations of the speed limit on Lakewood Boulevard.

Condensing News to a Paragraph. For some stories the rewriting consists of condensing, or "boiling down," the first news story to a sentence or two containing all the essential facts, in order that the paragraph may be used as a "filler" or may be grouped with similar short items under a general heading such as "City News in Brief" or "State News." Local news paragraphs of this type are rewritten from other city papers, and state news of this kind is prepared from daily and weekly papers received in exchange, known as "state exchanges." Press associations also furnish brief stories of this kind which may be used as fillers or may be grouped under one headline. A single-line head or a side head is often put on these short paragraphs by the man who rewrites or edits them. Examples of such rewritten stories follow:

(1)

First Story in an Evening Paper

Pietro Montegna, 26, and Pasquale Basile, 31, both of whom lived at the Hotel Ravenna, 421 East 64th Ave., and who were arrested on May 10, in the company of Jack Napoli, recently sentenced to the state penitentiary for robbing the Lake Park branch of the Merchants and Manufacturers Bank, were sentenced to two months in the workhouse by Magistrate Van Buren in the Superior Court, this morning, on conviction of "associating with criminal characters."

Montegna and Basile were found guilty under the provisions of the penal code which was passed by the legislature as an emergency measure to combat criminals.

Motions for dismissal by counsel for the defendants on the grounds that no bench warrant had been issued for the men's arrest and that evil companionship was proved on occasions before the enactment of the new law, were overruled. This morning's hearing was the third that the two men have received.

(2)

Rewritten Story of One Paragraph for Next Morning's Paper

Convicted of "associating with criminal characters" under the new provisions of the penal code passed by the last legislature to

combat criminals, Pietro Montegna, 26, and Pasquale Basile, 31, who were arrested with Jack Napoli, convicted bank robber, were sentenced to two months in the workhouse by Judge Van Buren in the Superior Court yesterday morning.

First Story in an Evening Paper

Amelia Minkle, 19, 656 Second St., was run down and injured by an automobile driven by Mrs. H. M. Greene, 931 Hillside Ave., at 7 o'clock this morning at Eleventh and National Avenues. The girl was on her way to work. She alighted from a car and started to cross the street when the automobile turning the corner struck her and knocked her to the pavement. Mrs. Greene stopped her machine and called the police ambulance. The girl was removed to the Emergency Hospital. Although painful, her injuries are not serious.

(2)

Rewritten Story and Side Head in Next Morning's Paper

GIRL HURT BY AUTO — While crossing Eleventh Avenue on her way to work Monday morning, Amelia Minkle, 19, 656 Second street, was knocked down and slightly injured by an automobile owned and driven by Mrs. H. M. Greene, 931 Hillside Avenue.

Follow-up Stories. In following up a piece of news, it is important to study the first story in order to determine just what additional details are necessary to bring it up to the moment. When the city editor turns over to a reporter a clipped story to be followed up, he frequently indicates what new facts he desires. Often the latest details can be obtained by telephone, and the "folo" story can be written at the office, in as short a time as a rewrite that requires no additional facts. The condition of the victim of an accident, for example, may be ascertained by telephoning to his home or to the hospital to which he was taken. At other times the reporter must go out to get the latest developments of the event, just as he would for a first story. However obtained, the latest particulars are the important ones to be featured in the lead.

Some of the different directions in which a piece of news may

be followed up are similar to those suggested for rewrites: (1) causes and motives other than those given in the first story; (2) consequences of the event; (3) interviews in regard to the event and its significance; (4) clues to the identity of unknown persons or to the unknown whereabouts of those who figured in the first story; (5) actions that are to be taken as a result of the event.

The causes of fires, accidents, and disasters have a general interest and so make good "second day" features. Emphasis on immediate or underlying causes also has a constructive value, because it tends to direct the reader's attention to preventive measures. It not only helps to create public opinion favorable to the eradication of conditions that produce fires, accidents, and crime, but serves to warn readers against similar results that may be produced by their own carelessness or by their failure to take precautions against the activities of criminals.

Interviews with persons in authority also focus attention upon proposals for changing undesirable conditions. Sometimes a public official, in an interview immediately after a fire, accident, or crime, may explain the action that he proposes to take to prevent its recurrence. The mayor, for example, after a serious automobile collision, may say that he will order the chief of police to station a traffic policeman at the intersection where the accident occurred; or an alderman, after a fire caused by the explosion of a gasoline storage tank, may announce that he will introduce an ordinance at the next council meeting limiting the amount of gasoline that may be stored in certain districts; or the chief of police, after a pay-roll robbery, may explain what steps he proposes to take to protect persons carrying such sums of money.

Interviews featured in follow-up stories need not be confined to those dealing with preventive measures, but may be obtained in connection with any piece of news. Leading citizens may be interviewed concerning some action by the president of the United States, Congress, the governor, the state legislature, the city council, or the county board. Opinions of local high school

principals may be sought following some speaker's attack on athletics in secondary schools. Almost any type of local, state, national, or even foreign news may serve as the topic of local interviews for a follow-up story.

Motives for any significant action, particularly when those in the first story seem uncertain or inadequate, should be sought by reporters as material to be featured in "folo" stories. The question that a newspaper worker should ask himself regarding every piece of news is, Why? Any probable reason for an event has news possibilities and should be followed up.

The lead of a "folo" story should include as many of the essential facts of the first story as are necessary to make the new feature clear to those readers who did not see the first story and to refresh the memory of those who did. Such explanatory material should be subordinated to the latest particulars but cannot well be omitted. The summary lead of every follow-up story must contain all the essential facts of the news.

Examples of Follow Stories. The way in which a story is followed up from hour to hour and from day to day, by featuring the latest news and reporting in slightly varied form the same essential details, is shown by the following leads of stories of a railroad wreck in morning and evening papers of two days:[1]

Lead of Story in First Morning Edition of Evening Paper

Cincinnati, O., Nov. 13. — Two men are known to have been killed and a score or more injured when a Cincinnati, Lake Huron and Western passenger train bound from Cleveland crashed into a freight on a siding at Wilmington at 6:30 this morning.

Lead of Story in Noon Edition of Same Paper

Cincinnati, O., Nov. 13. — Fourteen persons were killed and twenty more were injured when a Cincinnati, Lake Huron and Western passenger train running between Cleveland and this city

[1] See also examples on pp. 379–384.

crashed head-on into a standing freight in an open switch at Wilmington, a suburb of Cincinnati, early today.

(3)

Lead of Story in Last Afternoon Edition of Same Paper

Cincinnati, O., Nov. 13. — Failure of the head brakeman to close the switch, according to his own confession late today, was the cause of the head-on collision between a passenger train and a freight train on the Cincinnati, Lake Huron and Western railroad at Wilmington, a suburb of Cincinnati, early this morning, in which fifteen lives were lost, and a score or more passengers seriously injured.

(4)

Lead of Story in Morning Paper of the Following Day

Cincinnati, O., Nov. 13. — Delay in installing a block system as ordered three months ago by the railroad commission of the state, in the opinion of the inspectors of that body, resulted in the disastrous wreck on the Cincinnati, Lake Huron, and Western railroad at Wilmington, a suburb of Cincinnati, early this morning, when fifteen persons lost their lives and fifteen others were seriously injured.

The wreck was caused by the failure of the head brakeman on the freight, Otto Hansen, to close the switch to the siding.

(5)

Lead of Story in Evening Paper on Second Day

Cincinnati, O., Nov. 14. — Three separate investigations were begun today into the cause of the Wilmington wreck on the Cincinnati, Lake Huron and Western railroad, which killed fifteen and severely injured as many more, with a view to fixing the blame on those responsible and to punishing them. The Williams County grand jury under order of Judge Hanty began to investigate the wreck, while Coroner Hardy and District Attorney Collum worked on the matter independently.

How material obtained through interviews may be made the feature of a follow-up story is shown in the following examples:

(1)

Lead of First Story in a Morning Paper

In an attempt to prevent public school pupils from going to motion picture theatres on nights preceding school days, Robert D. Chapin, superintendent of schools, late yesterday afternoon issued an order to principals of all the city schools urging them to launch a campaign of education of both parents and children regarding theater attendance in the evening.

Lead of Follow-Up Story in Evening Paper, Based on Interviews

Theater managers today vehemently protested the action of Robert D. Chapin, superintendent of schools, in launching a campaign yesterday designed to keep school children from going to motion pictures in the evenings preceding school days. They said in interviews that such matters were for parents themselves to decide and were outside the province of the school authorities.

Lead of First Story in Morning Paper of the Metropolis of the State

Rowing and five-mile track races were among the college athletic events declared to be highly injurious to the participants' health by Dr. S. Marx White, professor of medicine at the University of Minnesota, in speaking before the international assembly of the Interstate Postgraduate Medical Associations of North America at its session last night at the Auditorium.

Lead of a Follow-up Story in an Evening Paper of the City in which the State University is Located

Track Coach Tom E. Jones of the State University took issue today with the statement made last night by Dr. S. Marx White of the University of Minnesota criticising the five-mile event in track as especially injurious to an athlete's heart.

During an address in Milwaukee before the International Assembly of the Interstate Postgraduate Medical Association of North America, Dr. White declared that certain forms of college athletics such as rowing and the five-mile track race injured students who participated in them.

Prof. Jones described a study made by the university athletic

department of 92 cross-country runners over a period of 25 years. All of these former athletes are now in good health, and the only one of the group who is dead was killed in an automobile accident.

The interest that can be given to a follow-up story by developing the human interest elements latent in the first story is illustrated by the second of the following accounts of the adventures of two stowaways. The original story appeared in the morning *Providence Journal*; the second in the Providence *Evening Bulletin.*

(1)

First Story in Morning Paper

When the Norwegian steamship Stravanger steamed into the harbor here yesterday afternoon, two youthful stowaways from Cardiff, Wales, leaped overboard as the vessel was approaching quarantine and attempted to gain their entrance to this country by swimming ashore.

Arthur Grey, 17, the younger of the two, was seized with cramps after a short swim in the cold water and was only saved from drowning by his companion, Henry Wilkinson, 18, who, fully clothed, with his ditty bag tied around his neck, managed to drag his fellow adventurer ashore. Here they were met by a squad of Providence police summoned by the harbor master, who took them in custody. They are being held tonight by the police, who will turn them over tomorrow morning to immigration authorities.

Grey and Wilkinson, officers of the Stravanger say, boarded the vessel in the dark, while it was taking on cargo at Cardiff. They crawled under the canvas of a deck boat and stayed there until the vessel was well at sea. After two days, hunger drove them from their hiding place, and when they had given themselves up they were put to work as deckhands.

Rewritten Story in Evening Paper

From distant English villages they came, Henry Wilkinson, a sturdy lad of 18, and Arthur Grey, a slender one of 17, and they came by a heroic route. Their simple Odyssey is filled with evidences of an amazing determination; their fate in America is a question tangled and snarled by all the coils and coils of regula-

tions, orders, precedents and customs they saw fit to trespass upon.

When a motorboat load of policemen plucked Grey and Wilkinson from their lonely berth on isolated Fuller Rock lighthouse yesterday, they set a problem for the authorities to solve.

Long ago and far away — so tales of adventure begin — these English boys heard the call of America. Hard times abroad and rumored wealth of chances here lured them on. Afoot over weary miles of English road, over the mountain walls of Wales and clear down to the coal docks and dingy streets of Cardiff they walked; footsore and weary, so they say, they reached the dreary port at nightfall.

Under cover of darkness they eluded watchmen and slipped aboard the Norwegian coal steamer Stravanger. She was to sail to-morrow, they heard, and they climbed into a deck boat, concealing themselves under a tarpaulin.

Two days out at sea, when the pangs of hunger and the rolling of the ship made further life in the crowded and cramped dory unbearable, they crawled out and surrendered. Weary and forlorn from 50 hours of alarmed, breathless waiting, they took their medicine, which, in the manner of the sea, included everything from mopping decks to firing boilers.

Officers of the Stravanger, mindful of the stern examples of the past, warned the wayfarers that they would be turned back when they reached America, and advised them to prepare for a homeward voyage filled with hard labor.

But Wilkinson and Grey thought otherwise. They laid their plans deeply, and, when the big steamer pointed her nose up the bay toward Providence, they saw fit to be on deck, idling near the taffrail. Wilkinson had about his neck a ditty bag, such as sailors use for trunks. Grey had only the clothes he wore.

Then, simply and without ceremony, they jumped into the bay. Officers of the Stravanger saw them go, but the headway of the big vessel and the narrowness of the channel made it impossible to halt and send boats after them. From the deck, instead, they watched the boys make for shore.

Not long in the icy water, Grey was taken with violent cramps. Wilkinson, a sturdy swimmer, accepted the weight of Grey's hand on his shoulder and swam, with his companion and his ditty bag weighing him down, to the nearest safety he could see. That he landed on an isolated rock, with no place of concealment, was fate rather than design.

Officers of the Stravanger told Quarantine officials about it all. They told the Harbor Master and the Harbor Master told the police. A power boat took Patrolmen E. B. Patnaude, A. R. Callwitz, W. Derrel and J. Garrett down river to Fuller's Rock, and here, hiding behind the column of the lighthouse, they found the boys.

Arrested off the shores of East Providence by Providence police for Federal action, Wilkinson and Grey spent last night and today in the Third precinct police station. This afternoon United States Immigration Inspector Francis J. McGovern took them to Boston, to be presented before the Immigration Bureau's board of investigators. There sentence will be imposed, and unless some unimaginable fortune intervenes, sentence will be deportation. The dream for which the stowaways struggled persistently is apparently at an end.

SUGGESTIONS

1. Look at the event from a new angle before beginning your rewrite story.
2. Find a new feature to play up in rewriting even though you have no new facts.
3. Play up the latest possible phase of the news in your rewrite.
4. Anticipate the next development of the event in beginning the lead of your rewrite story.
5. In anticipating what may happen next, beware of announcing that it has taken place.
6. Bring the rewritten story "up to the minute" by giving prominence to features of "to-day."
7. Remember that the first stories seldom exhaust all the news possibilities.
8. Follow up every story as long as indications point to new and interesting developments.
9. Search for ulterior causes and motives as new phases.
10. Look forward for new features to possible results and consequences.
11. As a basis for new features, get interviews with persons of prominence and authority on all important events.

CHAPTER XIII

HUMAN INTEREST STORIES

Definition. Besides the informative news story dealing with events of some importance, in which the human interest elements may or may not be developed, there is another type, the human interest, or feature, story. Such stories are written about events that in themselves have little if any news value. Their interest lies, not in the significance of the news that they present, but in the way in which they are written. Their aim is not to inform but to entertain. Involving emotion as well as fact, they appeal to the reader's sympathy or to his sense of humor. Unlike the typical informative news story they are not merely concise presentations of facts; they are entertaining, appealing elaborations of minor incidents.

For the human interest type of story the reporter takes little happenings and finds behind them their real meaning to those who play a part in them. The event thus becomes an episode in the drama of human life, sometimes comic, sometimes tragic. To write this type of story successfully the reporter must be able to see the picturesque, humorous, and pathetic phases of life about him; he must feel with those to whom the events mean much. He needs keen insight into human nature, and sympathy with its strength and its weakness. Because they appeal to the reader's feelings, human interest stories enjoy no small degree of popularity. Some papers make them a regular feature; others print them from time to time; only a few neglect them entirely.

Finding Subjects and Material. Subjects and material for human interest, or feature, stories are to be found anywhere and everywhere in the reporter's daily round of news gathering. Many police court cases furnish an abundance of humorous and pathetic incidents. In fact, such cases were the basis of the first stories of this type printed in London newspapers over one hun-

dred years ago. Minor accidents and petty misdemeanors that as news are worth only a few lines often contain possibilities for feature stories. An incident in a crowded street car, a mishap on the street, a bit of conversation between two small boys, a mistake made by a countryman unaccustomed to the ways of the metropolis, or any one of the hundred little episodes in the daily life of the city may be taken by the reporter as the subject for a human interest story. Little children, because of their great appeal to men and women of all classes, often furnish good material. Animals, wild or tame, are always available as subjects. A visit to the "zoo" is sure to furnish at least one good feature story. For the alert reporter with an understanding of human nature and an appreciation of the humor and pathos of life, there is never a dearth of subjects and material.

Style. Human interest stories require some literary ability beyond that necessary for routine reporting. From the point of view of their composition they are like miniature short stories. Therefore no definite rules can be laid down for their treatment. There need be no summary of essential facts at the beginning as in the typical news story. Like the short story of fiction, the feature story may begin in any way that will attract and hold attention, and may be developed by conversation, by narration, or by description that suggests rather than portrays in any great detail. A good feature story frequently tells itself; all that the writer does is to record the conversation or incident without comment or elaboration. A simple, restrained treatment is far preferable to a striving for effect. Attempted pathos too often becomes mere bathos, and intended humor readily descends to cheap buffoonery.

The style of humorous and pathetic human interest stories needs careful attention. Words must be chosen not only with reference to their logical meaning but with consideration for the feelings and associated ideas which have come to be connected with them, and which they therefore create in the reader. One word with the wrong connotation may spoil the whole effect of an

otherwise well written story. As in the structure of this type of story so in its style, no definite rules or principles, except those of simplicity and clearness, can be laid down to guide the writer. Careful reading of well written short stories and novels will show him various methods of producing the effects that he desires.

Accuracy in Human Interest Stories. Because the news in human interest stories is not significant, and because the success of these stories depends largely on the way they are written, there is a temptation in writing them to embroider facts with fiction. It is undoubtedly easy to heighten the effect of these stories by the addition of fictitious details. Such "faking" is sometimes defended on the ground that it does no harm since the story is intended merely to entertain. A more careful analysis, however, of the effects of mingling fact and fiction in this type of news writing, leads to other conclusions as to its results.

In the first place, it is assumed by readers that what appears in the news columns is true. They do not distinguish between the purely informative news story and the human interest story, except to the extent that they find the latter more interesting. Hence they regard the contents of a feature story as news. If, through personal knowledge of the incidents involved in a human interest story, some readers discover that the reporter has departed from the truth by the addition of imaginary details, they may not unnaturally conclude that similar methods are employed in writing all news. Or, if a person reads in two papers accounts of the same incident which differ markedly because one of them is semi-fictitious, he regards the discrepancies as an indication of newspaper inaccuracy. The ultimate effect, therefore, of "touching up" human interest stories with imaginary, fictitious details is, not only to undermine confidence in the accuracy of the paper that publishes such stories, but to call into question the truthfulness of all newspapers.

In the second place, when a writer substitutes fiction for fact in feature stories, he ceases to discriminate sharply between truth and falsehood in news writing. Because imaginary touches

succeed in feature writing, there is a temptation to use them in making significant news more readable. Thus what may seem harmless enough in itself may be what has been well described as the first step in the "Fake's Progress." Moreover, the use of fictitious material in feature writing is essentially a lazy man's method of getting results. It is often much easier to invent more or less conventional details than it is to dig out the true ones. To uncover the interesting, picturesque phases of life undoubtedly requires more effort than to invent them, but the sharpening of the powers of observation and the deepening of insight into human nature, which constitute the foundation of all successful writing, are invariably the result of the process of finding the truth. Thus, from the point of view of the reporter, the "faking" of material in human interest stories does not pay.

Some of the problems involved in the writing of human interest stories are illustrated by the stories given on pp. 464–467.

Examples of Human Interest Stories. The rescue of a small boy from drowning in a cistern would ordinarily pass unnoticed in the newspapers of a large city and might be worth a few lines in those of a small one. A reporter with a sense of humor might see something in the incident that would make good material for a humorous human interest story, as did the reporter on the *Chicago Tribune*, who wrote it in the following form:

> "Billy" Dyer, 2 year old son of William Dyer, owner of the Dyer foundry in Chicago, was playing in the yard of his home at 1716 North Elmwood avenue, Hyde Park, yesterday with his little sister Mary. Suddenly "Billy," who was standing on the wooden top of a cistern, disappeared.
>
> There was nothing supernatural in his disappearance, because the wood in the cistern cover was rotten, but it struck little Mary as being so remarkable that she lost the power of speech. She is little more than a year old, and she couldn't talk much, anyway.
>
> Just at this moment a peddler came into the backyard. He saw Mary gazing fixedly at the open cistern and asked her what she saw.
>
> "Bruvver's down there," vouchsafed Mary, regaining her tongue and pointing.

The peddler took a look into the cistern and then seized a near-by mop. "Billy's" head was still bobbing above the surface of the water when the peddler got back with the mop, but when he looked into the cistern again the boy slipped off the cover of the cistern, which had gone down with him, and went under. The peddler waited until the boy's head appeared again and then he deftly stuck the end of the mop under Billy's chin and pinned his head against the masonry.

Meanwhile the peddler had not been silent. Mrs. Dyer heard his shouts, and, gathering their portent, rushed to the telephone and called the fire department. Axel Hansen also heard the sounds. Axel has long legs. He came running.

When Axel looked into the cistern a scheme of rescue immediately formulated itself in his mind. He got down on his knees and told the terrified Mrs. Dyer and some neighbors to take a good hold on his ankles. The peddler was busy holding "Billy's" head above the water with his mop.

Then Axel let himself head foremost down into the cistern. His legs were just long enough to reach. With outstretched arms he was able to get "Billy" by the scruff of the neck. Having got a good grip, he ordered "Hoist away." Mrs. Dyer and the neighbors hoisted, and in a moment "Billy," scared and much bedraggled, was safe in his mother's arms. The fire department arrived about this time.

"O, look at the pretty firemen," exclaimed Mary, and turned her entranced gaze away from the cistern to the new object of interest.

How a reporter who covered the morgue succeeded in finding the human interest in the life of an unknown man who had been the victim of an automobile accident, is illustrated in the next example, taken from the *New York Times*:

For ten days the children, especially the little girls, in West 130th Street, between Convent Avenue and St. Nicholas Terrace, have looked in vain for the old flower man who used to come at dusk, as regularly as twilight, and gave them blushing roses, big fat peonies, "glads" and other flowers.

He was a nice old man. The children loved to bury their little noses in the scented hearts of the flowers and listen to his stories of the rich gardens in far-off Germany in which he had worked as

boy and man. And he was somewhat of a neighborhood mystery. Where he came from, no one knew.

Home for him was the basement of 408 West 130th Street. He earned his lodging by sweeping the halls and the sidewalk and doing other odd jobs around the apartment house. He was up with the sun and off to the flower market. The blossoms that remained on the cart after the sun went down he gave to the children.

A week ago Saturday night they waited for him as usual. The sun faded from the towering tenements, the shadows grew deeper on the lawn in St. Nicholas Park and darkness fell when the sun dipped into the river; but the flower man did not come. He was not in the park on Sunday. Then the hot days of last week slipped by, one by one, with no cool flowers to make them more bearable. No stories to hear.

Mrs. Mary Rose, a tenant at 408 West 130th Street, who had spent many enjoyable hours talking with the old man in his native tongue, began to worry about him. Yesterday she inquired at the police station. They sent her to Bellevue Morgue. She inquired there for old John Jahne. They said they had the body of a man who was killed by an automobile a week ago Saturday night at 127th Street and St. Nicholas Avenue, crossing the street with an armful of posies. They let her look.

It was the flower man.

A young woman reporter on the *Cleveland Press* who had occasion to visit the state penitentiary at Columbus saw the possibility of a good human interest story in a religious ceremony conducted for the prisoners and wrote the following story of it for her paper:

COLUMBUS, O., Oct. 21 — In a bare whitewashed room, 50 gray men, many of whom never will again see the green fields and trees, were celebrating Succoth, the agricultural festival of their biblical forefathers.

A small bookcase draped with a red velvet curtain, a tiny perpetual lamp hung in front of this ark, a pulpit, benches, an oil painting of 79-year-old Rabbi I. B. Joshenofsky, who has given 55 years of his life to this work, made up the synagog at Ohio State Penitentiary.

It is one of the few prison synagogs in the country. It was

established by the Independent Order B'nai B'rith and services are conducted weekly and on holy days by their members.

"... we thank Thee for our freedom..." read David Peiros, Columbus attorney and member of the committee in charge of the services.

"... we thank Thee for our freedom," repeated the gray men fervently.

Directly in front of the pulpit, in a corner apart from the others, sat a blond young man and next to him his white-haired mother.

"... and for Thy manifold mercies..." the congregation continued, reading the ritual which comprised the services for the second day of Succoth. At these words mother and son looked at each other and her hand went over his comfortingly.

"That's Harry Weiss, the only one of the Martin gang who didn't get the electric chair," explained Abe A. Wolman who delivered the sermon at the services.

"His mother has come here every holiday for the past eight years to attend these services with her son," continued Wolman.

At this point the Torah was unfurled and the men were called up to read portions. As they approached the pulpit a prayer shawl was wrapped about their shoulders.

Some repeated haltingly the words read by Leon Berman, who is attending rabbinical college. The others read them with more assurance.

The weekly portion from the Torah was read by a Cleveland boy who is serving a long sentence for forgery. He stood straight and tall; for a moment he was among men and not merely a number.

"Many of these men had given up their religion in the outside world and denied that they were Jews," explained Wolman.

The 50 gray men stood up. The services were at an end. Peiros was repeating the ancient Hebrew benediction.

"... let His light shine down upon thee and give thee peace and happiness," Peiros concluded. And the 50 gray men filed out through the door.

That an incident of a little child unwittingly left behind by her parents as they journeyed across the country in a dilapidated automobile may be worked up into readable form, is shown by the following story that appeared in the *Kansas City Star*:

A $15 Ford truck with a prairie schooner top wheezed to a stop

late yesterday at the Densmore tourist camp, two miles west of Kansas City, Kansas.

"Gimme three gallons," Henry Carter, the skipper, called from the driving seat. In the tent-like rear of the car were his wife, Mrs. Annie May Carter, and three children, Goldie May, 7; Arthur, 8, and Lois, the baby, 6 months old.

A field of wild sunflowers attracted Goldie May. She never had seen so many before for they didn't grow like that back at Marionville, Ind., her home. She jumped down from the truck and soon was busy gathering them.

Gasoline in the tank, Carter "gave her the gun" and the ancient vehicle clattered on towards Arizona, where the family was going for the health of the baby. Goldie May didn't even hear it start, she was so busy picking flowers. She just looked up and "Daddy was gone."

Goldie began to cry, sunflowers forgotten, and she ran to the tourist camp. Persons there telephoned Sheriff Harry B. Powers of Wyandotte County that a child had been deserted at the camp.

Eli Dahlin, undersheriff, and Fred Ackerson, a deputy, arrived at the camp a few minutes later and Goldie May got into the big car to direct the search for her parents. She stopped crying after a little while, enjoying the sensation of 60-mile an hour speed and a big siren that made all the other cars get to the side of the road.

The car passed many old Fords but none of them was "Daddy's car." Finally the sheriff's machine struck a hot trail. At Tonganoxie it was learned the ancient prairie schooner had passed through there a few minutes before.

Just west of the town, Goldie exclaimed:

"There they are."

The old Ford was returning, its radiator sending out a cloud of steam as Daddy pushed it for every mile of speed in its protesting engine. The officer halted.

"This your child?" he inquired.

"Yep," said the father. "Left her by mistake. Overlooked her until we had gone twenty-eight miles."

"How come?" asked Dahlin.

"Well, see, she rides part time in front and part time in the back with her ma," Carter explained. "I thought she was back with ma and ma thought she was up with me. I said something to ma about her and ma says, 'She ain't with me.' So we stopped and

looked around for her and decided we must have lost her out somewhere along the road."

The sheriff put Goldie May back in the schooner and it rambled on toward Arizona.

The following story, the material for which was obtained from the physicians in charge of the case, shows how the human interest element may be successfully developed in an account of the doctors' efforts to save a little girl's life. It is taken from the *New York World-Telegram*:

They played a trick on Sadie Louise Blanton today — and it worked!

Ten-year-old Sadie, who has been lying in the big, white respirator in Kings County Hospital for eleven days while men fought with science, skill and machinery to keep her tiny lungs breathing in spite of infantile paralysis, didn't know why the doctors and nurses and her parents smiled so happily.

She didn't know they had turned off the pressure in the respirator, that her lungs again were breathing normally, that her recovery from paralysis was a certainty, and that the science of medicine had chalked up another dramatic victory in the fight against the disease.

She remained in the machine that resembles an immense oven. That was for the psychological effect.

"How do you feel now?" asked Dr. Thomas C. Fry, her own "Doctor Tom," to whom she proffered marriage a few days ago.

"Great, Dr. Tom," she said, shaking her yellow curls.

It was almost a hopeless case when her parents, Mr. and Mrs. Charles R. Blanton, took her to the hospital. The respirator was the last chance — and a slim one.

"I believe Sadie's quickness of mind and grit were of immeasurable aid," said Dr. Fry, who with Dr. William B. McCarthy, directed the eleven-day fight against death.

The first few days Sadie spent in the hospital she demanded and received books dealing with respirators. She asked questions.

She was very ill one morning and she composed a prayer and recited it, while "Doctor Tom" listened to her: —

"Oh, my Jesus on the Cross! Look down on us and have mercy on us who look up to Thee to plead Thy forgiveness and again receive the love and light of Thy Most Sacred Heart. Amen."

A few days ago Sadie turned her blue eyes on "Doctor Tom." He is handsome, athletic, browned by his daily tennis playing, made more so by contrast with the white of his uniform.

"Gee, you're handsome," she said. "I'm going to marry you when I grow up. Let's make it in eight years. I'll be 18 then."

And "Doctor Tom" grinned and said, "okay, Sadie."

Scores of letters were sent to Sadie every day. She answered most of them, dictating the replies to her mother.

Today came the test that would decide whether the battle was a success or failure. There was tenseness in the big basement room of the children's branch of the hospital. The pressure was turned off. Sadie breathed normally.

"Anything you want, Sadie?" asked Dr. Fry.

Sadie pondered for a moment, then frowned. "Yes," she said, "I think it's time you gave me an engagement ring."

How a reporter on the *Chicago Tribune* found tragic elements in the life of a veteran of the World War who had drifted down to the lowest depths is shown in the following story, which was published shortly after Armistice Day:

First class Private Nils Anderson, headquarters company, Sixth field artillery, First division, A.E.F., won't be present next Armistice day to face east in Calumet City. He's gone west.

A few hurrying pedestrians may miss him from the accustomed corner across from the town square, inasmuch as they won't have to step around him. He sold pencil sharpeners there. And it was easy for him to celebrate Armistice day. All he had to do was to lay his cigar box of pencil sharpeners on the sidewalk, stumble to his feet and, leaning against the brick wall, raise his shaky right hand in salute as the bugles blared.

Neither the citizens nor the police of Calumet City knew him as First Class Private Nils Anderson. To the former he was a nameless panhandler, always chuckling to himself, "Where do we go from here?" To the latter he was a nuisance, a chronic drunkard whom even the speakeasies didn't want around.

A private watchman found him Wednesday lying in a ditch near the plant of Swift & Co., 107 West Plummer avenue, Calumet City. Anderson was dead.

It was not until the body had been removed to an undertaking establishment at 248 155th place, Calumet City, that Anderson's

war record was disclosed. He had been gassed and shell shocked and wounded by shell fire. In an inside pocket of his vest was a leather folder. In it were some yellowed papers and a card.

One side of the card read, "The Y. M. C. A. compliments you on your service, and wishes you every success in your civil life. An honorable discharge from the service is a lifetime memorial and honor." On the other side: "1917 to 1919; Sommerviller sector; Ansauville sector; Montdidier sector; Cantigny; Soissons; second battle of the Marne; St. Mihiel; Argonne-Meuse; Sedan, Coblentz bridgehead."

Among the papers there was one that began, "My fellow soldier," and read in part, "At the call to arms the patriotic young manhood of America eagerly responded... our democracy has been tested and the forces of autocracy have been defeated... I extend to you my sincere thanks for your splendid service to the army and the nation." It was signed, "John J. Pershing, commander in chief."

The police investigation revealed that Anderson had "no home, no relatives, and hadn't worked since he left the army; only a bum." Undertaker Joseph S. Czthanski estimated that for $100 he could give him a pretty decent funeral, with a wooden coffin and burial in an ex-service men's plot in Elmwood cemetery. But nobody appeared with the $100.

First Class Private Nils Anderson has gone west with his eternal question still unanswered, "Where do we go from here?"

In the separation of an old colored couple a reporter might see little to record in a news story, but, with an appreciation of the human interest in the event or with insight into the lives and feelings of the persons concerned, he might write a pathetic story like the following one adapted from the Pittsburgh *Post Gazette*:

They had climbed the hill together; well on the tottering way down they decided that they must travel the rest apart. Sylvester and Eva Hawkins signed papers to that effect yesterday. They are black folk, these two, old and black, but they have in their natures a meed of proper sentiment. When the parting came they both wept and the tears were not maudlin.

They have lived for the most part as good citizens should; they reared a family that numbers even more than the Rooseveltian figure; they saved their little earnings until they had their modest

home in addition to having given their children better than they had themselves.

But the husband and father, it was alleged, was cruel. It is not denied even by himself that Sylvester was wont to give way to outbreaks of temper. He always was sorry afterward, but sometimes regret did not make up for the harm done. It is charged that once he almost killed his son and only last Saturday choked his daughter nearly to insensibility. This last act was the cause of the son's making the information against the old man. A preliminary hearing was held last Tuesday and the old man was committed to jail until yesterday.

The son, Sylvanus, wanted his father committed to jail for a term, but the mother would not agree to this. She admitted that she feared her husband when he became violent and that his abuse of her and her children had become unbearable. But she said she still loved him and she did not want him behind the bars. When a bill of separation was suggested she agreed.

Hawkins wept then, as did his wife. He begged to be given another chance, but between her sobs the woman said he had promised to reform so often, all to no effect, that she could trust him no longer. She thought it best for all that they should part.

"I love you still, honey," the old man murmured, and to show his statement true, he bravely agreed to sign over their little property to her. She bade him a tender good-bye.

The old man walked out alone, over the steps of the municipal building, where he sat down. He saw the family that had renounced him come up, watched them as they took a car, and looked longingly as it rolled away. Then he wiped his eyes again, put his head between his hands and stared vacantly at the ground.

When in the course of his regular work the reporter comes upon a picturesque bit of local color, as did a writer on the *New York Evening Post* in going through the Italian quarter of that city, he may use it to as good advantage as the *Post* reporter did in the following feature story:

Under the tinsel, gilt, and colored paper shrine erected before a café in Mulberry Street, just north of the Bend, there is a picture of St. Mary of the Virgin Mount, and the devout who pass by drop their mites into the plates. The clinking of pennies, nickels, and quarters rings fair and true through the medley of sounds which

rise from the crowds about the push-carts, and it is music to the ear of Michel Siniscalchi, giver of this year's festa in honor of the saint.

A year ago they gave a festa in honor of Maria SS. di Monte Vergine, as the placards and lithographs displayed in the shop windows style her, and it proved a financial failure. It costs money to give a festa — that is to say, a festa of the style and extent which are necessary in doing adequate honor to this saint. In Italy, in the villages from which the people who live about the Bend come, it is customary to have a festa in honor of the saint every year. And it seemed hard when the people who got up last year's festa decided that they did not again wish to have to shoulder the burden of the festa's bad debts.

At this time, when everybody else had backed down, Michel Siniscalchi, who deals in colored glass bulbs and similar decorations, stepped to the fore. He said it seemed a shame that they could not honor the saint. Indeed he was so pained by the thought that he would be willing to bear the expenses of the festa himself. He would, of course, furnish all the decorations himself, and his name would appear as president of the comitato on the banners and placards.

This offer was accepted with glee by the men and more especially by the women, who would have taken to heart the loss of a chance to honor their saint. And Michel Siniscalchi set to work to organize his festa. It was, by the way, part of the agreement, that the offerings placed in the saint's shrine should go to help Siniscalchi.

Colored lights were strung in arches over the narrow street at frequent intervals, banners and yards of bunting draped the house windows, the confetti men and peddlers of fruit and sweetmeats came from blocks around, and on Saturday night the festa opened with much braying of music and no little religious devotion.

The most important decoration was the shrine of the saint's picture. In a niche of the shrine the picture was placed, and rows of candles were set before it and the tasseled cloth of gold on which it rests. Then there were the plates and certain lithographic reproductions of the picture.

Since Saturday night the festa has held full sway. There is a preliminary celebration in the morning, and then everybody stops until two o'clock in the afternoon. For a brief spell around dinner time, every one but the band rests, and after dinner the people turn

out to listen to the music and to gossip. It is a great occasion for gossip, the festa.

At present everybody is talking about the amount of money Michel Siniscalchi may lose by his speculations. The old men sit before the banca across the street from the shrine and chuckle over his discomfiture, for, while yesterday and Saturday night the coins clinked in the dishes with merry rapidity, now they barely dribble, and, when a clink is heard, by its very novelty it strikes through all other noises.

"Caught," they chuckle. "Yes, our Michel is caught this time. A cute one, he is. Yes, a cute one, Signor. No, not a politician. But cute, so cute. Ay, and this time he has been caught. Has the signor heard? The signor has but to cross the street and examine the blessed saint's shrine. 'Tis bare, Signor. Nought but pennies."

But there are others who are not so sure that Michel Siniscalchi is going to lose by his speculation. Among the younger generation of Italians his scheme is treated with considerable respect, and his Bowery friends wink when Michel's intelligence is aspersed.

"Lose?" queried Jack Gallagher, sitting with a group of friends in the café behind the shrine. "Lose, did you say? Aw, g'wan. Say, Michel wasn't born yesterday. He's got his brains in his head. He's too rapid for dese wops. Michel's got his business eye, he has. He's thinking of advertisin'. See that sign up there? See Michel's name on it, good and big? See them lights? All from Michel's store. Aw, he's a wise guy. He knows his game."

While Gallagher talked, the infrequent pennies, with an occasional nickel, dropped into the plates, and presently the figure was carried toward Spring Street, with at least 150 women and children and a band in the procession.

Examples of Animal Feature Stories. Typical of the feature stories that a reporter may obtain at a "zoo," or any similar place where animals are kept for exhibition, is the following example published in the *New York Times*:

Paddlewing is dead, a martyr to our curiosity. Not his own curiosity, because he never looked deeply into things; but the curiosity of Aquarium visitors. If he had stayed upstairs in the di-

rector's office, where there was plenty of sunlight, he might have lived a little longer; but he insisted on descending to the lower floor where everyone could see him. He had no choice, really; he was the last of the New York penguins.

Strictly speaking, there are no New York penguins; they come from the polar regions or from the tropics, but if they meet up with scientific or exploring expeditions, they inevitably reach New York. Paddlewing met up with the Vincent Astor expedition in the Galipagos in April, 1930. Four others of his set came with him, but they died long before he did; they could not stand the harbor water, would not mix with the cormorants, ducks and geese, and could not get enough sunlight.

Paddlewing was lonesome after the others died, and for a while Dr. Charles Townsend, the director, was afraid he might pine away. They bought a big mirror and the trusting Paddlewing perked up. He used to sit all day and flap his wings at his image, make roguish eyes at it and talk to it in penguin. When he had to go downstairs he would flip farewell to his mirror mate, and when he had satisfied his public he would hurry back.

But it could not last forever. Paddlewing began to grow weaker. He was not as careful of his tuxedo as he used to be. It may have been that he felt he had done his bit, and that after he was gone the mirror penguin would take up the torch. One afternoon a few days ago he waved a feeble flipper at the Paddlewing in the looking glass, rolled over, and died. He will be stuffed, his tuxedo will be burnished, and he will take a prominent place in the penguin corridor of the Museum of Natural History.

The efforts of a sea lion to escape from captivity were worked up by a reporter on the *New York Times* into the following feature story:

Jerry, a handsome 300-pound California sea-lion, in whom nostalgia for his own native cliffs washed by Pacific breakers is a stronger emotion than the domestic delights of Yonkers, has started home. Molly-O, his dainty brown wife, is forsaken; Nell, their flapper child, forgotten. So is the pool of Albert Wadley's Bronxville Nurseries, where Jerry eked out until Tuesday evening a Babylonian captivity of six months.

By last night Jerry had accomplished about twelve miles of his journey. In the Bronx River, at 182d Street and Boston Road,

New York City, California might still seem far away. But he had made a step in the right direction. There were men on the banks with nets and lassos and tempting tidbits of fish. Jerry avoided the nets, slithered out of the lassos, but accepted the fish with thanks. It was best to be prepared for a long journey. California was 3,000 miles off as the crow flies, and Jerry is no crow. He was still free last night and his pursuers were tired out.

Jerry's was an adventurous day's journey for any sea-lion. In mileage it was not so great, but in flipperage it was enormous. Jerry traveled by land and by water. He tried the macadam and the bushes. He was hit by an automobile. He shot a rapids and at least one waterfall. Nothing is too arduous for a native son, homeward bound.

Jerry, Mr. Wadley says, has been living with Molly-O and Nell in the pool at the nurseries, Tuckahoe Road and Central Avenue, for six months. He was always a good sea-lion, his master says, but a little wild, a little inclined to wander. Twice before, he flipped out of the pond and started off. This time he got clear away.

Down through Westchester meanders the Grassy Sprain, a gentle stream and a fine highway for any sea-lion. Jerry took it. But presently he concluded that this was not the way to California. So he tried the road. It was there, late Tuesday night, that a policeman was breathing the balmy weather when a motorist stopped.

"I've just hit a sea-lion," the motorist volunteered, pop-eyed.

"You don't say," the law affably responded. "Mind the S-turn up the road. There's a herd of elephants just around the corner of it."

When the big rolling thing bumped him with a metallic flipper, Jerry was frightened. So he turned toward water and was soon bobbing and cavorting merrily down the Bronx River. At Botanical Gardens there is a fifteen-foot waterfall. Jerry took it in his stride. Another spillway ten feet high at the Bronxdale Bridge near 191st Street, where the falls are higher, made Jerry pause.

It was there that Jerry's pursuers worked all day to catch him, while crowds looked on. Basket after basket of fish lured Jerry, but, like any well trained sea-lion, he always knew when he had had enough. The stream was deep, cool, and pleasant, and there, at last reports last night, Jerry was basking. He basked in that rollicking way that sea-lions have, and anybody who saw him could

tell the reason why. Jerry was homeward bound, and would take a lot of catching.

The adventures of an escaped elephant in the streets of New York furnished a reporter on the *Sun* with an opportunity for a humorous human interest story, of which he took every advantage, as is seen in the following result:

An East Indian elephant weighing a couple of tons or so and bearing the Anglo-Saxon name of Nellie, moved into the tenement house at 336 East Thirty-fourth street early yesterday morning carrying her trunk with her. At or about the same hour most of the other tenants of the house moved out. Shortly afterward the tenants of the house at 338 followed suit, and it was only a few moments later that the tenants in 340 emulated the example of their neighbors in 336 and 338.

Andrew Diehl, the owner of the tenement, did not welcome Nellie with any enthusiasm. He said later that he did not cater to elephants, and anyhow all the flats in his house were occupied. He seemed a bit peevish about the whole affair, apparently having conceived the idea that if it got around the neighborhood that he made a practice of entertaining elephants unawares it might prejudice his house in the eyes of prospective tenants.

In short, he spoke quite sharply about the matter, did Mr. Andrew Diehl. But several thousand persons who saw Nellie moving in at 336 appeared to be having a really good time.

Before Nellie moved into 336, and thence through the backyard fence into 338, and thence through another backyard fence into 340, her place of residence was quite a number of blocks further uptown. But she is hard to suit with regard to her surroundings. In fact, before she consented to move into 336, 338 and 340 she insisted on making a number of extensive alterations.

Nellie's uptown residence was the Hippodrome. She wasn't exactly an old resident there either, the janitor says, for she moved in there no longer ago than Friday morning, coming directly from the steamship Georgic on the recommendation of a travelling companion, one Alfredo Rossi, who told her that it was a good place to live and that he thought that between them they could do themselves some good there in the way of making a living. This sounded pretty good to Nellie, and as soon as they had hoisted her out of the Georgic's hold in an enormous sling and

deposited her on the island of Manhattan, she started directly for the Hippodrome on Prof. Rossi's recommendation. Besides, Prof. Rossi had a good sharp goad and some disposition to use it.

In addition to Prof. Rossi, Nellie's companions of the voyage included three more elephants, Petie, Rosa and Pierrette. Prof. Rossi having some influence with them too, they also went along to board with Nellie at the Hippodrome. The new tenants behaved themselves so admirably at first that the neighbors had no complaints whatsoever to make.

Prof. Rossi came around very early yesterday morning to put the elephants through a little drill preparatory to going into the performance regularly to-morrow afternoon. All would have continued well had Nellie been accustomed to having pigs in the house. But such was not the case. At least the Hippodrome janitor says so. He blames it all on Marcelline's pig, though he declares that no other tenants of his apartment house ever have complained about the pig.

But Nellie was clearly of the opinion that a pig was out of place in the same house with herself. At all events when she heard that pig squeal and saw him come romping in his usual debonair manner over the stage, she gave one wild blast of her trumpet and determined to go elsewhere. In fact she went elsewhere, did Nellie, and that forthwith. But she went out, as a perfect lady should, by the customary stage entrance, taking most of it with her and subsequently accumulating large portions of the storm door as well.

Once in Forty-third street Nellie turned toward the east. She was closely pursued by Bill Milligan, a Hippodrome groom, who endeavored with the aid of a shovel to dissuade her from her intention to travel. Mr. Milligan was subsequently reproached severely by Prof. Rossi because he did not use a goad. But Mr. Milligan rejoined with some asperity that he was shaving at the time Nellie tiptoed past him and it was only by the merest chance that he happened to notice her. "And," added Mr. Milligan, "I don't use no goad to shave with, anyhow."

Putting this aside for the moment, the fact remains that Nellie proceeded eastward as far as Fifth avenue. Here she turned to the south. As she approached Forty-second street Traffic Policeman John Finnerty raised one commanding hand, thereby stopping all traffic that had been previously headed in Nellie's direction. But Policeman Finnerty complains that Nellie did not

obey his order to stop. He says he can prove it, too, because there were a number of persons around and several of them in all probability noticed the elephant and can swear that she did not stop when he raised his hand. For a moment, he says, he thought of arresting her, but abandoned the idea, thinking perhaps it would be making too much of a trifling infraction of the traffic rules by a stranger in the city.

At all events Nellie turned to the eastward again when she reached Forty-second street and moved along as far as Second avenue without meeting a soul she knew. In fact she didn't meet so very many persons face to face, though there were quite a number of people in the lobby of the Manhattan Hotel and the Grand Central Station, and a little group now and then shinning up a casual lamp post or roosting on the top of a subway pagoda. And there weren't more than 10,000 or 20,000 behind her either.

It looked so lonesome in Forty-second street that Nellie turned southward again when she got to Second avenue out of sheer yearning for human companionship. As a matter of fact there were several persons in Second avenue until a few seconds after Nellie turned the corner, but they all seemed to be in some haste and went away from there before Nellie could come up to them. In fact Second avenue was so solitary a place that when Nellie got to Thirty-fourth street she thought she would try that just for luck.

She would probably have continued right on to the ferry because nobody thereabouts appeared to have any objection, had it not been for the fact that a fire engine and hose cart raced through First avenue to answer an alarm turned in from the box at First avenue and Thirty-second Street. Nellie was not interested in fire engines. So she took to the sidewalk in front of 334, and at 336 she seemed to say to herself: "This is the place I've been looking for."

At all events she entered the doorway at that number. On the ground floor is Henry Gruner's barber shop. Henry was shaving a customer when Nellie passed his window and turned into the hall next door. The customer left the chair so promptly that he nearly got his throat cut and disappeared down the street with the towel still about his neck, in the direction of the East River. Nellie walked right through the narrow hall, taking with her a segment of the balustrade. The door that leads into the back yard was not built to accommodate elephants, as Mr. Diehl ex-

plained some time later, but Nellie managed to wiggle through it, though she knocked down about half the coping in the process.

High board fences separate 336 from 338, and 338 from 340. That is to say, they did. They don't now, because Nellie walked through them as if they had been paper. But before this she took a look in at the kitchen window on the ground floor of 336, where Mrs. Gruner, the barber's wife, and their children, Tessie, Henry and Louisa, were eating breakfast. The happy family looked up from their oatmeal and beheld an uncommon face at the window, the face of an elephant seeking companionship.

Mrs. Gruner and all the little Gruners experienced spots before the eyes and a sudden loss of appetite. In fact, they beat it for the street. It was then that Nellie, again abandoned, moved into 338. There was nobody there either, except up above on the fire escape. So she moved through the fence into 340. Every one had gone away from there too. It was then that the elephant broke down and wept. At least, she lifted up her trunk and trumpeted to the high heavens.

Meantime Prof. Rossi and his staff of assistants had been trailing the wandering Nellie. She was never out of their sight, but they never could quite catch up with her because there were so many people in the streets who had important engagements and were trying their best to fill them. But by the time Nellie had moved into 340 Rossi and his force had arrived. There were also the police reserves from three stations, several fire companies with hooks and ladders, a squad of mounted cops, the entire force from the Grand Central Station, and enough mere spectators to do credit to a Chicago-New York baseball game at the Polo Grounds.

Vainly did Prof. Rossi endeavor to coax Nellie out by the way in which she had made entrance. Nothing would budge her, and if, as might well have been the case, the courtyard had been entirely surrounded by houses, it might have been necessary to pull one of them down to get her out. Fortunately, however, there's a vacant lot behind 340, but it was needful to break down two high board fences from the Thirty-third street side in order to get at her.

In the meantime Rossi's assistants had thoughtfully led the other three elephants, Petie, Rosa and Pierrette, down from the Hippodrome and lined them up in Thirty-third street, and when Nellie looked through the broken fences and saw her merry com-

panions, she let out trumpet peals of delight and all but fell on their necks. So they marched her out into Thirty-third street and back to the Hippodrome without further incident of note. And considering the pains she took to get into her Thirty-fourth street tenement she left it with extraordinarily little apparent regret.

When Prof. Rossi was asked last evening how he accounted for Nellie's performance, he replied in part:

"Name of a name! Name of a dog! Name of a pig! Sacred thousand thunders! Holy blue!"

SUGGESTIONS

1. Find the human interest in current events.
2. Notice the comedy and tragedy in life.
3. Don't forget that the story that touches the reader's heart is the story he remembers.
4. Make your pathetic story simple and restrained.
5. Don't confuse sentiment with sentimentality.
6. Avoid cheap humor and vulgar slang.
7. Don't ridicule another's religion, race, or nationality.
8. Your choice of words makes or mars your feature story.
9. Observe the picturesque phases of incidents; don't "make them up."
10. To put fiction into your feature story may be to take the first step in the "Fake's Progress."

CHAPTER XIV

FEATURE ARTICLES

Definition. In addition to writing news and human interest stories, reporters and correspondents are often called upon to prepare feature articles for the editorial or magazine pages of daily editions and for Saturday or Sunday magazine sections of the papers on which they are engaged. Since in newspaper parlance all kinds of reading matter except editorials are called "stories," these articles are generally termed feature stories. In such stories a writer undertakes to explain, interpret, describe, and develop in detail significant and entertaining phases of the day's news, as well as other timely and interesting topics.

In the news columns there is room for only concise announcements of such events as a scientific discovery, an important invention, the destruction of a landmark, the death of a pioneer, a new design for coins or postage stamps, an auction of rare books or paintings, a new theory of the origin of life, the results of an investigation of industrial conditions, a report on decreasing soil fertility, or the adoption by a state of a plan for unemployment insurance. Any one of these and thousands of other news stories whet the reader's curiosity for more details. It remains for the magazine editors of newspapers to try to satisfy their readers' curiosity, and to supply interesting reading matter, by publishing feature articles based on these news stories or suggested by them. Feature stories may also be given timeliness, not by particular pieces of news, but by such events as Christmas, college commencements, the exodus to summer resorts, the opening of the hunting or fishing season, the beginning of a session of Congress. Timeliness, although not absolutely essential if the subject or the treatment has sufficient interest to attract readers, is regarded by editors as an important asset.

A feature article, therefore, may be defined as a more or less

detailed presentation of some interesting subject in popular form adapted to rapid reading. It deals with the day's news, a timely or seasonal subject, or any topic that appeals to a number of readers. Its purpose is: (1) to inform, (2) to entertain, or (3) to give practical guidance, i.e. to show readers how to do something.

Finding Subjects and Material. Subjects and material for feature articles may be obtained from five sources: (1) newspapers; (2) personal observation; (3) personal experience; (4) interviews; and (5) books, pamphlets, public documents, government publications, proceedings of technical and scientific societies, and other publications.

The day's news is a fertile source of subjects and material. Just as brief news stories often arouse the reader's curiosity to know more of the persons and things that they mention, so, too, they should stimulate the special feature writer to satisfy this curiosity by supplying details, causes, motives, results — the full significance of the bare facts of the news. From the real estate column a news story to the effect that an old building is to be torn down may suggest a feature story on this landmark and its history. A brief announcement of the death of a pioneer fireman may lead to a feature article on the beginnings of the local fire department of which he was one of the first members. News stories also supply material. For a feature article on fire prevention day, a writer could glean concrete examples of fires due to carelessness, from news stories of fires published within the preceding few months. The approaching inauguration of the president of the United States might lead a writer to turn back to newspaper files for accounts of inaugurations fifty, seventy-five, or a hundred years ago.

Personal observation suggests subjects and furnishes material. A sign, "Canaries and Parrots Boarded Here," may give a reporter a suggestion that he can follow up by visiting the birds' boarding house and getting material for an article on those who leave their pets at this house during their absence from the city. From reports that he hears, day by day, of the devious devices

used by burglars and sneak thieves to gain entrance to homes, a police reporter may write an interesting article on how to protect homes against robbery, particularly when an outbreak of burglary and theft makes such an article timely. An assignment that takes a reporter to the state penitentiary may at the same time give him an opportunity to secure facts and impressions for a special feature story on methods of teaching prisoners in the prison school, on the correspondence courses pursued by the inmates, on forms of entertainment for prisoners, or on any other interesting phase of their life. A reporter whose regular run takes him to the mayor's office may get from the mayor's secretary some of the hundreds of letters containing complaints and requests for assistance that are sent to the mayor constantly, and may make them the basis of a good article. By spending an hour or so watching the building of a tunnel or some other piece of engineering skill, and by talking to the superintendent and the workmen, a reporter could work up an interesting story on the undertaking. To a writer who has the "special feature eye" everything that he sees suggests a subject.

What a newspaper worker does and experiences himself, as well as what he observes, should suggest articles to him. If he goes to the public library in quest of information on some subject involved in his work, the methods of the reference department in answering his question may lead him to write an article on the questions that librarians are asked and how they are answered. Both men and women members of the news staff are sometimes sent out to get personal experiences for special articles by searching for a job, by obtaining employment for a day in some occupation, by hunting for rooms or a house to rent, or by similar devices that will supply them with first-hand impressions. A writer's life outside of his profession may frequently be productive of personal experience subjects and material.

Interviews are also valuable as sources for information. A news assignment for an interview on one subject may also yield information on other topics that cannot be embodied in the news

story but that will make a good special article. From an interview with an interesting person may be obtained impressions for a personality sketch of him. Whole articles may be made up of direct quotations obtained in an interview.

The popularization of scientific and technical matter obtained from books, bulletins, proceedings of learned societies, and government publications affords excellent opportunity to a writer whose college training or practical experience has familiarized him with special fields. A new theory in regard to the construction of airships presented before a learned society in a paper on "Some Principles of Aerodynamics," might make an excellent popular article if the reporter were able to present the new idea in a simple, concrete, and interesting manner. The effect of using up the phosphorus in soil under cultivation, as discussed in an agricultural experiment station report, may seem to be a subject of little interest to the average reader, but an explanation by specific examples of the results of this exhaustion of phosphorus upon the cost of living and upon the welfare of the race, may be made a readable story. To explain clearly laboratory tests to determine the peculiarities of the germ that causes infantile paralysis requires knowledge of bacteriology. For a writer familiar with electricity and its application in wireless communication, the problem of explaining in an interesting manner a new device for transmitting pictures by radio is less difficult than for one who knows little about the subject. Many writers specialize in the particular field in which they are most interested, and present in popular form all the available new material in this field.

To those interested in social, political, and economic problems there is an abundance of good material for feature articles. A report of the interstate commerce commission on railroad accidents or on safety devices can be worked up into a good article at the time that the report is issued or after a disastrous wreck, when such information has peculiar timeliness. Proposed legislation for unemployment insurance, mothers' pensions, workingmen's compensation for accidents and illness, or old age pensions, gives

opportunity for timely articles with concrete examples of the workings of these measures elsewhere and discussion of their probable effects under local conditions. A story of conditions in certain industries as presented in a typewritten report by a social worker at a legislative investigation, may be followed up by a feature story with a strong human interest element developed from further material secured from the investigator. The printed report of a committee of a state teachers' association on rural schools and the remedies proposed for their defects, has possibilities for an article on these problems.

Types of Special Articles. For convenience in discussing them, special feature stories may be divided into five types: (1) the impersonal narrative-descriptive article; (2) the interview story; (3) the personal experience story, including the "confession" article; (4) the personality sketch; (5) the how-to-do-something article.

The narrative-descriptive article in the third person, like the news story, is impersonal and hence is the type most frequently found in newspapers. It may be enlivened by spirited narrative of concrete examples, by vivid description of persons and things, by dialogue, humor, and all the devices of fiction. The human interest appeal may be as strong as it is in informative news stories and in human interest stories.

The personal experience and the confession stories, as their names imply, are usually told in the first person. Both, however, are sometimes told in the third person, the writer giving his experiences in the guise of another, or simply as "the writer" or "the reporter." Personal experiences in looking for a job, in working at some occupation for a day, in house hunting, as has already been pointed out, make good special articles. The confession of a reporter in trying to sell his short story or play would make an interesting story. The experiences of others can sometimes be secured in sufficient detail and with sufficient vividness to be written up in the first person. To be successful, all personal experience and confession stories must be convincing.

The interview form lends itself admirably to many subjects, because much information is necessarily obtained by interviewing persons. One of the easiest ways to reproduce the information thus secured is to cast it in the form of an interview. Since the writer is not so limited as to space as he is in a news story of an interview, he may include in his interview article a personality sketch of the person interviewed, so that the reader will not only hear what the person said but can see him as he talks, and learn something of his personality. Direct quotation, indirect quotation, summarizing statements, and, if a personality sketch is included, description of the person and his surroundings, with a narrative of his career, may all be employed to advantage in the interview article.

The personality sketch aims to give the reader a definite picture and impression of some well known person or of a little known one who has achieved something worth attention. It is not a biographical sketch, although some account of the person's life and career may be included to give the reader a better understanding of him. Dates and bald facts have little attraction for readers of personality sketches; they want the man to be portrayed so vividly that they can see and know him. The interest of most readers in the human side of famous and infamous characters in current events is so great that they eagerly read articles of this type. Not infrequently it is an unusual, quaint, picturesque character who has not appeared in the current news at all that lends himself to such a sketch. Incidents, anecdotes, characteristic utterances, as well as good description and clear character analysis, if effectively presented, make the best reading and give the most definite impression of personality. Well written personality sketches not only furnish information and entertainment but serve to inspire readers.

Because most newspapers aim to help their readers in practical ways, how-to-do-something, or practical guidance, articles are frequently published. To become healthy, wealthy, and wise is the ambition of every one. Special feature stories that help

readers to accomplish something are read with close attention. The how-to-do-something story may be in the form of an impersonal account, of an interview, of a personal experience or confession, or even in that of a personality sketch. The conventional form is that of the recipe which gives directions, a less interesting method generally than those just enumerated, but one that can be used occasionally, often in combination with one of these others.

How to Begin. To be effective the beginning of a special feature story must catch and hold the reader's attention. Because of the large amount of news and other reading matter, and the short time that the average reader devotes to a newspaper, special articles will not attract him unless the beginning holds out great inducements. Well begun is more than half done in the case of feature stories.

Among the various forms of beginnings that attract attention are these: (1) a summary lead like that of the news story with the feature played up in the opening group of words; (2) a striking statement; (3) an unusual form, such as a classified advertisement, a sign, a telegram, or a boxed statement; (4) a direct or indirect quotation; (5) a direct or indirect question, or a series of them; (6) direct address to the reader, such as "you," or "you, Mrs. Voter," or "you, fathers"; (7) an incident, a concrete example, or a specific instance, usually in narrative-descriptive form; (8) a description of a person, a place, or an object; (9) a combination of two or more of these forms.

The Body of the Article. Because special feature stories usually are not less than a column in length and often fill several columns, it is necessary to plan them carefully before beginning to write. An outline of the principal topics to be taken up, with the sub-topics and details under each, is of great assistance in writing an article. This means that the writer must think through his subject in detail from beginning to end before he starts to write. Each topic in an article may be considered as a separate unit. Among the forms that these units may take are: (1) con-

crete examples and specific instances; (2) incidents; (3) statistics; (4) quotations; (5) descriptions.

Although many special feature stories are expository in purpose, the explanation is frequently made by means of narration and description rather than by the usual methods of exposition. In this respect special articles are like narrative-descriptive news stories. All that has been said in regard to making news stories interesting by the methods of fiction is equally applicable to special feature articles. Human interest is as vital in special feature writing as it is in news writing.

Exposition by narrative-descriptive methods throughout the article is popular because of the story-like form thus given to the subject. If, for example, instead of merely describing and explaining a mechanical process, a writer portrays men actually performing the work involved in the process, he adds greatly to the interest. The effectiveness of an explanation of a new surgical operation can be increased to a marked degree by picturing the surgeon as he performs the operation upon a patient at a clinic. The method of procedure and the benefits of a workingman's compensation act, a mothers' pension law, or an old age pension plan, are best explained by telling the experiences of typical persons who have come under the operation of such measures. Every legitimate literary device for catching and holding the reader's attention may be employed to advantage.

The Style of Special Articles. Since feature articles are read under practically the same conditions as other parts of the newspaper, their style should be adapted to rapid reading by the average person. They should be comparatively simple and absolutely lucid in diction. Concrete expression, free from technical or learned terms, except when these are fully explained, is always desirable. A careful choice of words, phrases, and figures of speech make for effectiveness of style. In sentences and paragraphs the important ideas should be placed in initial positions where they will catch the eye of the rapid reader.

"Easy to read and worth reading" sums up the character of every good special feature story.

Examples of Feature Articles. How the operation of an institution, an organization, or a system may be explained in a narrative-descriptive article, with the aid of narratives of specific instances, description of persons and scenes, and direct quotation, is illustrated by the following feature story on the Michigan State Police and its radio communication, written by Karl W. Detzer, and published in the Sunday feature section of the *Detroit News*:

A small truck turned from the main road into a narrow byway and jogged deeper into the Michigan pine land. Three miles ahead, outlined against a hill, the light of a village blinked sleepily. Unseasonable rain had washed the last of the snow from the road — all north Michigan was "open."

The main street of the village lay deserted. A cat hopped across the road; somewhere a dog barked. The clock over the door of the bank pointed to a quarter past one. The truck slid into an alley. It halted in the dark, and four men piled out. They paused, listening, and then turned to a solid door nearby.

Wood creaked. Soon the quartet were piling merchandise into the truck body. They worked rapidly, too rapidly. They did not see the approach of the tall man with the straight back. Not until too late.

Then one of them opened fire, and the tall man — the village night watch — crumpled in the dark alley, and the motor of the truck roared. Lights flashed on. Villagers from their front yards made quick mental notes of the license plates. Others ran to help the wounded night watch.

Four minutes later Lieut. "Slim" Hathaway, Michigan State Police, was climbing into his car at Manistee, a hundred miles away, and turning in the direction of that dark alley. Down at Bay City, far across the state, another detachment of troopers was rushing north on the same errand. At Cheboygan, 60 miles north of the crime, still another car, loaded with State Police, roared south.

In Detroit, high in the grim police headquarters building, an operator in the dispatching room was making a note of the truck number and description, to be referred immediately to the detective force. At East Lansing, another operator was informing

members of the state detective bureau. At Grand Rapids, Muskegon, even in Cleveland and Chicago, the police already were aware of the crime.

Besides, three scouting carloads of state troopers, driving their lonely patrols, heard the quick summons while they wandered far from headquarters, and without waiting for further orders took up positions on the highways which the killers must use to escape from the scene.

All in four minutes, you understand!

Of course the men were caught. Just after daybreak the police closed in on them. They showed fight for a moment, then gave in.

It was a typical case, opened and closed the same winter night — thanks to the state radio.

A year ago these criminals probably would have escaped. It would have been hours before the man-hunt got under way. And a cold trail, as any woodsman and any city sleuth admits, is a dim trail.

But next year, if the plans now under way are carried out, and there is no reason to believe they will not be, the way of the transgressor will be even harder. For the State Police net is being woven to a finer mesh. Headquarters at East Lansing, at a moment's notice, soon will be able to speak to every sheriff of the state, to every town and city police office, simultaneously. Detroit and Battle Creek and Benton Harbor, Mt. Pleasant and Alpena and Traverse City, Mackinaw and Sault Ste. Marie, and the sheriffs in all the distant counties of the Upper Peninsula will get the same reports and lookouts at the same moment they are flashing in to the 40 cruising patrol cars of the State Police.

The nerve center of this great system, which is bringing the borders of the state so close together, is in a small, neat brick building in the rear of the State Police headquarters at East Lansing. There in the shadow of the State College, the tall masts of the radio antenna lift into the busy air. To the right of the door, in a small pleasant room, a man with a quiet voice sits at a desk, with a broadcasting transmitter before him.

Ranged along the wall is a row of receiving sets, without dials, each tuned accurately to its own low wave-length. And issuing from them, constantly, in burly voices, well-modulated voices, shrill voices, low voices, come reports of crime. This one is Detroit — every time the dispatcher in Detroit calls a cruiser or a

precinct station house, Lansing listens in. Next is Chicago, that is Cleveland, all whispering in Michigan's ear.

Any information from these stations which would be valuable, or useful, to the police of Michigan, immediately is transmitted. Thus Iron Mountain hears of many a holdup which could not possibly interest Iron Mountain, but which, because it occurs in Detroit, is of vital interest to the state posts at Rockwood, Wayne and St. Clair.

There in that quiet office the dispatcher sits, hearing the sorry tales that flash in by radio and telephone and telegraph, and broadcasting them again. His is the avenging voice of the outraged law.

But it is not alone in the apprehension of criminals that the State Police use their radio. Accidents, even an occasional traffic jam, will be announced, so that cruisers may hurry with aid.

Just at dusk, one recent Sabbath afternoon, listeners at police radio sets caught this report:

"Squad Twenty-One — attention. There has been a bad accident at French Landing, just north of the Wabash Railroad tracks. Go there at once." That was all, except for a brief announcement, required by regulations: "This is station WRDS, Michigan State Police, at Lansing."

Squad 21 was cruising half a dozen miles from the scene of that accident at the moment. A witness, at the minute of the crash, got to the nearest telephone. He did not know who was the sheriff or how to reach him. Did not know what officer was responsible. Did not know how to get doctors, ambulances, aid.

He did know that the State Police could help. So he called the telephone operator and instructed her: "Give me the nearest post of the State Police." He reported the accident there, briefly. The news was relayed at once — a matter of seconds only — to the quiet room at East Lansing, and then took the air.

But even this "radio hook-up" of all the law enforcing agencies of the state is only a phase of Michigan's war on crime. As a commonwealth it is planning other methods of tying together the many enforcement officers.

The radio is merely the introduction. Sheriffs, constables and police chiefs are getting acquainted on the air. Next will come a definite plan to have them work in greater harmony in other daily contacts.

This is a difficult task. County lines still loom large to many a sheriff. Politics, or personal pride, or some other reason, causes

many a chief officer of a community to resent what at first appears to him to be outside interference with his rights and duties.

But slowly these prejudices are disappearing. The state criminal identification bureau at Lansing, with its 20-odd experts in fingerprints, chemistry, photography — all the new intricate science of detection — is aiding sheriffs day after day.

Hand in hand with it, and with the sheriffs, works the state detective bureau, a small, undermanned force, but willing to cooperate in solving any crime which occurs; it, too, is bringing together the scattered county and city officers of the law.

But the radio comes first. All over the state tonight officers will be listening to its crisp messages. All over the state the 40 cars of the State Police, each equipped with a small radio set, will be prowling, ready to break into a run at the first command of the horn.

The squad cars, the patrol cars, and the scouting cars, each carrying two to five men, have radio and other equipment peculiarly suited to them.

The receiver is concealed, except for the horn, which resembles a black cheesebox, and which is hooked to the under side of the dash, or, in the large patrol cars, to the rear of the front seat.

The big patrol cars are rolling arsenals, as well. Their power is high, their speed, when necessary, terrific. And each car carries, besides first aid equipment, an assortment of ammunition and of arms. There are hand grenades, gas bombs, a gas gun, shot guns, often rifles and sub-machine guns. The radiator is bullet proof, as is the windshield, an inch-thick sheet of glass with a small round porthole, with a thin covering of celluloid.

All night long and most of the day these cars roll up and down, through heavy traffic and on distant, little-frequented roads. A dozen times in the night they flash into action.

There goes a stolen car — the patrolmen have an uncanny memory for the stolen car numbers on their lookouts. Now it is a car with occupants acting suspiciously. Again it may be merely a traffic violation, which results usually in a quiet, well-mannered explanation to the offending driver.

In Detroit the City police over a period of one month averaged 51 seconds in arriving at the scene of alarms. Of course such minute service is impossible in the state at large. But the State Police cars make their "get-away" just as fast as the city men.

Except for a small area in the thinly populated upper center of the Lower Peninsula, there is no place in all Michigan more than an

hour from a police post or a cruising car. Plans are under way now to plunk a post of the police down in the center of that area, and when that is done the state will have complete police protection.

Every village and hamlet, no matter how isolated, will be just around the corner from the station house.

Naturally, not every alarm flashes on the air.

Down at Rockwood post one night recently the two squad cars were out patrolling. At 4 a.m. the telephone rang. The corporal in command and three of his men were asleep in the barracks. A frightened woman was calling. Her husband had suddenly gone insane and had driven her and the children into the cold with an ax. She had slipped back into the house to call.

"Here he comes!" she whispered. That was all.

Thirty seconds later the corporal and two of his troopers were turning west out of the front drive. Thirty seconds — by the watch. How? Well, one explanation is that the driver of the car that night was nattily attired in a suit of snappy black and white checked pajamas. It was a cold night — but 11 miles away were a woman, two children, and a madman with an ax. The police did not wait on ceremony. Two of them dressed while the wind whistled about the bare legs of the driver. They were ready when they got to their destination. They had their breeches on, and their jackets and shoes and — more important — their pistol belts.

They found the family in the yard, and the mad man coming out of the door. Quietly, they placed him in arrest — for disturbing the peace — and 30 minutes after they had received the call, he was back, with them, at the post, ready for proper disposition.

Early the same night the same crew had rolled 11 slippery miles to a filling station, in response to the frantic plea of the owner, over the telephone. Two men, who looked like robbers, were just parking their car in front of the station. Eleven miles... eleven minutes... that meant bursts of 75 an hour by the speedometer.

Oh, yes. They got the men.

But these two calls, originating nearby, did not go on the radio. The sheriff up at Iron Mountain did not hear about them. Nor did the Detroit detective bureau.

The State Police feel that their radio will be of particular value next summer, when tourists swarm Michigan roads. The police cars, acting as "mother ships" to motorcycle riders, will be out on the crowded highways, doing traffic duty prosaically. Thus the

entire force can be utilized, leaving practically no reserve in barracks. But an emergency call can be flashed to any one of them, as rapidly as if they were sitting waiting in the squad room at the post. They can be on their way even faster, for the motor will be running, the business of "get-away," or embarkation, will be unnecessary.

And if the emergency happens to be one of major importance, requiring several squads, many minutes when minutes are valuable will be saved.

In the mean time, villagers may sleep more comfortably at night. WRDS, the clear voice of the law, promises them security, and, in sharp, fearless accents, roars its challenge to organized crime.

Another narrative-descriptive article, which includes historical and statistical material, as well as direct quotation, is the following written by L. H. Robbins and printed in the Sunday magazine of the *New York Times*:

Camera, please, to record a vanishing bit of American life: A country road — a dirt road and not a very good one, but ditched and dragged and better than dirt roads used to be. Down it a middle-aged white horse draws a gently rocking pre-war buggy, on the side of which, in home-made lettering, is the legend: "U. S. Mail, R. F. D."

The driver pushes on the reins, slapping them on the horse's back, saying, "Giddap, Joe. Get along!" He is past middle age and stout; his face, ruddy from exposure to wind and sun, is benevolent. To play Santa Claus he would need no make-up, only a red suit. Even now his pack is beside him on the buggy seat — a leather bag with parcels looking out from its open mouth. Other such bags are stowed around his feet. "Giddap, Joe." But Joe is not hurried. He has ten miles yet to go and is conserving his strength.

Such was the country mail carrier in the Roosevelt decade, in the early days of rural free delivery. Such still is the carrier on many a remote route in the land. But the type is fast disappearing before the triumphant march of the motor car, the good-roads movement and the new god, efficiency. Observe it while we may.

The white horse halts at a white metal box atop a post, where a lane comes out from a farmhouse to join the road. A little metal

flag swiveled on the box has been raised as a signal. B. Tolan, whose name is stenciled on the box, has written a letter to a harvester company in Chicago. The carrier takes it out of the box and replaces it with a letter that the harvester company has written to B. Tolan. Also he leaves a copy of the leading newspaper of the State capital, printed that day; a church magazine; a farm journal; three seed catalogues; a bundle that feels like dress goods, and an impressive envelope bearing the frank of a Member of Congress. For Mrs. Tolan there are six egg cases that have traveled away from this box and back again many times. These the mail man has tied together with twine and he hangs them on the post.

"Giddap, Joe." But here are Tolan and Mrs. Tolan, with little Barney and the baby, coming down the lane, smiling. If the carrier were really Santa Claus, the Tolans could not seem gladder to see him. The white horse, wise from experience, closes his eyes for a nap while the Tolans exchange greetings and gossip with the Postoffice Department. Joe's sleep will not be interrupted at least for a quarter of an hour.

But real-life pictures change rapidly nowadays; maybe they have caught it from the movies. Going, if not gone, are the white horse, the swaying buggy, the dirt road, the leisurely pace of the rural mail. Today a smooth, hard pavement, built with Federal aid, passes the Tolan farm. Down it runs a dusty automobile at express speed, very businesslike.

For ten seconds — no more — it stops at the Tolan box. Before the baby, now grown to boyhood, can scamper into the house to shout that the mail has come, and almost before young Barney, now a proud plowman, can wave his hand from a near-by field, the mail is over the hill and far away. So passes the adolescence of rural free delivery. So ends an era.

The Postoffice Department is no less responsive to the spirit of progress than the common run of human institutions. If motor delivery is good for John Smith & Co., it is good for Uncle Sam. If mergers are the order of the day in big business, then the postal service, which is the biggest business in the United States, will do some merging of its own.

By motorizing and consolidating rural mail routes the government is cutting down their number at the rate of twenty a week. In five years about 2,500 routes have been absorbed by other routes. When the plan is accomplished the total will have been reduced by 8,000, possibly by 12,000. Every time a route dis-

appears the department saves $1,000 or more; the saving to date averages $2,735,000 a year.

Let there be no tears, however, for faithful rural carriers thrown out of work. The government in its zeal to make a good showing deprives no man of his job. Only as carriers reach the retirement age of 65 do their routes become subject to the merger plan. They entered the service with assurance of tenure, and the promise is kept.

"It would be inhumane," says Arch Coleman, First Assistant Postmaster General, "to dismiss merely for the sake of economy." So the plan is put into effect as circumstances allow. In August this year 300 men will retire automatically and as many routes will cease to have separate existence. A mail car on good roads will do twice or three times the distance in a day that Joe, the horse, could do, and at no greater expense.

Within memory the postal service, outside of a few hundred favored cities, was as uncertain as the weather. A shelf in a blacksmith shop, a box car on a siding, a barroom or even a hollow tree might hold the mail of a community miles wide. When Abraham Lincoln was postmaster of New Salem, Ill., he "carried his postoffice in his hat," to quote his own words. New Salemites expecting letters went around town looking for Abe.

Daniel Roper tells of a refractory rural postmaster who, when the Federal inspector descended upon him in his crossroads store, slammed down on the counter a cigar box containing a dusty letter or two, a few stamps and some loose change, and said: "There's your durn postoffice! Take it away!" The establishing of thousands of fourth-class postoffices in out-of-the-way places improved the service; and still, until the very end of the last century, the ordinary country dweller was miles from his mail, and miles, too, from a post box.

A single generation has seen the whole history of rural free delivery down to the present day. Thirty-five years ago "R. F. D." was unknown in the land except as a fanciful idea that the granges and a few fatherly statesmen talked about. If country people heard from the outside world once a week, they were doing well. In the Winter, when roads were snow-blocked, and in the Spring, when the mud was hub-deep, they might be out of communication for a month at a time.

When men not yet old were boys, a trip of only a few miles to town was a long journey in a farm wagon, and, in plowing and reap-

ing seasons, was hardly to be thought of. The Tolans lived eight miles out; town-going for them was an event. Perhaps on a Saturday when there was nothing else to do, they would hitch up the bays and drive in, with a load of potatoes, a crate of broilers or a crock of butter in the wagon behind them. But such Saturdays were few, and even when one of them came along the roads might be impassable, keeping the Tolans at home, and their neighbors likewise.

The 1890 census disclosed a drift of population from the farm to the city. The tendency was deplored as alarming, as a menace to the welfare of the nation. Ways were sought to make the farmer's life endurable so that he would stay on his acres. Crowds of earnest literary people began to point out the advantages of being contented with the simple life, and how much better the country was, with its quiet, than the city with its jangling horsecars and all.

Leaders at Washington thought that the American farmer would feel less lonely and more like a member of human society if he could have his mail oftener. The farmer himself had been thinking so. Isolation from life might do for a stolid and illiterate people, but not for him, who was neither of those things, not by a jugful! In 1891, Mortimer Granger of New Jersey, representing the National Grange, made the first argument for rural mail delivery before a Congressional committee.

Concerning the inception of the movement Edgar T. Bush has written: "Seeing their city cousins enjoying free delivery, the rural toilers began to wonder why they should not, to some extent, share in a service for which they were helping to pay. They could not see why ten thousand people crowded together in a square mile, all of whom could reach the postoffice by a short walk on the pavement, should be served at their homes at public expense while the toilers in the fields were compelled to serve themselves or do without."

So, in 1896, the first R. F. D. appropriation was made by Congress: $40,000 for experimental routes. Three such were established in West Virginia, home State of Postmaster General William Wilson. In the Spanish War year there were 153 routes. Thereafter the idea spread like news of good fortune. Where a hundred petitioners on a twenty-four-mile circuit asked for a route, there the government installed one. By 1926 there were 45,000 routes. They serve 6,830,000 families, 25,000,000 individuals, one-fifth of the people of the United States.

The length of existing routes is 1,316,000 miles, and virtually all of the distance is covered daily. Last year the rural carriers traveled 398,444,130 miles. This year they will travel still further, for the service grows to meet any justifiable demand. The policy is to reach, as nearly as possible, the entire rural population.

Early in our century the roadsides suddenly blossomed out with mail boxes. The government, with its passion for standardization, specified the type of box to be used. No other type, however beautiful or weatherproof, would be recognized by the mailman. Hence the round-topped silvery canisters, seven millions of them, that spangle the American scenery all the way from Maine to California. Single, in front of a farmhouse, or clustered at road intersections, they have become as characteristic of the landscape as the goldenrod that blossoms in their shadow.

Magic boxes, they proved as potent to improve the lot of their owners as the tinder box of Hans Andersen's lucky soldier. They annulled the farmer's divorce from the world. They brought the good things of town life nearer while keeping the unwholesome things at a distance. They brought smartness and up-to-dateness. The word "Rube" died a swift death, for the farmer became as well-informed as his city cousin — and his city cousin discovered it on market day and on election day. So, too, the city cousin's women folks discovered that girls from the country knew quite as much about fashions as they knew — and perhaps more about art and literature and world affairs. The rural telephone and the radio helped along the transforming of country life, but the mail box did the bulk of the work.

Of its own right rural delivery now hurries on to greater usefulness, far more efficient in its motor cars and with 80 per cent of its roads good, than when it did its work with horses and nondescript vehicles and when 80 per cent of its roads were poor. It has boomed newspaper and magazine circulations and the trade of the mail-order houses, and it hustles to keep abreast of the business it creates. Its new workers cover fifty miles each — sometimes as much as eighty — in their eight-hour day; and those whose routes can be covered in fewer hours must still push along to duties in the postoffice in town. Uncle Sam is not a hard taskmaster but he expects full time.

Still, people who dwelt in the country when the first carrier, in his old-fashioned rig, brought a friendly face to the farm gate daily and a daily contact with the world beyond the horizon, will be slow

to admit that the new system can ever be quite as human as the old.

The following narrative-descriptive article, furnished by a writer in Madison, Connecticut, the headquarters of the group of players whose novel undertaking is described in the story, was published in the Sunday magazine section of the *St. Louis Post-Dispatch*:

MADISON, Connecticut. A caravan of three trucks and two passenger automobiles is carrying an old magic — with modern improvements — through the Eastern states these summer days. It is taking to the towns and summer communities of New England and New York, Pennsylvania and New Jersey, a blending of art, mechanics and youthful adventure.

The caravan stops on a village green, the grounds of a country club, a college campus or perhaps a park. Young men and women jump from the cars and become extremely busy. And presently a theater, canvas-walled but complete, emerges from the seeming confusion. There is a stage with scenery, curtain and electrical equipment. There are chairs for the audience, a wall surrounding them, and, if needed, a canvas roof. There are dressing rooms flanking the stage.

In the evening the young men and women who have transformed prosaic vehicles and dusty cargoes into a place of romantic illusion, don the buskin and present a play in a manner worthy of the professionals they are. Later that night the dressing tents become sleeping quarters. The next morning, or a few days later, the theater vanishes — converted back into hard-working trucks — and the caravan moves on.

The Jitney Players, Inc., are having their eighth season of this — carrying on an old tradition. But they are rolling instead of strolling players. Their theater on wheels, with its ability to produce metropolitan stage effects, has come to be as much a part of the New England summer as antique hunters.

Bushnell Cheney, who died last spring, founded the Jitney Players with the help of his wife, Alice Keating Cheney. Traveling with two small trucks, they gave one-act plays with a company of amateurs on the lawns of country houses the first season. Then Cheney set about devising a theater that would be mobile but complete, and worked out the ingenious contrivances now

used. With these mechanical details arranged, actors and actresses were obtained from the ranks of professionals, and full length plays were produced. When her husband died, Mrs. Cheney became manager of the enterprise.

Headquarters of the troup are at Madison, Connecticut, on Long Island Sound. Here, at Mrs. Cheney's home — a house built in 1740 — the company prepares for its tours. Here rehearsals are held, costumes and scenery made. The players ply needle, paint brush and saw as well as practice the art of the stage. On tour, also, they do whatever work is needed, from pitching tents to patching clothes. These actors can't be upstage.

The actors are not the only versatile units of this organization. One of the trucks doubles as the stage. It is a folding stage, 16 feet wide and 11 feet deep when ready for use. The sides of the truck fall to the horizontal to become a part of the floor. The back of the truck drops and turns into a flight of steps. The top over the driver's seat is removed. Telescoping posts go up at each corner of the platform and connect with a roof framework. On the rods, canvas is stretched to form walls and roof. The curtain is hung and scenery put in place, ready to be shifted quickly. Spotlights are put up and connected with an electric switchboard. A small red piano is mounted on a platform at one side of the stage. The seats are arranged — 250 red, folding chairs — and if rain is threatened a canvas top is raised for the protection of the audience.

Large A-shaped tents are put up at right and left of the stage. One serves as dressing room for the men, the other for the women. Curtains along the front enable the actors to go from dressing room to stage without being seen by the audience.

The tents, the motor which generates electricity for the theater, the 250 chairs and the personal baggage of the players are carried by the two trucks which accompany the main, or stage, truck.

As for the plays themselves, they are of the little theater type, suited to the intimate manner of production of the Jitney Players. "The Wonder! or, A Woman Keeps a Secret," a romantic comedy first acted in London in 1714, and one of the favorites of David Garrick, is one of those in the repertoire. Another is W. S. Gilbert's "Haste to the Wedding," with music by George Grossmith. A third is "The Murder in the Red Barn," a melodrama of 1840. An idea of the way the Jitney Players present this piece is given by the company's announcement that in the play are "the Leering

Villain, the Pure Young Heroine, brought to such an early and tragic end; the Vengeful Gypsy and the Rustic Gent."

In 1928 the company made its first winter tour, leaving its truck-stage behind and playing in theaters and school auditoriums. It ended the winter season with five weeks in New York City, at the Cherry Lane Theater and the Provincetown Playhouse. Last spring it further extended its territory by making a tour of the South, accompanied by its rolling theater.

The Jitney Players have given their shows in such cities as Philadelphia, Baltimore, Boston, Richmond, Newport and Bar Harbor, as well as in the smaller towns, and at Harvard, Princeton, Vassar, Wellesley and many other colleges and universities.

Mrs. Cheney is in her early thirties. She was on the stage before her marriage, and played leading roles with the Jitney Players until assuming direction of the company this year.

Apparently no one is starred in the tours of the Jitney Players. The play's the thing with them, in more senses than one — the play they present from behind the footlights and the play in the life they lead. These modern thespians are vastly different people from their professional antecedents, the strolling players, who, until the beginning of the nineteenth century, were classed with vagabonds by English law. Established citizens don't call for the watch or put a guard on their valuables when the Jitney Players come along. Instead, they often invite the actors and actresses to tea. The players of today are not starved, shunned mendicants, living precariously, snatching a purse or stealing a pig on occasion. They make a decent living and are respected as practitioners of an honorable profession.

But one characteristic of the disreputable folk who amused their betters in the old days has come down to the players of the theater on wheels — a fondness for the nomadic existence. The life of the road, with its always changing scenes and crowding incidents, makes every tour an adventure.

Typical of the interview article which consists of direct and indirect quotation, with a description of the person interviewed, is the following article prepared by George Daws, a staff writer on the *New York World-Telegram*, and printed as one of the daily feature articles in that paper:

The slightly built, middle-aged attorney leaned forward in his

chair, pressed the fingertips of his opened hands together in conference fashion and repeated the question: —

"Why am I in prison?"

He was silent for a moment, thinking. Outside, a file of convicts tramped slowly along the gravel road that leads through Sing Sing. It was difficult to classify this keen-eyed, intelligent man as the fellow inmate of the gray-clad figures scuffling through the dust.

"Of course, I am in prison because I was convicted of a crime," he said, and smiled. "Primarily, however, I believe I am here because I used $1.50 that did not belong to me when I was a boy.

"I'll explain," he added, settling comfortably in his chair.

"We were very poor when I was a boy and I sold newspapers on commission.

"My mother became ill. We had enough for necessities, but not luxuries. I overheard someone say a bottle of port wine would aid her in convalescence.

"Standing on my corner I thought about the wine until it assumed tremendous importance in my mind — until I knew I'd have to get it, some way.

"That evening I kept $1.50 of the money that belonged to my employer and bought the wine. A few days later I repaid the $1.50 from earnings without his being any the wiser.

"A trivial incident and unimportant, perhaps, yet I believe the false impression it left on my mind as regards the property of others was in part responsible for the fact that thirty-odd years later I took money not my own under an arrangement that satisfied my conscience but technically constituted grand larceny.

"Now, let's get this straight. I was legally guilty of the crime of which I was convicted. But that one experience left an impression that permitted me to do wrong without fully realizing it."

He had insisted before talking on remaining anonymous, so he will be called here "Mr. X." Sentenced to five years, he would be released within two years, and he realized that further mention of his name as a convicted lawbreaker would only make more difficult his approaching struggle to become again a respected member of society.

He sketched his youth, touching lightly on his efforts to obtain an education and admittance to the Bar. He forged ahead, each year bringing more clients, added reputation, greater wealth.

"I appeared in only one criminal case," he said. "My fee was $500. I was paid $250; the balance was due me. I freed the man

of the charge. Then he disappeared. I met him in here a few months ago, convicted of another crime. He still owes me the $250."

As opportunities presented themselves, Mr. X. entered business. His personal fortune increased to $150,000, but the value of his reputation and his legal practice was even greater.

With a partner, he launched a realty deal. It was a big one, larger than he should have attempted with his available capital.

"Times were good then," he said. "I was optimistic, like every one else. We expanded rapidly.

"The market crash caught us in a tight place. We had to have money to carry us through what we thought was a temporary condition. We believed a few weeks would bring a business revival that would put us in the clear.

"I was suffering from too much optimism. I was not a criminal. There was no thought of stealing.

"But I did obtain money in an illegal manner. Just how does not matter. Notes, mortgages, checks — what's the difference?

"Do you see now the effect of that childhood theft of $1.50? Do you see its mark on my mind? I believe that if I had been caught and punished for that first minor offense it would have left a sting that would have eliminated any thought of 'temporarily borrowing' that money.

"Facing the actual commission of the technical crime, I did not worry much about the loss of my fortune if the business deal failed. It was fear of facing my associates, belief they would brand me a quitter for refusing to take a gamble when I met a crisis. Say what they will there is not a man alive who does not inwardly fear the opinion of his fellows.

"I was caught, convicted and sent to prison for five years. I lost my fortune and my profession, too. Automatically, I was disbarred.

"But there is one bright light. My wife understood. She did not censure nor condemn me. She realized that morally I was not a thief. Even when she was forced to leave our home, to work to feed our children — even then she did it bravely, smiling.

"She has established a home in another city. I am supposed to be in Europe, striving to regain the fortune I lost in the market crash. The children do not know. They're waiting for me to come home.

"I'm facing a tough problem when I leave here. All I know is

law, and a little of business financing. The first profession is closed. Business men most certainly will not want me, an ex-convict, handling financial deals for them.

"My position looks bad, doesn't it? But consider the other men here. Think how they, with less than average intelligence and virtually no education or trade, must struggle to obtain a living when they are released.

"I'm cured of crime. Never again for me! I'm lucky in more ways than one. I have enough brains to know crime is a losing game. My economic struggles as a boy gave me grit sufficient to fight for a living. I have a wife who understands and is waiting."

In still another way Mr. X. was lucky, in that he was sent to Sing Sing prison where the probing questions of Warden Lewis E. Lawes' scientific experts rapidly revealed his background and ability. He became a clerical worker. Under the old hit-or-miss system he might have been sent to a shoe shop or a printing plant, assigned to labor that would have tortured his active brain. Sing Sing leads the State's prisons in classification of inmates.

Officials term him a valuable assistant. He is not an economic burden to the State.

And his hours of leisure — how does he spend them? In brooding and melancholy? In reading fiction? In idleness?

"No," he said, finally. "A brain must be kept active to retain its strength and health. I keep in touch with the world. I do mental tasks that make me think and work.

"I dig into the minds of the other convicts. I classify them by types, crimes, causes. It is an amazing study. They talk to me as a fellow criminal, freely, honestly."

As he spoke his short, authoritative sentences, it was doubly difficult to realize he was a convict inside prison walls and not an attorney in his office. He was seated in a ponderous, carved armchair in Warden Lawes' original office in the old gray stone building. The walls of the high room were lined with books.

A well-kept finger tapped emphasis to his arguments. His eyes were alert and bright behind heavy shell-rimmed spectacles.

He brought out a file, shuffling the pages with expert hand, grouping his points with the same skill that made him successful in many court rooms and failed him in one.

Here was the page of a murderer, there the record of a bandit. Not the dull figures of the stereotyped official forms, but the quoted

words spoken in the hours of introspection, of self-analysis. The file held the gist of the work of three years.

"Fifty per cent of the men in this prison should not be here," he said. "Half of the remainder should be released within two or three years. The balance represents the repeated offenders and the mad dogs of our civilization.

"If a man has intelligence and a conscience, his greatest shock comes at the time of his arrest, conviction and sentence. To many, the opening doors of a prison lead to a sanctuary of peace.

"Why take that man and cage him for ten or twenty years? Why not make him work and live as a useful citizen? Keep him under close, stern supervision. Make him understand that he must live better than an average citizen, that he must be unusually good. Make him serve his time of punishment in productive labor instead of behind bars.

"For the second group, a prison term is necessary for the moral lesson it will teach. Perhaps the man in this class committed a crime not of the moment, born of a great need or weakness or of quick-kindling passion. Perhaps it was a carefully planned, premeditated offense, without the slightest regard for the law or the safety and rights of others.

"There should be a period of penance, not only as punishment but to pound into the head of this man that the law is supreme. But his brain should be kept active. He should be made to read newspapers and books, to study, to think, to keep up with the world.

"And the last class? The solution of the problem of the confirmed, vicious criminal is beyond me. That is the great work for the scientists, the doctors of the mind, the analysts of emotions.

"I committed a crime and I was sentenced to five years. That is long enough, perhaps a bit too long. But it is sufficient to teach me a lesson, to send me out with one positive conviction that the price of crime is too great for the reward.

"What possible good could have come from putting me away for fifteen or twenty years, no matter what offense I committed? None, except forever to render me utterly worthless as a useful citizen."

Mr. X. is going to write a book after he is released about crime and its causes and the men he knew in prison.

"But that will be only after years," he said. "My real time of punishment will come when I am freed, a disbarred attorney, an

ex-convict, and told to take my place in the struggle for a living. It'll be a real fight, that one."

The methods commonly used in writing a personality sketch of a well known person are illustrated in the following article by Joseph Kaye, which was published in the *New York Times Magazine*:

Uncle Dan will reach the age of 80 next Saturday, and gifts and congratulations are already pouring in on him at his home in Suffern, N. Y. "Uncle Dan" is officially Daniel Carter Beard, but no one calls him that. The best they will do is Dan Beard.

If there is to be found in this country a living souvenir of the old pioneer days, Dan Beard is the man. From his dark, lean and spare body to the breezy colloquialisms in his jerky speech, he is the frontiersman. As a background he has a study littered with ancient guns and hatchets, Indian headdresses, spears, lengths of rope, trappers' things — all sorts of outdoor objects — and a collection of antique furniture that it is risky to use.

But the strange part of the story is that all this pioneer picturesqueness is a development of his later life. His first work was not as scout.

Dan Beard is widely known as the father of the Boy Scout movement. Whether he is entirely the founder of the international organization is a mildly controversial point that may never be cleared up. Some Scout historians say Baden-Powell was the first Scout abroad and that Dan Beard adapted existing ideas. The facts from all sides, however, seem to be of the inaccessible type, buried in dust and what is now tradition. Baden-Powell has not made a definite issue of the matter.

It is agreed, however, that Uncle Dan is the most colorful personality the Boy Scout idea has produced on this side of the ocean, and that he is a sort of trade-mark of the organization. The record, as it was given to me with an engaging frontierian bluntness and pride in achievement, by Dan Beard himself, is typically American.

He was born in Cincinnati, his father having been a portrait painter. The elder Beard was a true craftsman, who ground his own colors, stored them in tubes made of fish bladders, and manufactured brushes from the hair of wild animals. He later became a distinguished artist, and was admitted to the Academy without

first going through the formality of serving as an associate. He painted such men as Sherman, Clay, Zachary Taylor and John Quincy Adams. But in his earlier days he had a less exclusive clientele. He did a good business in portraits at $10 a man, with $5 extra for a hand holding a Watts hymnal.

Uncle Dan can recall the days when people were moving restlessly toward new lands. He remembers pioneers. He laughs scornfully at persons who call covered wagons by that famous name. In all his youthful days, he says, he never heard the term "covered wagon." The conveyance was called a Conestoga wagon or a Pittsburgh wagon. Incidentally, he says, the word stogie comes from "Conestoga." The drivers of the frontier wagons used to stop in those localities where tobacco was grown and roll a smoke from the leaves. A fine model of a Conestoga wagon was one of the gifts sent to him by Scouts recently.

After the Civil War he went to a military academy to be educated, and eventually became a civil engineer. His first job paid nothing but experience, and when he began to earn money he spent his first week's salary of $4 for neckties. Later he was to be a famous woodsman, but then he had a passion for ties.

Having some talent for drawing (all the Beards but one sister were artists), he changed from engineering to drawing maps, a job that took him much around the country. In his spare time he drew pictures of animals and fish.

At the end of five years of this work he came to New York for a vacation and showed his drawings to his brother Frank. A. W. Drake of The Century Magazine happened to be present and was interested in the sketches. He took one away with him — one of a fish — and several days later Beard received a check for $75. He resigned from his job immediately and became a professional artist in New York, drawing everything that would bring in a dollar.

Now begins the saga of the Boy Scouts. In 1882 he published in St. Nicholas Magazine an article entitled "How to Camp Without a Tent," a story for boys, for which he drew on his experiences as a roving map-maker. The article was liked, and he wrote others of the same kind for current magazines and made his own illustrations. From then on he combined writing with his art work, his subjects being outdoor life.

In 1905 he received the offer of the editorship of a magazine called Recreation and took it. The business manager, Billy Annis,

came to the editor soon after that and said that something novel was needed to improve circulation. Could he think up something that would interest the boys?

Beard thought, and the next day sent for Annis.

"I think I have a bully idea for you," he said.

"Yes? What is it?"

"I will form the boys into an organization of scouts and tenderfeet," Beard replied, "and call them 'The Sons of Daniel Boone.' Every member will be a tenderfoot or a scout. We will put them in groups of eight, which we will call stockades, and four stockades will make a fort."

Annis was enthusiastic. "Good!" he exclaimed. "That will sweep the country!"

"But I had no idea how great that sweep would be," Dan Beard said. "I launched the society, and its response from the boys was immediate. It grew into a great organization. That was three years before Baden-Powell launched his Boy Scouts. Later I foregathered with George Pratt and a number of other prominent men and together with Ernest Thompson Seton's 'Indians,' we combined into the Boy Scouts of America."

From this beginning Dan Beard has seen the movement grow into a vast organization devoted to boys' welfare. The latest figures compiled by the Boy Scout headquarters give 890,000 as the number of Scouts in this country and more than 2,000,000 all over the world.

The farthest parts of the globe now have Boy Scouts. Siam, of all places, has no less than 39,952 members. Persia has 3,901, Iraq has 7,852, Liberia has 359. After the United States and Great Britain, the country having the greatest Boy Scout organization is, oddly enough, Japan, where 49,611 boys are enrolled. Next to Japan is Siam. China used to be the fourth country, with a membership of 40,250, but no figures have been available from there for the last four years.

Beard's thought in founding his boys' society was to enlist their imagination and adventurous instincts; he wanted to translate the pictures they got from reading thrilling stories into actualities. To use the well-known slogan, "directed play," was the idea, but with a new angle.

It was also, and has been since, Beard's purpose to teach boys how to be self-supporting when left to the tender mercies of Mother Nature. He would like every boy to be able to go out in

the woods with empty pockets and live there a week or a year without starving or freezing. He believes that what you learn in books is very good, but that it is better still to know how to extract a living from the earth without money or a job; for, by having such knowledge, you know, broadly speaking, what the earth is.

Uncle Dan has a personality that has extraordinarily caught the interest of boys. In their eyes he is the personification of adventure, and pilgrimages are frequently made by them to his home. They enter his study with awe and excitement, gaze wonderingly at the relics that clutter the room, and are usually rewarded by a story and a shell or a stone.

Beard's actual connection with the Boy Scouts of America today is as National Scout Commissioner and chairman of the National Court of Honor. And despite his patriarchial age he is as active today as he has been in the last twenty years. To illustrate to me how he felt, he hopped from his chair, and, seizing it by the top, raised it from the floor, held it out level at arm's length and then brought it slowly to his chin. If you think that is simple, try it.

It is nothing for him to trot about various parts of the country to speak. Last year he even went to the world Scout Jamboree in England, was one of the most active of the Scout guests there for two months, and returned as brisk as ever.

Uncle Dan is the author of many books on woodcraft and of many stories. He illustrates all his writings. A drawing board is prominent in his studio museum. At the moment he is engaged in a controversy over a name to be given to the division of junior Scouts (boys under twelve) that is about to be organized. The organization wants them called "Cubs," as in England. Beard says that word is bad for the purpose.

"They may call them that in England," he said, "but the English don't know the meanin' of the word as we do. Can you think of any one calling Davy Crockett or Buffalo Bill or any of the old pioneers a cub? They wouldn't be livin' to tell the story."

His choice is "Buddies."

As chairman of the National Court of Honor, which records the acts of heroism done by the boys in each year and awards the badges, certificates and medals for the outstanding feats, he comes in continual contact with the results of Boy Scout work, and it is the greatest pride in his life. He has no theories about boys and no philosophies about their upbringing. He takes them as they

are. His motto is: "There are no fundamentally bad boys," and he says that during his entire life no boy has "ever gone back on me."

The stories Uncle Dan loves to tell most are about the acts of bravery by the Scouts as they have come under his observation.

Among his favorites is that of a boy whose mother was fatally ill and whose father was a ne'er-do-well. "Pretty badly handicapped, you see," is his comment.

"This boy's ambition," he relates, "was to put up and take down the flag which flew from the centre of the town square opposite the railroad station. He wanted to do something for his country and this was the only act he could think of.

"In time, this duty was assigned to him by the scout-master. It was Winter and the streets and trees were covered with ice. The scout-master told him that the halyards were frozen and that he had better not attempt the task that day. But the boy begged for permission, and an hour later reported, 'Sir, the flag is up.'

"The scout-master saw that his hands were cut and bleeding from handling the frozen ropes. 'I will give you some extra marks for this,' he said. But the boy, greatly concerned, replied, 'I didn't do it for the marks, sir.'"

The methods commonly employed in how-to-do-something articles are illustrated by the following article written by Julian Leonard for the Sunday magazine of the *Brooklyn Eagle*. It was accompanied by the two pen-and-ink sketches which have been reproduced here to show how a writer may prepare simple illustrations for his special feature story.

Excavation has uncovered animated dolls in the cities of the ancient Etruscans, as well as in Greek, Roman and Egyptian ruins. Even now there is not a nation, civilized or semi-barbarous, where research will not reveal the presence of the little articulated figures that are so well adapted to mimic and parody the follies of the human race.

Permanent puppet theaters hold forth all year round in Prague, Munich, Lyons and Palermo, and there are countless itinerant groups in Europe as well as the United States. Czechoslovakia has, within the past year, given marionettes a place in the curricula of its public schools, and the United States is rapidly following suit in many institutions, both public and private.

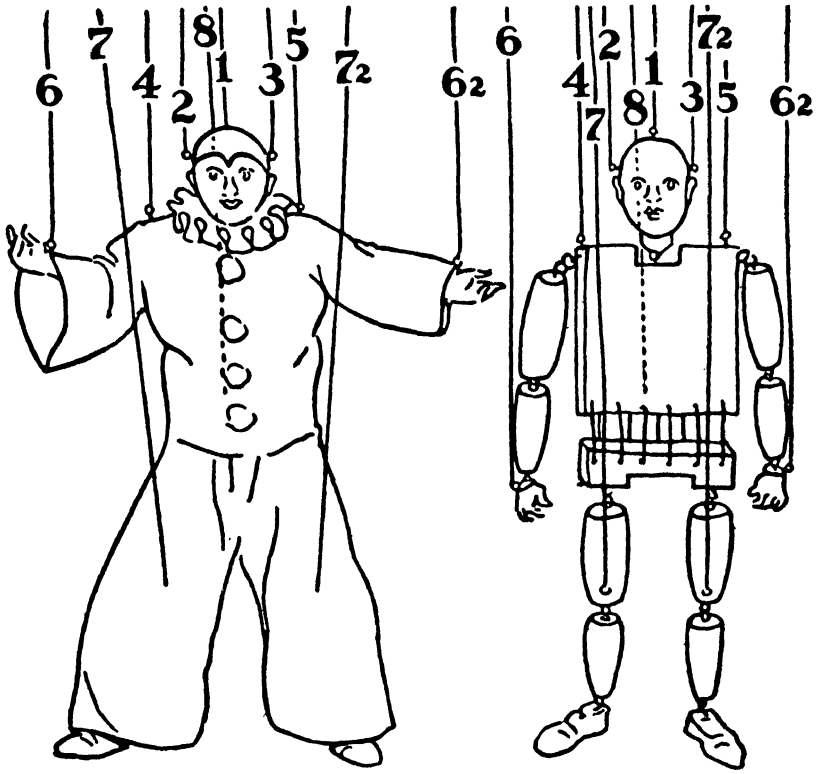
This country alone possesses at least 25 permanent companies, scattered from New York to Hollywood, attesting to the everlasting fascination of the marionette, and throughout the land there are any number of small companies performing in schools, churches and community theaters.

The names of the most successful practitioners of this ancient art are household words: Tony Sarg, Sue Hastings, Remo Buffano, Jean Gros, Helen Josephs and Harry Burnett; Mr. Burnett's Teatro Torito in Hollywood having created something in the nature of a furore. He has hit upon the idea of recreating the movie stars in miniature, and his theater is the latest fad in the cinema colony. There is even an International Marionette Congress, meeting yearly in various European cities, which manages to attract every puppeteer of importance in the entire world.

You may have wondered how these little people are constructed, and in what mysterious manner they must be manipulated in order to create the impression of enormous size achieved upon the stage. For the puppet theater has emerged from its Punch and Judy period, and is now an authentic satiric medium, capable of infinite expression and calculated to entertain and instruct adults as well as children. With a slight amount of patience it is possible for the average individual to construct and operate marionettes with fair success, and he will have hit upon a medium of expression that is not only diverting, but may be made profitable in the extreme.

The head is the most difficult part of the marionette's anatomy to construct, and it may be made of any number of materials. Plastic wood and papier mache are most frequently used, though if you cannot model, a doll's head may be employed with almost equal success. If the head is modeled in plasticine or clay, it must be cast. Moulds are generally made in halves, of plaster of Paris, and when the mould is hard, its inner surface is greased. If you are using plastic wood (which can be bought in any hardwood store), it is applied to the inner surface in an even coat (about a quarter of an inch thick), pressed carefully into all the features of the face and head, and allowed to harden. In a few hours it will assume the consistency of wood, and may be sandpapered, carved, bored and painted. The two halves are then joined. Papier mache demands much the same technique, and is made by soaking torn strips of paper and smearing them with flour paste, into which a little glue has been stirred. They are then laid in the mould and pressed in carefully. Several layers are superimposed, and the

prepared mould allowed to bake in a hot oven until the papier mache is hard and dry. The halved head will then spring easily from the mould, and the halves may be joined. Naturally, modeling the head will permit of more variety of expression than the employment of a doll's head, and it may be modeled to resemble your friends and enemies, and painted as grotesquesly as you choose. Before the two halves of the head are joined, a wire is run from top to bottom and ear to ear, and the protruding ends bent into loops. If the head is of plastic wood, screw-eyes will serve as well.



PUPPET DRESSED, AND SHOWING DETAIL OF CONSTRUCTION

The puppet body may be constructed of blocks of wood or modeled of plastic wood. Cut or model your body in proportion to the measurements of an average human being. (Perhaps the

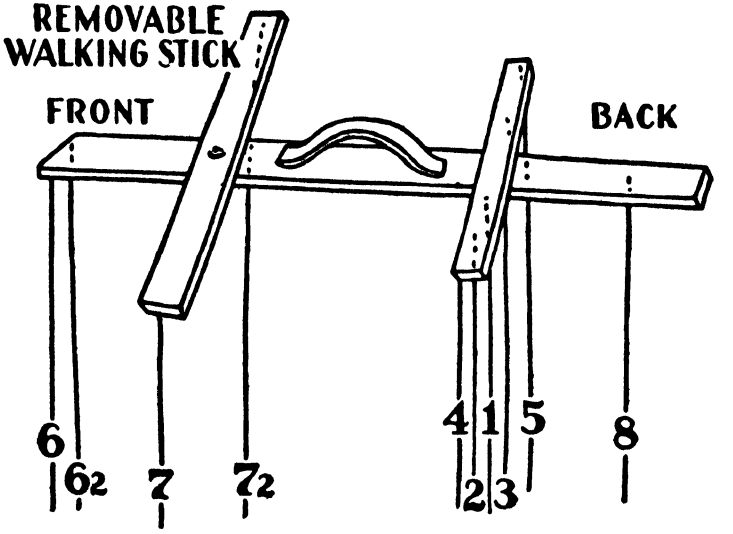
most conveniently sized puppet for handling by adult or child is 18 inches). The illustrations demonstrate the location of screw eyes and the method of constructing the hip joint. Hands and feet may be whittled from small pieces of soft pine. All joints are readily made, and when connected should be wound with thread, so there will not be too much play and the puppet will not act as though it were always intoxicated! If you are at all mechanically inclined, ball-and-socket joints may be made and are more satisfactory.

Any clever needlewoman can sew clothes to fit a marionette; doll's clothes will frequently do, but the more realistic the clothes, the more amusing the puppet. Thus, it is wise to provide male puppets with socks, collars and ties, pockets in their coats and cuffs on their trousers. Be certain that the clothes are sufficiently loose to permit the marionette free play. Real hair glued to the head will enhance the appearance of reality, and the body may be padded to produce any effect desirable. The puppet, of course, is as amenable to costume as any actor, and may be dressed in any dress a human being can wear. Do not dress it till it is completely constructed, however, and all screw eyes requisite to the attachment of strings have been provided. Heavy pack thread is most satisfactory for stringing up, and is less liable to break during the stress of performance. Construct the control, string the puppet, taking care that the strings attached to shoulders, head and knees are respectively of equal length, and it is ready to perform!

The details of construction here outlined naturally apply to the most simple form of marionette, designed to walk or dance, lift its arms, bow at the waist, nod and turn its head, etc. More complicated tricks can be managed through different strings. For instance, if you want your puppet to drink out of a bottle a small bottle may be whittled and attached to the hand. The wrist-string is then led through a screw eye fixed in the mouth and attached to the control. Pulling this string will lift the bottle to the mouth, and tilting the front end of the control upward will result in a surprisingly human attitude.

As in all crafts, manipulation of the puppet cleverly is the result of practice. The hand is slipped in the leather loop of the control, and the puppet held so its feet touch the stage. Experiment with the strings, pulling them one at a time with the fingers of the other hand. Watch what happens. Walking is managed by holding the control in one hand and lifting the walking stick off its pin. The

walking stick is then tilted from side to side, simultaneously lifting one leg after the other. Naturally, the control must be carried along at the same time, otherwise the marionette will execute a grotesque cake walk.



DETAIL OF OPERATING CONTROL

A simple stage can be set up in a few minutes. Seat your audience on the floor. Place two chairs at distances of about four feet and rest a stick on their tops. Across this stick a piece of material may be laid, hanging to the floor. This will screen the lower part of the puppeteer's body. A curtain hung from the ceiling and reaching just below the level of the chair tops will complete the concealment, and curtains hung on either side, with lamps behind them, will complete the illusion. Dolls' furniture makes excellent stage properties, and with furniture in correct proportion to the puppet, the latter will seem to assume the stature of a living being.

Small scenery is easy to construct and paint, and there are any number of collections of puppet plays (notably Paul McPharlin's "A Repertory of Marionette Plays," and Alfred Kreymborg's series). Ingenuity is inestimable here, as elsewhere. Write your own plays. Take a victrola back stage and provide an overture. There is no limit to the illusion-creating possibilities of the marionette theater.

Three or more puppeteers can put on a show of elaborate proportions. An entire dancing chorus may be offered, costumed identically and so strung as to be readily operated by one puppeteer. This is easier than it looks in print. Your chorus is to dance; all the knee strings are therefore led upward and attached either to a single string, or separately to one long walking stick. The shoulder, arm, head and back strings are fastened to one large control. The possibilities are limitless where there is enthusiasm and a desire for perfection.

Any one-act play in existence will lend itself, with a few editorial changes, to the puppet-theater, and entire operas have already been performed by life-sized marionettes! As in the theater, rehearsal is required, since the lines are spoken by the individual operator, and he has no opportunity to read them from a prompt book.

The marionette has come into its own, and for the interested individual there is an inexhaustible fund of amusement and profit to be gathered from the exploitation of these small counterparts of our all too human selves.

SUGGESTIONS

1. Develop the "special feature eye."
2. Watch newspapers for suggestions for special feature stories.
3. Dig up and popularize the new, interesting, and significant facts buried in official publications.
4. Remember that your own experiences may be made interesting and helpful to your readers.
5. Look to future events as well as to current news for subjects for feature articles.
6. Jot down suggestions for special articles whenever you think of them.
7. File away newspaper clippings, bulletins, statistics, photographs, and other good material for articles.
8. Write your special feature story when its subject is new or timely.
9. Give your article timeliness by connecting it with topics or events of current interest.
10. Make your explanation absolutely clear to a reader who knows nothing about the subject.
11. Avoid technical and scientific terms unless you explain them.
12. Let your beginning catch and hold the reader's interest.
13. Use incidents, concrete examples, specific instances, and anecdotes, in narrative-descriptive form, for your special articles.
14. Make an outline of your material before you begin to write a special feature story.
15. Facts, not fiction, make the best articles.

CHAPTER XV

COPY READING

What Copy Reading Means. All news stories, whether written by reporters, sent through the mail by correspondents, or received by telegraph or telephone, must be read and edited before they are set up in type. This work is done either by the editor in whose department the news belongs or by a copy reader. The reading and editing of copy consist of:

(1) Correcting all errors whether in expression or in fact.

(2) Making the story conform to the typographical style of the newspaper.

(3) Condensing, or "boiling down," the story to the length imposed by limitations of space in the paper.

(4) Improving the story in any respect.

(5) Eliminating libelous matter.

(6) Marking copy for the printer.

(7) Writing headlines and subheads.

The good copy reader must be able to catch instantly, and correct quickly, errors of all kinds. Good copy, or "clean copy," as it is called, should be free from mistakes in spelling, grammar, and rhetoric; but rapid writing too often leads to carelessness, and the copy reader's work is correspondingly increased by the necessity of doing what the writer has neglected to do. The correction of such errors, however, is not the most important part of his work. He must be able to detect and correct errors of fact. As every art, science, business, occupation, sport, recreation — in short, every form of activity — is the subject of news, the copy reader should be able to pass intelligent judgment on the accuracy of stories written about them. He must also be familiar with proper names that appear in the news, such as those of prominent persons and places the world over, the

titles of well known books, plays, pictures, and musical compositions, and the names of railroads and important corporations.

Like the good reporter, the copy reader must be an accurate judge of news values. He must be able to see the significance of the news in the story. He must be able to decide how much space it is worth. If the real point of the news has been buried by the writer, the copy reader must get it out and give it the prominence that it deserves. The ineffective lead must be rewritten, the needless details cut out, and the parts of the story rearranged for the best effect.

To improve the style of the story, he must consider carefully the construction of paragraphs and sentences, the choice of words and figures. Each paragraph should be given an effective beginning that will catch the reader's eye in rapid reading. Close connection should be maintained between the sentences in the paragraph. The copy reader must transform the weak, rambling sentence into a firm, coherent statement with an emphatic beginning. For the trite, colorless word or phrase, he must substitute the fresh, picturesque one. The too figurative flights of exuberant fancy in one young reporter's copy must be toned down, and the bald, prosaic narrative or description in another's given life and interest. In short, the copy reader's work is constructive as well as critical; it is as important for him to revise and rearrange as to cut out and boil down.

The responsibility of determining whether or not any statements or implications of the story are libelous also rests upon the copy reader. He must know the law of libel, therefore, as it is construed in his state, and must prevent violations of it in the matter that he edits. Less often he is called upon to decide whether or not anything in the news story violates one of the laws regulating the transmission of printed matter through the mail. Whenever the copy reader is uncertain on any important point involving the management of the newspaper, he refers the question to his superiors.

In all this work of the copy reader the important element is

speed. Every minute is valuable in the newspaper office, and only those who can work rapidly as well as accurately can expect to hold a position long. To rearrange, to reconstruct, to correct, rather than to rewrite, and to do this quickly and skillfully, is the real work of the copy reader. To putter over details is an inexcusable fault. The combination of speed and accuracy in a copy reader is the ideal of the editor.

Some Common Errors. In reading copy rapidly the beginner will do well to be on the lookout for certain kinds of common errors in spelling, grammar, and punctuation. The quick eye of the copy reader will catch the frequently misspelled words without difficulty, but uncommon proper names are more likely to cause trouble; in cases of doubt, books of reference should be consulted. Some well edited newspapers require that copy readers verify every name in all local stories. To prevent errors in grammar from slipping through in a story, the copy reader should note such points as: (1) the agreement of the verb with the subject, particularly when they are separated by words or phrases; (2) the relation of pronouns to their antecedents; (3) the position of participles in relation to the words that they modify; (4) the use of coördinate conjunctions to connect elements of the same kind; (5) the position of correlative conjunctions with relation to the elements that they connect.

In punctuation, not infrequent errors are: (1) the use of a comma instead of a semicolon to separate independent, grammatically unconnected statements; (2) the omission of apostrophes in the possessive case and in contractions; (3) the omission of a period after abbreviations; (4) the use of double instead of single quotation marks; (5) the failure to put quotation marks at the beginning of each paragraph of a continuous quotation and at the end of the last paragraph only.

Following the Style Book. As each newspaper has its own typographical style, the copy reader must learn the rules set forth in the style book which his newspaper prints for the guidance of its reporters, editors, copy readers, and compositors.

These rules have to do with capitalization, abbreviation, hyphenation, punctuation, and the use of numerical figures and of certain words and phrases. The form and size of each kind of headline, and the number or letter by which it is to be designated in the copy, are sometimes included in the style book. Every newspaper office has its own method of designating the heads, either by number or letter, whether or not the method is printed in the style book. Almost every style book has a long or short list of "Don'ts," which includes common errors to be avoided and frequently those words and phrases that are pet aversions of the editor-in-chief or of the managing editor.

How the Copy Reader Works. On large newspapers copy is read at semi-circular desks known as copy desks. The head copy reader, or "slot-man," sits at the inside of the desk, or inside the "slot," as it is called, while the copy readers, or "rim-men," sit around the outer edge, or "rim," of the desk. In some newspaper offices all copy is read at one central desk, under what is known as the universal copy desk plan. In other offices there are two copy desks, one for local copy and one for telegraph copy. Under the two-desk plan the city editor often acts as head copy reader for the local copy desk, and the telegraph editor for the telegraph copy desk.

The city editor usually decides as to the importance of a local story, its length, and the size of the headline to be given it, before turning it over to the head copy reader. The telegraph editor does the same for telegraph news stories. Before the head copy reader turns over a story to one of the copy readers to be edited, he gives it a guide- or catch-line, or "slugs" it, to indicate its character and to furnish a means of identification. The length of a story is frequently indicated by stickfuls, or "sticks," a stick being approximately one-tenth of a column. He also indicates the size and form of the headline to be written for the story by placing at the top of the piece of copy a number or letter corresponding to that which appears in the headline schedule of the paper for that size and form of head. Thus the telegraph story

of a railroad wreck might be determined to be worth three "sticks" and a No. 3 head, and would be given the catch-line, or "slug," "Wreck."

If the copy is being read page by page as fast as it is written or as it is coming from the printing telegraph machine, rather than after the whole story is completed, the guide- or catch-line, or "slug," may be repeated at the top of each page; thus: "4 Wreck," which means that this is Page 4 of the wreck story. The head copy reader also keeps a record of all copy that passes through his hands, the entries in which may be something like this: "Wreck — 3 sticks — No. 3 — Walters — 11.15 A. M. — More," which means that from one of the members of the staff named Walters he received a story of a wreck that contained three stickfuls; that it was given a No. 3 head; that it went to the composing room to be set in type at 11.15 A. M.; and that more of the story is to follow.

When the head copy reader or editor passes the story over to the copy reader who is to edit it, he may give verbal directions in regard to cutting, or "boiling," it down, playing up the important facts buried by the writer, or improving the form or expression as he thinks best; or he may leave all these details to the discretion of the copy reader. The latter begins to correct and improve the story as soon as he has finished the piece of work that he has in hand. It is not unusual during the rush hours when time is very valuable to send stories to the copy desk as each page is written, and, as the page is edited, to send it up to the composing room to be put into type, without waiting for the complete story. Under these circumstances a copy reader is often editing alternate pages of several different stories, all the details of which he must carry in mind in order to handle them intelligently and to write complete and accurate headlines if, as is sometimes the case, these heads are written only after the last pages of copy on the story have been read.

Catch-Lines. Catch-lines, or "slugs," are of two kinds: (1) an identifying name for the story, such as "Wreck," "City Council,"

or "Blanchard"; (2) the name of the special department of the paper in which the story belongs, such as "Society," "State," "Sports," "Market," or "Sunday supp." When a story is being received in installments, the parts after the first are marked "Add"; thus, "Add Wreck," "First Add Wreck," "Second Add Wreck," indicate additional parts of the wreck story. When several independent stories, each under a separate head, are to be assembled to follow one another, as bearing on the same subject, the catch-lines to indicate this relation would be: "Lead Storm," "Follow Storm," "First Folo Storm," "Second Folo Storm."

Not infrequently, after the story has gone to the composing room, new facts develop of sufficient importance to warrant the writing of a new lead or a new paragraph or two to be inserted in the story. If, in the case of the wreck story, the cause were found or the number of dead increased, a new lead written to embody these additional facts would be marked: "New Lead Wreck." If additional names of dead and injured were to be inserted in the list given in the original story, the copy containing the additional names would be marked: "First Insert Wreck" or "Insert A Wreck." Whenever it is known in advance that there are to be additions to the story later, the copy reader writes "More" at the end of the piece of copy instead of the end mark (#). If the copy for the headline is not sent to the composing room with the copy of the story, the copy is marked "Head to Come" or "Hed to Come," "Hed" being used as an abbreviated form. This is often done when it is known that important additional details are coming that should be embodied in the head. If this later news is to be put into the lead, the story may be sent up without a lead, with the explanation, "Lead to Come." Stories to be used in a particular edition are marked "Noon Edition," "Market Edition," etc. Stories that must not be omitted under any circumstances are marked "Must."

Press Association Reports. The typewritten copy of telegraph news that is received on the teletype, or printing telegraph machine, from the news distributing agencies like the Associated

Press and the United Press, has guide lines on stories, for the benefit of the editors, whenever such explanatory matter is necessary. In order to keep their newspaper clients informed of the latest phases of the news, these associations send brief bulletins and "flash" statements, which they follow with more complete stories as the news develops. The first news of an accident, for example, comes as a bulletin, and later more details are furnished in one or more additions to the original bulletin or in substitution for it. The final score of a football or baseball game often comes as a "flash" several minutes before the details of the last plays can be transmitted.

The following examples taken from the day wire service of the Associated Press illustrate how a news story is received by newspapers at intervals as the news develops, and how guide lines are used in press association reports:

(1)

99
BULLETIN

Emporia, Kansas, Mar. 31 — (AP) — An airplane was reported to have crashed, killing its five occupants, on the farm of Seward Baker, 32 miles southwest of Emporia, shortly before noon today.

12:37P

(2)

FLASH

Kansas City — Knute Rockne, Notre Dame coach, reported killed Emporia plane crash.

12:37P

(3)

100
BULLETIN MATTER — ADD PLANE CRASH EMPORIA

Baker told Cottonwood Falls, Kansas, authorities that the plane bore the Department of Commerce license number "N3999." The farmer said he believed the craft to be a mail plane. The bodies of the victims were NOT immediately identified.

Edward Baker, farm youth, said something about the craft exploding a moment before it nosed to the earth. Ambulances were sent.

12:38P

(4)

104
BULLETIN — FOLLOW EMPORIA

Kansas City, Mar. 31 — (AP) — Officials of Transcontinental and Western Air reported their mail plane bearing Department of Commerce license NC999 overdue between Kansas City and Wichita.

They gave its passenger list

Knute Rockne of Chicago
H. J. Christensen, Chicago
J. H. Hopper, Chicago
W. B. Miller, Hartford, Conn.
F. Goldthwaite, New York
C. A. Lobrecht, Chicago

The pilot was Bob Fry and the co-pilot Jess Nathias.

12:40P

(5)

106
BULLETIN — ADD ROCKNE CRASH — KANSAS CITY

Western Air officials said they have NO official word that the plane had crashed. However, their regular liner leaving Kansas City at 9:10 A.M. bore the Department of Commerce license number NC999, the number found on the wings of the wrecked craft near Emporia.

The plane left here in a light rain and kept in radio communication with Kansas City until it reached Cassoday, Kansas. Thereafter communication was interrupted.

12:48P

(6)

115
BULLETIN — FOLLOW KANSAS CITY — ROCKNE

Chicago, Mar. 31 — (AP) — Knute Rockne, Notre Dame football coach, was on his way to Los Angeles on a business trip, Fr. Michael Mulcaire, vice-president of Notre Dame, told the Associated Press over the telephone today.

1:00P

(7)

122
BULLETIN — LEAD PLANE

Kansas City, Mar. 31 — (AP) — Knute Rockne, famous football coach of Notre Dame University, and four others were killed

when the Transcontinental and Western Air passenger and air mail plane crashed today in a pasture several miles southwest of Bazar, Kan.

1:08P

(8)

124

ADD PLANE -- KANSAS CITY

Western Air officials said their plane was a 10-passenger Fokker, trimotored air liner. Its departure, regularly set at 8:30 A.M. was delayed until 9:15 o'clock because of the late arrival of mail it was to carry westward.

Foggy weather and a drizzling rain made for bad flying conditions in this section and several local pilots said they did not care to venture aloft today.

The plane carried two pilots, Robert Fry and Jess Mathias (CORRECT) and three passengers.

1:12P

(9)

128

ADD LEAD ROCKNE KILLED — KANSAS CITY

Rockne boarded the plane here en route to California at 9:15 A.M. and about 11 A.M. the ship, identified by its Department of Commerce license number, crashed and burned as it fought a fog and storm en route to Wichita, Kans.

The bodies of Rockne and the other victims have NOT been definitely identified at the scene, but it was certain that the noted coach was a passenger on the wrecked air liner and that all those on board had been killed.

1:16P

(10)

133

BULLETIN — CORRECTION

Kansas City, Lead Rockne first paragraph read "x x x Notre Dame coach and seven others killed" etc.

1:26P

(11)

138

BULLETIN MATTER — ADD LEAD PLANE, KANSAS CITY

The passenger list announced here:

Knute Rockne

H. J. Christensen, Chicago
J. H. Hooper, 2037 Powell Avenue, Chicago
W. B. Miller, 312 Framington Avenue, Hartford, Conn.
F. Goldthwaite, 333 East 43rd Street, New York
C. A. Lobrecht, 10 Oak Park, Chicago

The pilots were Robert Fry and Jess Mathias.

The plane exploded in mid-air and fell to earth in flames, witnesses said.

Edward Baker witnessed the explosion and saw the plane plunge as he was feeding cattle in the pasture a short distance away on the farm of his father, Seward Baker.

Baker found five bodies when he reached the plane. He notified an undertaking establishment at Cottonwood Falls. Ambulances rushed to the scene over muddy roads which impeded their progress.

1:34P

(12)

142
BULLETIN MATTER — ADD LEAD ROCKNE KILLED, KANSAS CITY

Although muggy weather made flying hazardous, the 10-passenger Fokker air liner took off here this morning with passengers and a cargo of mail.

Departure, scheduled at 8:30 o'clock, was delayed three-quarters of an hour, awaiting the mail for the west.

Rockne's presence in Kansas City between planes was not generally known.

1:48P

(13)

146
ADD LEAD ROCKNE, KANSAS CITY

Western Air officials said only eight persons were on the plane when it left here. There was NO steward aboard. The liner discontinued carrying stewards January 1.

Plans were being made to send investigators for the air line by plane to the scene early this afternoon.

At 1:40 P.M. air line officials said they had NO confirmation of the wreck.

2:05P

(14)

147
ROCKNE

Hollywood, Calif., Mar. 31 — (AP) — Knute Rockne, killed in a Kansas air crash, was bound for Hollywood to complete arrangements for the making of a feature talking picture and six short talks on football for Universal Pictures.

Motion picture leaders were planning to greet him tonight, and a conference was to be held between Carl Laemmle, motion picture producer, and Rockne tomorrow to complete arrangements.

2:07P

148

South Bend, Ind., Mar. 31 — (AP) — Thirty two hundred students at Notre Dame University were pitched into despair today when word spread through the campus that their beloved football coach, Knute Kenneth Rockne, had been killed in an air plane crash.

Word of Rockne's death had a stunning effect on the citizenry of South Bend, where he was intimately known and beloved by every one. One of his children, Knute, Jr., is attending a school in Kansas City. Rockne, who left here yesterday, had intended visiting the youngster when he stopped in Kansas City.

Reports of Rockne's death spread so rapidly that telephonic communication was paralyzed in local newspaper offices and at the University.

First word of the tragedy was received at Notre Dame by the Rev. Michael Mulcaire, vice-president of the University, by telephone from the Associated Press in Chicago. The news shocked him almost beyond words. The Rt. Rev. Charles L. O'Donnell, president of Notre Dame, was absent.

2:11P

(16)

155
NEW LEAD

Kansas City, Mar. 31 — (AP) — Knute Rockne of Notre Dame, America's premier football coach, and seven other men crashed to their deaths in a flaming transport plane of the Transcontinental and Western Air, Inc., today near Bazaar (CORRECT) Kansas.

The six passengers and two pilots were killed instantly as the

liner, reported to have exploded in the air, hurtled to the ground in a pasture and burned.

Rockne boarded the plane in Kansas City this morning en route to the Pacific coast on a business trip. The ship met its end while fighting fog and rain on a flight to Wichita, Kans.

The cause of the tragedy had NOT been determined, but eye witnesses said the plane exploded in the air.

(Eds: Pick up list, etc)

2:35P

(17)

163

BULLETIN — CORRECTION

Kansas City, Rockne list of dead, read: C. A. Robrecht, 10 Oak Park, Wheeling, W.Va. (Eliminate Lobrecht)

Sizes and Kinds of Type. Editors and copy readers need some knowledge of type in order to do their work efficiently. The printing surface of a piece of type is called the "face," and the flat top on which the face is raised is called the "shoulder." Type measurements are based on the size of the shoulder, not on that of the face. The size of type is measured by the point system. The unit of measure, a point, is one seventy-second of an inch. Six-point type, accordingly, is six seventy-seconds of an inch, 10-point is ten seventy-seconds of an inch, and 36-point is thirty-six seventy-seconds, or one half, of an inch in size. Before the point system was adopted, each size of type had a name, and these names are still in use. Thus, 5½-point type is known as agate, 6-point as nonpareil, 7-point as minion, 8-point as brevier, 9-point as bourgeois, 10-point as long primer, and 12-point as pica. Nonpareil (6-point), minion (7-point), and brevier (8-point) are the sizes commonly used as the body type for newspapers. In marking copy, "point" is abbreviated as "pt."; thus: "6-pt.," "30-pt."

Type is classified as body type and display type. Body type is that which is used in newspapers for all reading matter; display type is the term applied to the large sizes, or "faces," of type used in headlines and in advertising. As distinguished from the light-

face body type, the heavy faces, which print blacker than the body type, are known as bold-face type (abbreviated, "b.f."). Thus, boxed summaries and lists to be set in 6-point bold-face type would be marked thus, "6-pt.b.f."

Type is further classified on the basis of the proportion of the height of the letter to its width, as extra-condensed, condensed, regular or medium, and extended. Extra-condensed and condensed faces are used in the top deck of large headlines, and medium, or regular, faces are usually used in banner heads extending across the page, as well as in captions and overline heads for cuts. As distinct from slanting, or Italic, type, the usual perpendicular type is called Roman.

Different kinds, or faces, of type are given such names as "Caslon," "Cheltenham," "DeVinne," "Bodoni." Each kind, or face, is generally made in different sizes, body sizes commonly ranging from 5½-point to 12-point, and display type from 8-point to 120-point.

A "font" of type of a particular size and kind consists of a complete set of letters, figures, etc., each character being furnished in numbers proportional to the frequency with which it appears in ordinary printed matter. Type is kept in shallow wooden trays, or "cases," divided into compartments, or "boxes," one for each character. Capital letters (abbreviated "caps.") are often called "upper case," and small letters are always known as "lower case" (abbreviated "l.c."), because the capital letters are in the upper of the two type cases and the small letters in the lower one.

The amount of type set is measured by the number of "ems" (from the letter "M"). An "em" is a square of a given size of type; i.e., an em in 8-point type is eight seventy-seconds of an inch square. The standard unit of measure for type matter is usually the 12-point, or pica, em. A column of a newspaper that is thirteen ems wide, therefore, is thirteen 12-point ems, or thirteen picas, in width; i.e., it is one hundred and fifty-six seventy-seconds of an inch, or two and one-sixth inches wide. Advertising

space is measured by the so-called "agate line," on the basis of fourteen agate lines to one inch.

In setting type by hand, the compositor has a small metal tray, or "stick," enclosed on three sides and adjusted to the width of a column or a line, into which he places the type, letter by letter, as he picks it out of the case before him. As a stick holds about two inches of type, a "stickful" has come to be a common expression for about two or two and one-half inches of printed matter. A news story is spoken of by editors and compositors as being two or three "sticks" long, and an editor often tells a reporter to "write a stickful or two" on a particular story, or directs a copy reader to "cut it down to a stick."

Type is "leaded" when thin strips of lead or brass are placed between the lines, these "leads" being two points in thickness. When two of these 2-point leads are placed between the lines, the type is "double-leaded." If no leads are used, the type is said to be "solid." The first paragraphs of news stories are often leaded, and very important news, particularly short bulletins for extra editions, are frequently double-leaded. In most parts of a newspaper, however, the type is solid. All type and cuts are made of the same height — that is, they are "type high" — so that when used together they will present an even surface for printing and stereotyping.

Newspaper Illustrations. Illustrations, or "cuts," are of three kinds: (1) zinc etching reproductions of line drawings; (2) half-tone reproductions of photographs or wash drawings; (3) intaglio, or rotogravure, reproductions of photographs or wash drawings. All these cuts are forms of photo-engraving; that is, the drawings or pictures are photographed and, from the photographic negatives thus obtained, are printed and then etched on the zinc or copper surfaces. In zinc etchings and half-tones the printing surfaces are in relief, like those of type. In intaglio, or rotogravure, illustrations the parts that are to be printed are etched into the copper surface, just as they are cut into a copper plate for printing engraved calling cards and wedding invitations. The process of

printing from copper rotogravure cylinders consists of inking the entire surface, then removing the ink from the surface but leaving it in the parts eaten away by the action of the acid, and finally pressing the paper against the surface so that it lifts the ink out of the etched portions and thus prints the picture. All of these photo-engravings may be printed in either one or more colors, a separate plate or cylinder being required for each color.

Since in the half-tone engraving process the photograph or the wash drawing is photographed through a screen, and since the screens used are of various degrees of fineness, it is necessary, in ordering half-tones, to indicate the desired size of screen. For half-tone cuts to be stereotyped and printed on ordinary news print paper, a screen of 60 or 85 lines to the square inch is used; hence a cut is designated as a 60-line or an 85-line half-tone.

Although zinc etchings and half-tones are usually designated as 1-column, 2-column, or 3-column cuts (abbreviated 1-col., 2-col., etc.), it is preferable, when placing an order, to indicate the exact width in inches. If only a part of the photograph is to be reproduced, straight lines are ruled on the surface to show the area desired.

Explanatory matter to be printed in type below a cut is called a caption, that to appear above the cut an overline. Copy for captions and overlines must not be fastened to the photograph or drawing so firmly that it cannot be removed and sent to the composing room when the picture goes to the photo-engravers.

Marks Used in Copy Reading. The marks used in editing copy are a few simple, time-saving devices to indicate to the compositor or linotype operator how the matter is to be set in type. A heavy horizontal line is drawn through all words, figures, phrases, and sentences that are to be omitted, and when necessary the parts remaining are connected with a line. In making changes and corrections, the copy reader must keep in mind the fact that each sheet of copy may be cut into two or more pieces, or "takes," by the copy-cutter in the composing room, so that

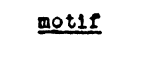
they may be distributed to several compositors or linotype operators. The end mark (#) or the figure 30 in a circle is written at the end of every complete piece of copy.



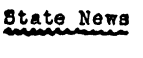
Three short lines under a letter or a word indicate that it is to be set in capital letters; thus, Street.



Two short lines under a letter or a word indicate that it is to be set in small capital letters; thus, NEW YORK TIMES.



One short line under a word indicates that it is to be set in Italics; thus, *motif*.



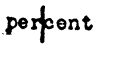
A wavy line under a word indicates that it is to be set in bold-face type; thus, **State News**.



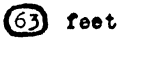
A line drawn from right to left through a capital letter indicates that it should be a lower case, or small, letter; thus, street.



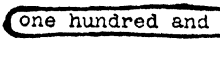
Short curved lines indicate that the two elements are to be run together without space between them; thus, baseball.



A vertical line between two elements indicates that they are to be separated by a space; thus, per cent.



A circle drawn around numerical figures indicates that they are to be spelled out; thus, sixty-three feet.



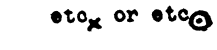
A circle drawn around figures spelled out indicates that they are to be set in numerical figures; thus, 101.



A circle drawn around a word indicates that it is to be set in abbreviated form; thus, Prof. A. R. Snow.



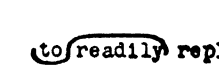
A circle drawn around an abbreviation indicates that it is to be spelled out; thus, Senator C. T. Jones.



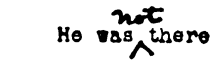
A small cross or a dot with a circle around it may be used to indicate a period; thus, etc.



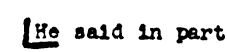
Small half-circles around single or double quotation marks indicate whether they are beginning or end marks.



A curved line below one word and above the next indicates that they are to be transposed; thus, readily to reply.



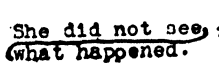
A caret is placed at the point in a line where a word or words written above the line are to be inserted; thus, He was not there.



A mark like a Gothic capital letter "L" (L) is used to indicate the indention of a paragraph.

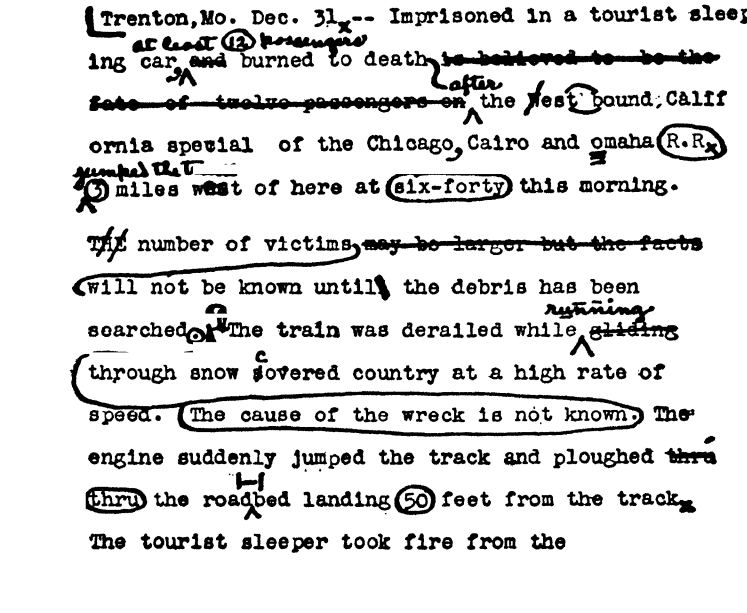


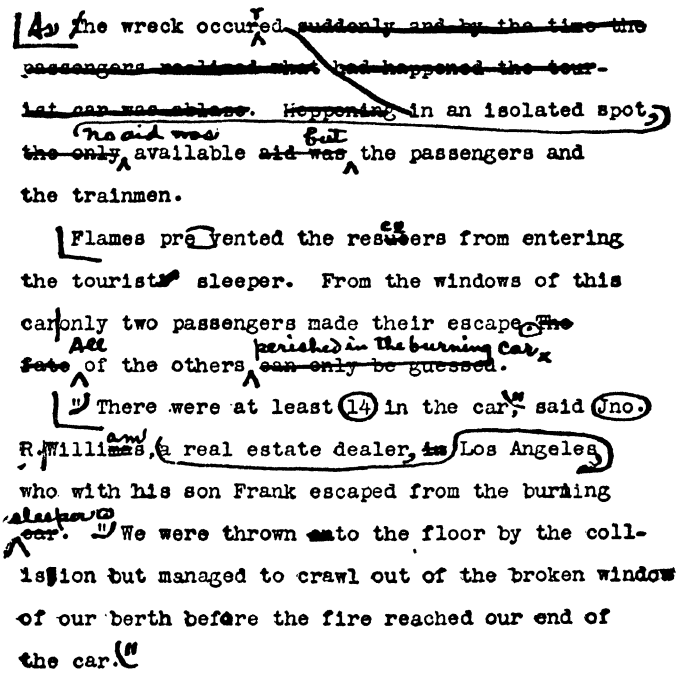
The paragraph mark (¶) is used to indicate a new paragraph where none appeared in the copy.



A line is used to connect the end of one line with the beginning of another when both are to form a continuous line of print.

Edited Copy. The application of these marks in editing copy are shown in the following typical pages:





SUGGESTIONS

1. Familiarize yourself thoroughly with all details of the typographical style of your paper.
2. Read every word of copy carefully.
3. Work as rapidly as is consistent with accuracy; don't putter over corrections.
4. Make all corrections and changes so clear that the compositor cannot misunderstand them.
5. Revise and rearrange whenever possible instead of rewriting.
6. Cut out all needless words and phrases.
7. Don't think that your own way of expressing an idea is the only good way.
8. Scrutinize carefully all participles, pronouns, conjunctions, correlatives, and "only's."
9. Watch for the omission of the apostrophe in possessives and contractions.
10. See that all quoted matter is properly enclosed in "quotes."
11. Be sure to put single "quotes" on quotations within quotations.
12. Verify names, initials, addresses, dates, and other facts.
13. Be on the lookout for libelous matter.
14. Give every story a distinctive guide line.

15. Don't confuse "add's" and "follow's" in marking copy.
16. Keep a record of all copy read with size of head, length of story, author, and time.
17. Draw a line around all directions intended for the compositors.
18. Consult your superior when in doubt about the propriety of anything in copy.

CHAPTER XVI

HEADLINES

The Function of the Headline. Headlines as developed by the American press during the last seventy-five years have come to be, next to the news itself, the most important part of our newspapers. From mere labels to indicate the kind of reading matter to be found in the columns under them, headlines in this country have evolved into bulletins giving the substance of the articles to which they are attached. By presenting conspicuously in large type the important facts of the story which it precedes, the headline serves three purposes: (1) it makes possible rapid reading of the news thus outlined in the head; (2) it attracts the reader's attention to the news story to which it is attached; (3) it becomes an advertisement of the news to attract the purchaser.

Heads Promote Rapid Reading. As concise summaries of the facts of the news, headlines fill an important place in contemporary American life, for, by reading only the headlines, the busy man or woman can get in brief outline the news of the whole world. The size of the type and the arrangement of the parts of the headline aid in a marked degree this rapid reading. Well written heads that give clearly and accurately the information of greatest significance in the stories under them are an integral part of the newspaper, the function of which is to present in a clear and interesting form the news of the day.

Heads Attract Attention. By catching the reader's eye as he glances through the paper, heads direct his attention to the news. Since the size of the headline is usually proportionate to the importance of the news underneath it, the reader's attention is attracted first to the most significant news. If large and striking heads are attached to news of little real significance, his attention is diverted to it, possibly to the neglect of more important news. In short, the head should indicate to the reader the value of the news.

How Heads Advertise News. By their form and position, likewise, the headlines act as advertisements for what the paper contains. Like all good advertisements headlines should create interest and lead to a sale. By arousing the reader's curiosity and at the same time partially satisfying it, the head, when skillfully written, attracts his attention and influences him to buy the paper.

A newspaper that aims to have large street sales will naturally take advantage of the advertising element in the heads by making them as attractive as possible. In fact, the efforts of some newspapers of this class to make the most powerful appeal possible, have led to extreme forms of headlines with great black type. In general, morning papers and evening papers with regular subscribers are less inclined to employ large heads for advertising their news than are those evening papers with several editions that seek to have large street sales. Large heads extending across the whole page and printed in red or black ink, set forth the latest phases of the news in a manner well calculated to catch the eye as the paper is displayed on the news-stand or in the hands of the newsboy. As in advertising in general there is always a temptation to make alluring statements at the expense of truth, so in headline advertising there is a tendency to exaggerate and magnify in order to catch the unwary reader.

The Influence of Heads. Because headlines are the most conspicuous part of the paper, they give the reader the first and often the strongest impression of the day's news. The larger and the heavier the type, the stronger this initial impression is likely to be. A banner head across the front page in large, bold-face type, printed in black or red, naturally impresses itself on the reader's mind. When striking statements are made in large, heavy type the impression is still further strengthened. The psychological effect on the reader of the size and content of headlines deserves thoughtful consideration.

Since many persons read only the heads on much of the news, the character of the information given in heads is also important.

From the headlines the reader gets a picture of what has happened in the world since he last read a paper. His opinions on current events are shaped in no slight degree by the impressions that the headlines make on his mind. To the extent that public opinion is a product of individual personal opinions, newspaper heads exert a definite influence on public opinion. Inaccuracy, bias, coloring, or any departure from the ascertained truth as given in the news story makes the headline misleading to the individual and to the general public.

Clearness and Conciseness. Regarded as a bulletin of the most important facts in the news, the headline should present these facts in a clear and concise manner. To be clear the form should be one that can be taken in by the eye at a glance. The relation of the divisions, or "decks," of the head should be evident, so that the reader may get a clear idea of the bearing of one statement on another. The statements should be concrete and specific. The limitations of space make it necessary for the headline to be concise so that the maximum number of important facts may be included.

Action in Headlines. As news is largely concerned with activities, headlines should express the action related in the news story. Concrete verbs are the most effective means of expressing action. These may be in the form of participles and infinitives, as well as finite verbs. Verbs that make pictures, reproduce sounds, or give other sense impressions are particularly good. Life and vividness of expression give interest to heads as they do to the news story. Freshness and originality of phrasing are also successful provided the uncommon form is clear. Short, crisp, specific words constituting definite statements that can be readily grasped in rapid reading, generally make the best headlines.

Emphasis in Heads. The prominence given in headlines to various features of the news is determined by the way a paper defines news and by its standards of news values. Since the head is preferably based on the lead of the story, it is natural to feature in the first deck of the head whatever has been played up

at the beginning of the lead. This method of emphasis may be carried a step farther by putting the most significant phase of the news in the first line of the top deck. Next to the first deck in conspicuousness is generally the cross-line. It, therefore, should contain an important phase of the news. In the banks, because they are longer and less prominent, are placed the amplifying and explanatory details.

"Accuracy Always" in Heads. The prime requisite of every headline is accuracy. Interest, action, clearness, conciseness, and impartiality are all desirable qualities, but accuracy is a necessity. Unless a head is a correct summary or bulletin of the news story, it fails to perform its primary function. Because many persons read only the headlines on much of the news, their opinions regarding current events are influenced by the character of the heads. All that has been said of the importance of accuracy in the news applies with equal force to headlines.

Headlines, like the news stories of which they are summaries, should be impartial. It is possible to "color" headlines so that they give a false impression of the news in the stories to which they are attached. The reader tends to carry over into the news story the impression that he gets from the headline, and a "colored" head, therefore, tends to color even an impartial, accurate news story. Headlines likewise should not comment on the news; comments on the news should be made in the editorial columns.

Unintentional inaccuracy in writing heads, as distinct from the deliberate inaccuracy of the colored headline, is due to four causes: (1) insufficient knowledge of the subject with which the news story deals; (2) failure to read the story with sufficient care to get the facts of the news correctly; (3) haste and carelessness in building the head; (4) limitations of space that make exact statements difficult but not impossible.

If the headline writer lacks a broad background of knowledge and is not well informed on current topics, he may be unable to understand even a well written news story sufficiently to write an

accurate head for it. He must be able to grasp quickly the meaning of stories dealing with political, economic, scientific, and technical subjects in order to summarize them correctly in concise headline form. Ignorance is as potent a cause of inaccuracy in headline building as it is in news writing.

Even though a copy reader in editing a story goes over it with some degree of care, he does not always get accurately the essential facts. A careful rereading of the story after it has been edited is often necessary. The inexperienced headline writer will do well to jot down the important points of a story as he reads it. He will find it advantageous to write out the main points of the story in as many statements as there are to be decks and banks in the head that he is to build, and, after arranging these statements in the order of their importance, to construct each deck and bank out of one of them. After completing the head, he should read over the story again to compare it with his headline.

Haste and carelessness are as serious obstacles to accurate headline building as they are to accurate news writing. It is easier, as a rule, to dash off hurriedly heads of the required length that are only half true than it is to frame exact statements that meet all the requirements. Although the necessity for speed in headline writing is the usual explanation for inaccuracies in heads, it is not a legitimate excuse for them.

The limited number of letters and spaces in the several parts of heads may cause unintentional inaccuracy because of the difficulty of expressing the whole idea adequately within the limits imposed. To give accurately the gist of a news story in from five to ten comparatively short words in the top deck of a one-column head, requires skill in the choice and arrangement of words. The headline writer must have a large vocabulary, particularly of synonyms, so that he may substitute a short synonym in the head for the longer word in the story. Since the connotation of words, or the feelings and impressions associated with them, differs even in the case of words practically synonymous,

the headline writer must be on his guard against creating false impressions in using synonyms. So, too, a qualified statement in a news story may, for lack of space, be given in unqualified form in a head, which thus becomes an inaccurate headline statement. Every effort must be made to express adequately the important points of the news in the decks of the headlines.

Why the Head is Based on the Lead. As in the normal type of news story all the important facts are given in the lead, the headline, as the bulletin of these facts, is based largely, if not entirely, on the material in the lead. One reason for giving all the essential details in the lead is that the story may be cut down before or after it is in type. This possibility that the story may be cut down is an excellent reason why the headline should be based on the first part of the story, for, if the headline contains only the substance of the lead, it need not be rewritten when any part of the story is cut off.

The Tone of the Head. To adapt the character of the headline to the tone of the story is important for the best effect of both. The head should prepare the reader for what is to follow. A humorous or witty headline is well adapted to a story written in a light vein but usually is out of keeping with a plain news story. A suggestion of pathos even may be given in the headline when the story warrants it. Efforts to be funny or pathetic, however, ought always to be carefully considered and should not be made unless the circumstances justify them.

Avoiding Repetition. It has come to be a generally recognized point that there should be a minimum amount of repetition of words throughout the head. The same word should not be used more than once either in the same deck or in different decks, unless the lack of synonyms makes it absolutely necessary, or unless emphasis is gained by so doing. This, of course, applies in only a limited degree to the necessary connective words, such as conjunctions and prepositions, and to parts of the verb "to be." The writer of heads should have at his command a number of syn-

onymous words and expressions, so that, when he must refer to the same person, object, or action a second or third time, he may be able to vary the expression.

Divisions of Headlines. The headline is composed of one or more divisions called "lines," "decks," or "banks." These divisions are separated by dashes and are frequently different in form and in size of type. In the following head, each deck has a distinct form and size of type:

3-part drop-line

ONE GIRL'S ACT PREVENTS 60,000 FROM WORKING

3-part inverted pyramid bank

to Join the Union and
Every Mill Owner i
Closed Shop

cross-line

WEEKLY LOSS $2,500,000

4-part hanging indention bank

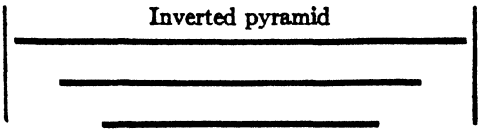
Says She Quit Organized Labor Because She Does Not Believe In It and Declares She Will Not Return Despite All Threats.

Headlines are constructed on the basis of the four forms that appear in the above example, which may be called respectively: (1) the drop-line; (2) the inverted pyramid; (3) the cross-line; (4) the hanging indention. Graphically these forms may be represented thus:

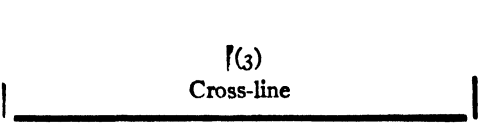
(1)

Drop-line

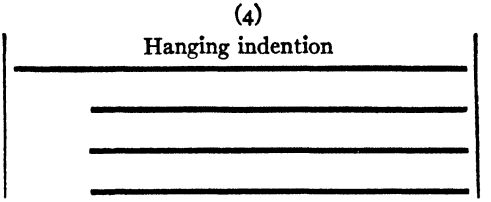
(2)
Inverted pyramid



(3)
Cross-line



(4)
Hanging indention



The drop-line, cross-line, or inverted pyramid may be used in any deck, whereas the hanging indention head is used only for a deck other than the first.

Drop-Line Heads. The drop-line head usually consists of two or three parts arranged as in the following heads:

(1)

MOVING PICTURE MEN
START WAR ON TRUST

(2)

LOWELL MEN WANT
CANAL TO CONNECT
CITY WITH BOSTON

Cross-Line Heads. The cross-line head consists of but one line which may or may not fill the whole space between the column rules. In the following examples, the first head fills the line, and the second only part of the line. The first is said to be "flush" with reference to the column rules; the second is "centered" between them.

(1)

BRANCH BANK BILL PASSES

(2)

SEES PERIL IN TARIFF

Pyramid Banks. The pyramid head may consist of two, three, or four parts, graduated in length to produce the inverted pyramid effect.

The following bank illustrates the pyramid of three parts:

Congressman Gives Duty to His Party as Sole Reason for Withdrawing.

Hanging Indention. The hanging-indention bank consists of several parts, the first of which begins at the column rule on the left, while all the others are indented the width of one or two letters.

Immense Wealth is Stored Up in Vaults of Country's Repositories for Coin, Bullion, and Other Precious Metals.

Combinations of Forms. Various combinations of these four forms may be used to give the variety required for all kinds of stories.

For large heads a combination of a two-part drop-line, a three-part pyramid bank, a cross-line or another drop-line, and a second pyramid bank, constitutes a frequent form, as is seen in the following example:

FRENCH STRIKE ENDS AFTER DAY OF CRIME

Railroad Men's Union Orders Work Resumed on All Tied Up Lines To-day.

BOMB OUTRAGES CONTINUE

Attempts to Blow Up Passenger Trains and Bridges Arouse Public and Police.

For smaller heads there are several sizes of two-part drop-heads, or of cross-lines combined with pyramids or with hanging indentions of two or three parts; for example:

(1)

COLLEGE BOYS TURN WAITERS

Break Strike in Evanston Restaurant When Girls Walk Out.

(2)

BURGLARS BUSY IN NEWTON

Houses Ransacked by Gang Which Is Thought to Have Had Rendezvous In the Old Post Office.

(3)

EMPLOYERS' LIABILITY UPHELD BY OHIO COURT

Act Providing for Benefits in Case of Death or Injury is Declared to Be Constitutional.

Practically every symmetrical arrangement of the four forms of heads can be found in various newspapers, but the principles underlying the writing of any of the combinations are the same.

Type Used in Heads. Condensed and extra-condensed Roman type of various kinds, faces, or "families," with capital letters for the top deck and the cross-line decks, and capitals with lower case for the banks, are most commonly used in heads, as the preceding examples show. Some papers, however, use capital letters and lower case in the top deck. Italic capitals, and capitals and lower case, are also employed instead of Roman. Large heads of more than one column in width, as well as small one-column heads, are not infrequently set in Italics. The examples below illustrate one-column heads set in upper and lower case, Roman and Italic:

(1)

Appraiser to Ask For 150 New Men

Changes Made by New Tariff Law Swamp Present Forces

Shifting to Ad Valorem Duties Requires Looking Up Rates of Exchange Each Day

(2)

Plan to Lessen Jam in Schools By Using Parks

Education Board Finds That Scheme Tried in Brooklyn Makes More Room for Part-time Pupils

Armories Also Suggested

Physical Training Classes Could be Held in Open or in Military Quarters

(3)

SAYS NEW FIRE BOXES CAUSE FALSE ALARMS

Simple Turn of the Crank Is Enough, 'Smoky Joe' Martin Explains.

(4)

Lawyer Looks for Fair Play With Mixed Juries

Type Limits of Heads. The typographical limitations are the most important considerations governing the writing of headlines. These limitations are determined by the size of type and the form

of each deck of the head. The possible variation in the parts of the first deck is not more than a letter or two from the normal form. So small is the variation possible within the column width that the size of the letters used has to be considered. Thus the letters "M" and "W" are one and one-half times the size of all the other letters except "I," which is only one-half as large as the others. In the counting of unit letters in the top deck and cross-line of a head, the writer must consider "M" and "W" as one and one-half units each, and the letter "I" and the figure "1" as half a unit each. Punctuation marks, except the question mark, are counted as half units. Each space between words is usually counted as one unit, but some papers allow only half a unit between words.

Papers that use upper and lower case letters in the first deck often count every letter as a unit. In the banks it is usually necessary to count only the number of words of average length, rather than all of the units. Since the form and symmetry of a head are marred or entirely destroyed by having too few or too many units in any part, great skill is necessary in the choice and the arrangement of words to secure as nearly as possible the exact number of units required for a perfect head.

The effect produced by having too many units is shown in the following head, for which 18 units is the normal number in each half of the two-line drop head:

TWO FIRES IN ONE HOUSE
INSIDE OF THREE HOURS

When the number of units is less than that required for the best effect, the headline is less unsatisfactory than when too many units are crowded into it, because the short line is more legible than the long one. In the following head the first half contains only 15 units instead of 18 and the second half only 14; as a result there is too much space at the right of the first line and at the left of the second line. It is much more easily read, however, than the

WEISS REASSURES BUSINESS WORLD

That much better results are produced by having each half contain more nearly the required number of units is shown by comparing the following head with the two preceding ones:

STORY OF DYING MAN REOPENS GRAFT CASE

The Interrelation of the Decks. If the grammatical subject remains the same in statements made in two or more decks, it need not be repeated, as it will be understood with the verbs in the following deck or decks. In the head given below, "guard," the subject of the verb "stricken" in the first deck, serves as the subject of the verbs "found" in the second deck, "is" in the third, and "will be taken" in the fourth:

GUARD STRICKEN ON PRISON WALL

Found in His Sentry Box at the Penitentiary Helpless From Paralysis

IS A CIVIL WAR VETERAN

Will be Taken to His Meigs County Home Unless He Grows Worse.

If the subject is not mentioned in the first deck, some papers

require that it be the first word in the next bank or deck. Since the subject, when suppressed in any deck, is understood to be the same as that in the deck just preceding, care must be taken to have the verb agree with it grammatically. There is a not unnatural tendency, for example, to use in one deck a singular verb with a collective noun like "common council," or "faculty" (of a college), and then, changing the idea to the members of these bodies, to use in the next deck a plural verb with the subject suppressed. Thus, in the following head, "tariff board" should not be made the subject both of the singular form, "reports," and of the plural one, "declare:"

TARIFF BOARD REPORTS
ON ALL WOOL SCHEDULES

Declare That Many of the Rates are Too High.

Failure to remember that a verb without a subject is assumed to have the same subject as the statement in the deck immediately preceding, not that in any other of the preceding decks, also leads to confusion. The following head, for example, is poor because it is not clear that "president" is the subject of "gives," since "governor" is the subject of the statement in the preceding deck; nor is it evident that "troops" of the first deck is the subject of "to camp" in the fourth:

PRESIDENT ORDERS
TROOPS TO REMAIN

Governor Undecided About Calling Special Legislative Session.

GIVES TWELVE DAYS OF GRACE

To Camp Here Three Weeks While State Decides

The subject is sometimes incorrectly suppressed in one deck when there is no subject in the preceding deck that can be understood for that verb; for example, in the following head there is no word in the first deck that can be taken for the subject of "was" in the second:

ARREST REVEALS DOUBLE LIFE|

Was Traveling Man and Burglar at Same Time, Say Police.

Often it is necessary to repeat in other decks, with additional details or in more definite form, the statement made in the first deck. When such repetition is necessary for greater clearness, there is no objection to it, but to make several decks merely repetition in other words of the first is a not uncommon fault that should be avoided. A justifiable amplification in the second deck of the statement in the first is shown by the following example:

TO TIE UP WHOLE OHIO LINE|

Shopmen on Strike Threaten to Prevent Running of All Trains.

Style in Heads. Rhyme and alliteration may be used to advantage on rare occasions, but generally this similarity of sound produces a jingling result that is not pleasing. Originality and novelty can be given by choice and combination of words much more effectively than by the artificial means of similar sounds.

To make headlines as concise as possible, the articles "a," "an," and "the" are omitted, and auxiliary verbs not absolutely necessary are suppressed. When articles and auxiliaries are convenient to fill out the line to the required number of units, they may be retained but should not be used at the beginning of a deck.

To give freshness and vividness to the head, the verb is usually put in the present tense even though the action is in the past; for example, "President Speaks in Cleveland." Future action is expressed by the infinitive or by the regular future form with

"will"; for example, "President to Speak in Cleveland," or "President Will Speak in Cleveland."

The active voice of the verb is preferred to the passive because the active is more vivid and more concise. "Cornell Wins Inter-collegiate Regatta" is better than "Inter-collegiate Regatta Won by Cornell." When, however, the passive is required to give the more significant part of the statement prominence in the first part of the top deck, it should be used in preference to the active. In the following head the important point is that the post office has been robbed, rather than the fact that it was robbed by tramps:

POST OFFICE ROBBED
BY BAND OF TRAMPS

This head would be less effective with the active verb, since the robbery of the post office would then go into the second part of the deck, thus:

BAND OF TRAMPS ROB
POST OFFICE SAFE

News value rather than rules must determine in any case whether the active or passive voice is desirable.

The use of abbreviations, likewise, cannot be fixed by rule. In general, only commonly used abbreviations, like "Dr.," "Prof.," "Mrs.," "Mr.," "St.," "Co.," are to be found in headlines. In particular cases, however, others are employed because they are convenient and clear. The names of states are not usually abbreviated, although "U.S." is frequent. Abbreviations like "auto," "taxi," and "phone" are so general that they are used without question in headlines.

Colloquial contractions like "can't," "we're," etc., although not common, may give the life and naturalness often well suited to a story.

In the first deck short words are preferred, because in rapid

reading they are more easily grasped than long ones, and because two or three words in each part of the line make a better looking, more symmetrical head. To meet the need for short equivalents for long words that are generally accepted terms, new words have been coined and new functions given to old ones. For the long noun "investigation" and the verb "to investigate," the words "probe" and "quiz" are favorites with the headline writer. Long words like "criticize," "censure," "rebuke" give way to shorter ones like "hit," "rap," "flay," and "score." Other favorite short verbs are "scrap" for abandon, "flaunt," "flout," "bolt," "war," "slay," "laud," "aid," "raid," "urge," and "scout." The excessive use of any of these short words should be avoided. The concise but inelegant "nab" is a headline substitute for "arrest." The verb "peril," rarely used elsewhere, appears in heads as an equivalent for "imperil" or "endanger," as in "Shipwreck Perils Many." The verb "wed" is a convenient short form for "marry." Words condemned by good usage, such as "to suicide" and "to kill self," have found a place in the headlines of some newspapers because of their clearness and brevity.

Slang, likewise, on account of its conciseness, novelty, and colloquial character, is not infrequently found in heads, although some newspapers have a rule against its use. If the slang word or phrase is put in quotation marks, it is considered by some newspapers as less objectionable. All that may be said for or against slang in newspapers as a whole, applies with equal force to its use in heads. If the question of good taste is involved in the use of a slang word, the safe course is to avoid it.

The use of unemphatic words, like "of," "to," "for," "and," "but," "if," "a," "the," at the end of parts of the top deck is not desirable, as in this position they are given prominence and emphasis out of all proportion to their importance. Typographical limitations and the exigencies of rapid headline writing, however, result not infrequently in their appearance in these positions. Whenever it is possible, they should be avoided at the end of parts of the top deck.

Numerical Figures in Heads. Whenever numerical figures are the most effective means of conveying the important facts in the lead, they may be used to advantage in the headline. The only exception is the number "1," which is rarely employed alone. The following heads show how figures are used:

(1)

TO SELL 81 PICTURES VALUED AT $2,000,000

(2)

5,000 WOMEN MARCH IN LABOR DAY PARADE

(3)

50-CENT BUTTER SOON TO FOLLOW MILK PRICE RISE

Names in Heads. Names of persons, places, and things, when they are important, may be given prominence in heads, just as they are in news stories. The news value of well known places and prominent persons is as great in the head as it is in the lead. A proper name that is placed first in the lead may also be made the feature in the head. On the other hand, names of comparatively unknown persons and of little known places mean nothing to the reader and hence should not be played up in the top deck of a head. After a previously unknown name has appeared in the news for several days in connection with news that has been given considerable prominence, it is assumed that the reader has become familiar with it, and it may be placed in the top deck. Proper names, like "Snow," "Hill," and "Cross," that might be common nouns or adjectives, when used in headlines may give rise to ambiguity and obscurity, as in the following first deck: "Snow in Chicago But Evades Police."

Divided Words and Terms. The division of words in headlines so that one syllable is in one part of the top deck and one in another part, is to be avoided. Similarly, hyphenated words, or two words constituting a name or term each word of which is not clear alone, should not be divided between parts of the top deck. The following four heads illustrate these undesirable divisions:

(1)

TROOPS SOON TO EM-
BARK FOR PANAMA

(2)

CAMP PICKS ALL-
AMERICAN TEAM

(3)

CUT IN SCHEDULE
"K" IS PROBABLE

(4)

CURLERS PLAN BON
SPIEL IN MARCH

Punctuation. Punctuation in headlines and sub-heads follows the accepted rules. When marks are not absolutely necessary for clearness, they should be omitted. In the first deck, and in cross-line heads, independent sentences not connected by conjunctions are separated by semicolons; for example:

HATTERS GUILTY
OF BOYCOTTING;
FINED $222,000

In other decks dashes are usually used to separate independent, unconnected statements. Care should be taken to avoid a dash at the end of one of the parts of a deck. The use of the dash is shown in the following example:

HART PREPARES FOR YALE POST|

Professor Leases Residence at New Haven—Expects to Go There in the Spring.

Headline punctuation in various forms is illustrated in the heads given below:

(1)

GIVE UP WAR SPOILS?
"NO," SHOUT CHINESE|

(2)

"THEATRE ON FIRE!"
CRY ON BROADWAY

(3)

WHITE DEMANDED
BRIBE, DECLARES
BLANER ON STAND

(4)

"GIVE BAD POLITICS
FRESH AIR"-WILSON

(5)

|NED TODD, GAMBLER, DIES|

Methods of Building Headlines. The editor or copy reader who is constantly writing heads comes to think unconsciously in

headline units; that is, his daily practice makes it possible for him to frame readily statements of the essential facts that will fulfill the requirements of each deck of the head. Nevertheless, he always counts the units to be sure that the number is correct. For the beginner the process of building up the several decks of a typical headline is analyzed at some length in the following pages, in order to demonstrate the methods pursued.

The story selected for showing the process of headline writing has been taken from a newspaper that gave it a headline constructed on the following plan:

18 unit letters	**FOREST RESERVE ACT**
18 unit letters	**IS DECLARED INVALID**
10 words, or 30 unit letters	**State Supreme Court's Decision Puts Tax Assessing Department In Dilemma.**
25 unit letters	**MAY ENJOIN THE OFFICIALS**
15 unit letters	**State's Attorney Wayne Threatens Action if Attempt is Made to Collect Levy.**
23 unit letters	
10 words, or 30 unit letters	
25 unit letters	
15 unit letters	

The story for which the headline is to be written follows:

The city council finance committee last night unanimously agreed to the proposal made by Mayor Garrison to have a committee of experts decide each year how much money shall be spent in each ward for street cleaning and garbage and refuse collection.

The mayor said the plan could not be adopted this year, as the committee was engaged in making up the budget for next year and there would not be time.

The suggestion of the mayor came during the annual "squabble" of the committee over the ward appropriations. As usual every member was contending for an increase.

"I'll tell you, gentlemen," suddenly broke in Mayor Garrison, "this helter skelter method of making up ward appropriations should be discontinued. It is a system that is out of date and one that works an injustice on many sections of the city. I would suggest that we have a commission or a committee of experts begin next year, about three months before the committee begins making up the budget, and work out a scientific plan for the proper distribution of the street cleaning and garbage removal funds."

"I'm with you there," declared Aldermen Walters and Moran in unison, and every alderman around the table enthusiastically endorsed the proposal.

The work of making the ward appropriations was continued after the mayor's suggestions and raises were granted along the line.

In editing this story of the meeting of the city council finance committee, the copy reader would get these four main points:

(1) The mayor's proposal to the finance committee in regard to the allotment of ward funds was approved.

(2) His plan is to have experts decide the division on a scientific basis.

(3) The new method cannot be put into operation until next year on account of lack of time.

(4) The fight, or "squabble," among the aldermen on this matter has been an annual one.

As the subject of the story is the "ward funds," the headline may be constructed around these words. The words "ward fund" contain 9½ units, and the plural "ward funds," 10½ units, which, on the basis of 18 units to be filled in each half of the first deck, will leave 7½ or 8½ units to be added, according as the singular or plural form of "fund" is used. If a verb is desired for the first half deck, the "dividing" or "allotting" of the fund expresses the idea involved; and, since the action is in the future, "to divide" or "to allot" (8 units each), or "will divide" or "will allot" (10 units each), are possibilities. The combination of these elements gives "To Allot Ward Fund" (18½ units) and "To Divide Ward Fund" (18½ units), either

of which may be used for the first half of the top deck. This deck may be completed in the second half by introducing the second point; namely, that the allotment is to be made "on a scientific basis" (19 units), which can be reduced to 17 units by omitting the article "a." The result will then be as follows:

TO DIVIDE WARD FUND — 18½ unit letters
ON SCIENTIFIC BASIS — 17 unit letters

Or the second point may be used in the form of the allotment's being made "with the aid of experts" (22½ units), which may be reduced to 18½ units by omitting the article "the." The resulting combination will be:

TO ALLOT WARD FUND — 18½ unit letters
WITH AID OF EXPERTS — 18½ unit letters

If it is desired to emphasize the fact that the mayor has solved the ward fund problem, or has ended the "grab," or settled the "squabble," or dispute, or fight, these phrases may be arranged in the following forms:

(1)

WARD FUND PROBLEM — 18 units
IS SOLVED BY MAYOR — 18 units

(2)

WARD FUND SQUABBLE — 18½ units
IS SETTLED BY MAYOR — 19 units

(3)

FIGHT FOR WARD FUND | 19 units
IS ENDED BY MAYOR | 17 units

(4)

GRAB FOR WARD FUND | 18½ units
IS STOPPED BY MAYOR | 19 units

Still greater prominence can be given to the mayor by putting the word at the beginning of the first half of the first deck, but by so doing the real subject, that is, the ward fund division or wrangle, must go over into the second half. In this arrangement the forms would be:

(1)

MAYOR HAS SETTLED | 17 units
WARD FUND WRANGLE | 18 units

(2)

MAYOR PUTS AN END | units
TO WARD FUND SCRAP | units

(3)

MAYOR'S PLAN SOLVES | 19 units
WARD FUND PROBLEM | 18 units

If more emphasis is desired for the point that experts are to settle or decide the ward fund division or fight, these statements may be combined as follows, but again the real subject, by going into the second half of the deck, is less conspicuous:

(1)

EXPERTS WILL DECIDE | 18½ units
WARD FUND DIVISION 17 units

(2)

EXPERTS WILL SETTLE ' 19 units
FIGHT FOR WARD FUND 19 units

These various forms for the top deck show some of the possibilities of variety of emphasis and tone in the headline. As the first half of the top deck is more conspicuous than the second, the most significant part of the statement should, if possible, be placed in the first half. Consequently those forms in which the idea of the allotting or dividing of the ward funds is placed first, would generally be preferred. The words "squabble," "scrap," and "grab," although colloquial and inelegant, might be admissible to characterize effectively the situation growing out of the efforts of each alderman to get the most for his own ward, if the circumstances of the dispute were undignified.

The other decks of the headline for this story may be constructed to follow any one of these top decks, but, for convenience, only two of the top decks will be used for illustration. If the one chosen is "To Divide Ward Fund On Scientific Basis," it may be developed by the other points already given (page 414); that is, (1) The mayor's proposal was approved by the finance committee; (2) The division is to be made by experts; (3) The method cannot be put into operation until next year for lack of time; and (4) The fight on the matter has been an annual one. The second deck, a bank of ten words, should explain the "scientific basis" of division and give the action of the finance committee by which this plan was determined upon, both of which points may be stated in the following forms:

(1)

City Council Finance Committee Will Let Experts Settle Problem Next Year.	11 words 27 unit letters 27 unit letters 17½ unit letters

(2)

Plan to Let Experts Fix Amount Given Approval by Council Finance Committee.	12 words 30 unit letters 25 unit letters 17 unit letters

The third deck, a cross-line, which, because of the size of type, is next in prominence to the top deck, should contain the mayor's part in the solution, and, within the limits of 23 unit letters, this may be expressed in the following forms:

(1)

PROPOSAL MADE BY MAYOR	23 units

(2)

MAYOR PROPOSES SOLUTION	23 units

(3)

PLAN IS OFFERED BY MAYOR	24 units

(4)

MAYOR ENDS THE SQUABBLE	23½ units

(5)

MAYOR PROPOSES THE PLAN	23½ units

If the third or the fifth form is used, it should not be combined with the second form, "Plan To Let Experts, etc.," suggested for the second deck, because of the repetition of the word "plan."

For the fourth deck, another bank, the idea that the dispute is an annual one, and, if not already used, the point that the plan is going into effect next year, may both be expressed within the

twelve-word limit, which is the same as that for the second deck, as follows:

(1)	
	12 words
New Method Will End Annual	27 units
Dispute of Aldermen Over	24 units
Allotment of Money.	18 units

(2)	
	11 words
Annual Squabble of Aldermen	27 units
Over Street Cleaning Money	26 units
Ends Next Year.	14 units

In complete form, with one of each of these possibilities chosen to avoid repetition, the head will read:

TO DIVIDE WARD FUND ON SCIENTIFIC BASIS

City Council Finance Committee Will Let Experts Settle Problem Next Year.

MAYOR PROPOSES THE PLAN

New Method Will End Annual Dispute of Aldermen Over Allotment of Money.

If the first deck chosen is one of the forms in which the part played by the mayor in the solution of the problem is emphasized, the other three decks could be so composed as to include the other points, without repetition, as follows:

WARD FUND PROBLEM · IS SOLVED BY MAYOR

Plan to Let Experts Fix Amount Given Approval by Council Finance Committee.

TO TAKE EFFECT NEXT YEAR

Allotment on Scientific Basis to Replace Annual Squabble of the Aldermen.

Heads of Several Columns. Although the principles of headline building have been considered thus far only with reference to one-column heads, they apply equally to those of more than a single column. Since heads extending over several columns are usually set in type of a correspondingly larger size, the number of units is approximately the same as in one-column heads. Top decks extending over two or three columns frequently have one-column banks and cross-lines. Two-column top decks, however, may be followed by a two-column bank of either the pyramid or hanging-indention type. These heads of several columns may be set in capitals or in capitals and lower case, and may be in Roman or Italic type. A head that extends across the top of a whole page is called a banner, streamer, or ribbon. It may be set in Roman or Italics, and may consist of a single line, or a two-, three-, or four-part drop-line, in capitals, or in capitals and lower case. The news story for which the banner head is written is placed in the right-hand column of the front page, and is often preceded by a regular top-of-the-column, front-page headline in addition to the banner. Sometimes in a two- or three-part drop-line banner head, each part, or line, presents the news in a different front-page story.

Jump-Heads. When a story is continued from one page to another, except when it runs on from the last column of the first page to the first column of the second page, a jump-head, or "run-over" head, is placed above the continuation. This jump-head may be either the top deck of the original head, set in the same size type or in smaller type, or an entirely new head expressing the same idea as the original head. The example below illustrates the jump-head that is different from the head at the beginning of the story:

(1)

First Page Head

FLAMES END LIVES OF TWO BABY BOYS

Children in Different Parts of City Meet Horrible Death at the Same Time.

BONFIRE IS FATAL TO ONE

The Other, Left With Sister, Is Found Blazing in Home by Passersby.

(2)

Jump-Head on Third Page

FIRE ENDS BABIES' LIVES

Continued from Page One.

At the point where the story breaks off a dash is inserted followed by such a statement, usually in parenthesis, as "Continued on Page Three," or "Continued on Page 3, Column 7," set in Roman or Italics of the body face. Sometimes this explanation

is set in bold face type without a parenthesis. Between the jump-head and the continuation of the story are inserted such statements as "Continued from Page One" or "Continued from Page 1, Column 6," set in the same form and type as the explanation given where the story is broken off.

Subheads. Besides writing headlines for stories, the copy reader inserts subheads at intervals to break up the solid masses of type unrelieved except by paragraph division. These subheads facilitate rapid reading.

The subhead, which is set either in bold face capitals or in bold face capitals and lower case, is like a cross-line head that does not fill the entire column width. The subhead should be an announcement in three or four words of the most significant point in the section of the story that it precedes. The same limitation as to the number of units exists as in any cross-line head. In a story of some length subheads are placed at intervals of about 200 words, and in shorter stories at intervals of from 100 to 150 words. When subheads are inserted in a story, the general rule is that there should be at least two. The insertion of these subheads at comparatively regular intervals makes for symmetry of effect. Significant matter in the story, or an important change of topic, warrants a subhead, regardless of the regularity of the interval. It is generally considered preferable not to place a subhead immediately after a sentence ending with a colon and introducing a quotation, because the subhead delays the introduction of the quotation and appears to be part of it. This difficulty can usually be avoided by placing the subhead just before the introductory sentence.

In the matter of subheads, as in all details of headline writing, the copy reader should study and follow the practice of the paper on which he is employed.

SUGGESTIONS

1. Study carefully each kind of headline to find out its possibilities and limitations.
2. Get the important facts of the story clearly and accurately in mind before writing the head.
3. Give the story a headline proportionate in size to its importance.
4. Base the head as far as possible on the facts in the lead.
5. Have the tone of the head in keeping with that of the story.
6. Don't make the head a comment on the news.
7. Avoid hackneyed words and phrases.
8. Make the statement in each deck clear, concise, and specific.
9. Put the most significant fact into the first deck.
10. Use short, specific words in the first deck.
11. Count the unit letters and spaces in every deck.
12. Don't try to crowd in more units than the space will permit.
13. Don't fill out a short line with weak words.
14. Make clear the relation of the statement of each deck to that in the preceding deck.
15. Use only such abbreviations as are commonly found in heads.
16. Omit articles and unnecessary auxiliary verbs whenever it is possible.
17. Punctuate only when clearness requires it.
18. Use figures when they are the significant facts.
19. Avoid repetition of words other than connectives.
20. Use the present tense of the verb for past events and the infinitive or future tense for coming ones.
21. Keep the tenses uniform throughout the head.
22. Avoid libelous statements in headlines.
23. Remember that many persons read only the headlines on much of the news.
24. Make "Accuracy Always" your headline motto.

CHAPTER XVII

PROOF-READING

How Proof is Corrected. After copy has been set up in type, the type is put into a long, narrow metal tray called a "galley." On a small hand or power press a printed sheet of each galley is made, or "pulled," called a "proof," or "galley proof." To "pull a galley proof" is to make a printed copy of the type in the tray.

Each proof is carefully compared with the copy, so that any errors made by compositors or operators in setting up the copy may be discovered and corrected. On most newspapers the proof is corrected by proof-readers employed for the purpose, and the proof-reading room is connected with the composing room. Each proof-reader is assisted by a copy-holder who reads in a monotone everything in the copy including punctuation, capitalization, and paragraphing, so that the proof-reader may see whether or not the printed form corresponds exactly to the copy, or he works alone, comparing the proof with the copy whenever he is in doubt. In smaller offices editors and reporters read proof, comparing the printed form with the copy only when it is necessary. Even when proof is corrected by proof-readers, the managing editor and other editors generally go over the proofs in order to make any changes that they deem desirable. Every one on a newspaper, therefore, should know how to correct proof, so that he may be able to do this work quickly and accurately when occasion demands it.

By the use of a few marks and signs it is easy to indicate clearly just how proof is to be changed and corrected. The least possible change should be made, because every correction means a loss of time. When linotypes are used, every change makes necessary the recasting of one whole line at least. Accordingly, when one or more words have been inadvertently omitted and must be inserted, effort is made to cut out other words of about the same length and not absolutely necessary, in the same line,

in the preceding line, or in the following one, so that not more than one or two lines will have to be recast or reset to make room for the added words. Likewise, when one or more words must be taken out, others should be inserted in the same line or adjoining lines to fill up the space.

As in the editing of copy, so in the correcting of proof, the changes should be indicated in a manner that makes unmistakable to the compositor the exact character of the modifications. Confused correction of proof, like poor editing of copy, causes loss of time and increases the probability of error.

Beginners in newspaper work are likely to confuse the methods of editing copy with those of proof-reading. The distinction between them lies in the fact that in copy reading the purpose is to show how the copy is to be set in type, whereas in proof-reading the object is to indicate how the type already set is to be changed.

Errors in proof are most readily detected if a card is used to cover all lines except the one that is being corrected. The card is moved down from line to line as each is read and corrected. By having but one line before him at a time and by scrutinizing sharply every word, the reader more readily catches any errors.

Marks Used in Correcting Proof. The proof-reading signs and marks, grouped according to their use, are as follows:

Paragraphing

Begin a new paragraph.

Don't begin a new paragraph.

Make one element follow the other in the same line.

Spacing

Correct uneven spacing between words.

Put in space.

⌒ Reduce the space.

⁀ Close up by taking out all the spacing.

	Close up but leave some space.
	Push down a space that prints.
	Put in thin spaces between letters, i.e., "letter space."

Position

	Move to the left.
	Move to the right.
	Move up.
	Move down.
	Indent one em.
	Make lines parallel.
	Make letter align.
	Turn over element that is upside down.
	Transpose order of words, letters, or figures.

Kind of Type

	Change to Roman type.
	Change to Italic type.
	Change to capital letter.
	Change to small capital letter.
	Change to lower case, or small, letters.
	Change to black, or bold face, type.
	Substitute type from regular font for that of wrong font.
	Substitute perfect for imperfect type.

Punctuation

⊙ Insert period.

⁄ Insert comma.

; ⁄ Insert semicolon.

⊙ Insert colon.

Insert apostrophe.

Insert double quotation marks.

Insert single quotation marks.

/ 1 — / Put in one-em dash.

/ 2 — / Put in two-em dash.

/ = / Put in hyphen.

? Put in question mark.

! Put in exclamation point.

Insertion and Omission

^ Put in element indicated in margin at place shown by caret.

Take out element indicated.

Don't make change indicated; let it stand as it is.

~~steering~~ A line of dots is placed under the element that is to remain as it is.

Uncertainty

Look this up to see whether or not it is correct.

See what has been omitted in proof by comparing with the copy.

Abbreviation

Substitute full form for abbreviation.

Substitute numerical figures.

How Marks are Used. For every correction to be made in proof, two marks are used: one in the margin opposite the line in which the change is desired, and the other at the point in the line where the change is to be made. The mark in the margin shows the character of the change; that in the line, the place of the change. The marginal mark and the line mark may be connected by a line. This method is often used when there are not more than two corrections in a line, for then the line can be drawn from the place of one change to the left-hand margin and from the place of the second change to the right-hand margin. When the marginal mark and the line mark are not joined, the marks in the margin are placed opposite the line in which the changes are to be made, in the order in which the line marks appear in the printed line, each marginal mark sometimes being set off by an oblique line slanting from right to left. In both methods the important consideration is to make absolutely clear just what is to be changed and just how it is to be changed.

After the corrected proofs are returned to the composing room, they go to a linotype operator, who, noting each mark in the margin and referring to the point in the printed line to which it applies, makes the change by casting a new line, or, if necessary, several lines. When all the corrections in one proof sheet have been completed by the linotype operator, the newly cast correct lines are wrapped up in the proof sheet and are taken to the galleys of type. There a man, by running his eye down the margin of the corrected proof, finds the first line in which there is a correction, and, after lifting out the incorrect line, inserts in its place the new, corrected line. Thus the marginal marks serve the double purpose of showing the linotype operator how to cast the line in correct form and of indicating to the bankman where to substitute the correct line for the incorrect one. The impor-

tance, therefore, of having marginal proof marks unmistakable, is obvious.

How proof is corrected is shown by the following example, in which for the purpose of illustration some marginal marks are joined to line marks with a connecting line, while other marginal and line marks are unconnected:

Greenwich, Conn, Jan 10. Buried under an overturned automobile in a shallow stream, Harry B. Green and George P. Reynolds narrowly escaped death early today near Wintonville Bridge between Greenwich and Little field. Jackson Wells who was driving the car succeeded in getting out of the water and summoned some twenty men at work on the nearby railroad. They raised the overturned machine and rescued Greene and Reynolds. Both were badly bruised and were removed to St. Marys hospital.

The sandy bed ~~bed~~ of the stream into which their bodies were forced by the weight of machine no doubt saved them from serious injury.

The men were hurried under the machine following a sudden swerve into a stone wall when ~~Jackson~~ the chauffeur took his hand off the ~~steering~~ wheel.

The impact caused the automobile to

bound back and then turn over into the ||stream.

"Green and Reynolds were almoſt exhausted and were just able to keep their heads above the water under the tonneau when we released them, said the chauffeur. "The machine is a complete

SUGGESTIONS

1. Read proof word by word.
2. Cover with a card all lines following the one being read.
3. Always compare with copy all names, figures, and unusual terms.
4. Put all correction signs in the margin of proof.
5. Indicate clearly the element to be changed.
6. Make changes and corrections so that they cannot be misunderstood.
7. Watch for errors in punctuation.
8. Be on the lookout for omission of quotation marks.
9. Put in one or more words to fill space created by taking out other words.
10. Take out one or more words to make room for those inserted.
11. Make only such changes as are absolutely necessary.
12. Read proof accurately and rapidly.

CHAPTER XVIII

MAKE-UP

Importance of the Make-up. Although the editing of a newspaper is often regarded as completed when the managing editor has passed upon the proofs of all of the contents, yet the arranging of this material on the various pages, the so-called "making up," still remains to be done in the composing room under the direction of one of the editors. Well edited newspapers in their make-up aim: (1) to give prominence to news in proportion to its importance, (2) to make the different parts of the contents easy to find and easy to read, (3) to give pages an attractive appearance, (4) to create a desire to purchase the paper by displaying interesting news on the front page.

The character, tone, and influence of a paper are determined by the kind of news that it features in its make-up. By displaying prominently news of accidents, crime, vice, and scandal a paper becomes a veritable "chamber of horrors." Such a paper inevitably gives its readers a distorted view of life. Read in large cities and adjacent industrial centers by hosts of unassimilated or partially assimilated aliens who are unfamiliar with American ideas and ideals, these sensational papers tend to mislead them and to encourage a disregard for the law. A paper, on the other hand, that plays up significant news and subordinates those news stories of unexpected occurrences that have little or no significance to its readers in their home or business affairs or in their relations as citizens, not only gives a more accurate impression of human activities, but furnishes a sound basis of public opinion. A newspaper that aims to be read in the home needs to consider carefully the effect of make-up on every member of the family. In the last analysis, the make-up of a paper is determined by the way it defines news and the standards it sets for news values.

Since newspapers are read rapidly, the arrangement of the con-

tents should be such that readers can find quickly what they are most interested in. Except for the front page, on which are placed all kinds of important news, large papers group on separate pages local, foreign, political, sporting, and financial news, where it can be readily found. To what extent this grouping of various kinds of news should be undertaken by all newspapers is an interesting question. Readers who have become accustomed to the make-up of the papers they read regularly often express dissatisfaction with papers they pick up only occasionally, because, as they say, they cannot find what they want. This is an important point to be considered in connection with make-up.

A good make-up in which the contents are well displayed is also easier to read than one in which the arrangement is less carefully worked out. The question arises as to whether or not the breaking over of a number of stories from one page to another is an aid or an obstacle to rapid reading. Because pictures yield their meaning more readily than printed matter, the number and the arrangement of cuts with reference to what they illustrate must be considered in make-up. The arrangement of the editorial page and of the feature pages also affects the readability of these parts of the paper. Every device in newspaper make-up that makes rapid reading easier should be constantly employed.

The attractiveness of the arrangement of material on each page should be taken into account in making up a paper. A page that by its make-up pleases the eye is unquestionably desirable. Contrast, balance, and some degree of symmetry make for greater attractiveness than does an irregular, jumbled arrangement. Although artistic typography has never received nearly so much consideration in newspaper making as it has in other printing, some of its principles, at least, can be applied to advantage in newspaper make-up.

That the front-page make-up influences the street sales of newspapers is generally accepted. Interesting news well displayed undoubtedly attracts purchasers. What has been said in Chapter XVI regarding the advertising value of first-page headlines

applies equally to front-page make-up. The upper half of the front page, which is all that is visible of a paper when it lies on a news-stand, should be so made up that it will attract the eye of possible purchasers.

Although the average reader does not analyze his preference for one particular paper over others, the prominence given to various kinds of news, the ease with which he can find and read what he wants, and the attractiveness of the news, editorial, and feature pages, all play a part in that preference.

How the Make-up Varies. Newspaper practice regarding the make-up of the different pages varies as greatly as it does in the case of headlines. There have been notable changes in make-up during the last thirty years. For many years the standard newspaper form was the seven-column page, with one-column heads in type of moderate size placed in the first, third, fifth, and seventh columns of the front page and on other news pages except where advertisements interfered with this arrangement. The advent of so-called "yellow journalism," with its headlines in large, heavy type extending from two columns to full page banners, its bizarre, irregular make-up, and its double-column editorials in bold-face type several points larger than the usual body face, marked the beginning of a new era in newspaper make-up. These typographical innovations gradually affected the heads and make-up of many papers that were in no way sensational. The change from a seven-column to an eight-column page upset the former symmetrical alternation of large and small heads at the top of the columns. The importance of the news during the World War called forth banner heads, as well as two-, three-, and four-column headlines, with such frequency that after the war many papers continued to use these devices more or less regularly. The more extensive use of half-tone cuts for both news and features, as well as the introduction of the so-called "comic strip," brought in new factors in make-up. All these influences have produced a new type of make-up quite different in many respects from the former type. The result has been greater vari-

ety in make-up, so that it is difficult to set up any one form as the standard.

Contrast and Symmetry. Despite this lack of uniformity, the two underlying principles governing the arrangement of reading matter and cuts are those of contrast and symmetry. A headline to stand out must be in contrast with other heads in the adjacent columns. A one-column head, for example, placed between two smaller heads or two larger ones contrasts with them. Again, a two-column Italic head between two one-column Roman heads stands out by contrast. Cuts also may furnish the contrasting element. In short, any two different forms placed side by side are generally more effective in make-up than two similar ones.

Although symmetry is not so pronounced in newspaper make-up as formerly, it has not been abandoned entirely. A considerable degree of balance is still maintained in many papers. The front page of an eight-column paper, for example, may be made symmetrical by placing the one-column, top-of-the-page heads in the first, third, sixth, and eighth columns, with smaller heads in the second and seventh columns, and with a two-column cut or a two-column Italic head in smaller type in the two middle columns, the fourth and fifth. A banner head across the top of the page just above these heads does not destroy this symmetry. So, also, two-column heads in the first and second and the seventh and eighth columns, with one-column heads in the third and the sixth columns and a two-column cut or contrasting head in the middle columns, produces a very symmetrical front-page combination. One- and two-column boxed stories with comparatively small heads within the box may be used for contrast with larger heads or cuts to give symmetry.

Even when a perfect balancing of elements is not undertaken, the make-up need not be entirely unsymmetrical. Although a two-column head on the left-hand side of the page does not balance perfectly a three-column head on the right-hand side, the combination is somewhat symmetrical. Unquestionably a par-

tially balanced page with contrasting elements is more pleasing to the eye than one without any regularity of form.

Positions of Prominence. The most important news is usually placed in the last column to the right on the first page. The two reasons for this are: first, that a long story in this column can run on continuously to the first column of the second page; and second, that, as the papers lie on the news-stand, the right side of the first page is most conspicuous. For the latter reason, the tendency is to put cuts and cartoons on the right half of the front page. When a banner head is used across the first page, it almost always is written for the story in the last column. If there are two very important stories carrying larger heads than the others, the one second in importance is placed in the first column, partly because, as the paper is read, the first column is prominent, and partly because this arrangement produces a balanced effect. In fact, on papers in which all the front-page, top-of-the-column heads are of about equal size, the practice sometimes prevails of putting the biggest news in the first rather than in the last column. On all other pages the first column is considered the most conspicuous. Hence, if banner heads are used on inside or back pages, they are written for stories to be placed in the first column.

The plan originated by the "yellow journals" of giving prominence to the editorial page by making it the last page, has been taken up by other papers that are in no respect sensational. Most papers, however, still follow the tradition that goes back to the beginning of the leader, or editorial, in English journalism, which was that the editorials should appear on the left-hand page in the middle of the paper.

"Breaking Over" Front Page Stories. In order to preserve the alternation of large heads with smaller ones on the front page, as well as to get as much of the most important news as possible on this page, long stories with large heads are continued from the first page to one of the inside pages. One column of these stories, or often only one-half or two-thirds of a column, is put on the first page, according to the make-up of the lower half of the page, and

the remaining part is put with a jump-head on an inside page. When a story is "broken over" from the front page, a dash or rule is put at the end, with the words, "Continued on third page," if the break is at the end of a column; and a dash, or rule, and these words followed by another rule are used if the break is not at the end of a column, the purpose of the second rule being to set off the explanation, "Continued on third page," from the following matter. The jump-heads, as was shown in Chapter XVI, are of several kinds: (1) a reproduction of the whole of the original head, (2) a reproduction of the top deck of the original head, or (3) an entirely new head, usually in smaller type than the original one.

In spite of these aids to the reader, it is frequently difficult in rapid reading to find and follow the continuation of stories that are broken over from one page to another. Many readers, of course, do not read the continuation, but, for those who do, broken-over stories are often irritating. It is certainly true that the smaller the number of stories that are continued from page to page the more easily can the paper be read.

Grouping News. Various kinds and forms of news matter are grouped in various ways. Local, state, national, and foreign news is often arranged, each kind on a separate page, as is also society, sports, and market news. Short one-paragraph news stories, usually with one line of type for a head, are often assembled under such heads as "City News in Brief," "News of the State," "Sporting Gossip," and are arranged in order of size, the smallest being put first, or vice versa. The society news also is frequently arranged in order of size, the longest stories being put at the beginning. In some papers, the heading of these one-paragraph stories, instead of being a separate line, forms a part of the first line and is separated by a dash from the beginning of the story, which fills the remaining third or quarter of the first line. Every arrangement that tends to make it easier for a reader to find what he is interested in saves his time and aids rapid reading.

The Make-up Page by Page. The pages that contain little or no live news matter are made up as far as possible in advance of

the first edition of the paper, so that they will be out of the way when the news pages are to be arranged. The editorial page, and special pages such as the woman's page, the theatrical page, the continued story or feature page, can usually be made up, stereotyped, and put on the press ready for printing before the news pages are made up. The first page is, as a rule, made up last, so that all of the very latest news may be given a prominent place. Evening papers that make a special feature of the financial and market page, make up that page last, in order to print the closing quotations of the day and to get the papers out on the street as soon as possible after the closing hour of the exchanges.

Preparing for the Make-up. Although the actual process of making up takes place in the composing room, the make-up plan is prepared in advance in the editorial rooms. The night editor on a morning paper, or the news editor on an evening paper, in planning the arrangement of reading matter, has before him "dummies" of the pages on which advertising is to appear, with a statement of the amount and the position of advertising on each page. These data furnished by the foreman of the composing room show how much space is available for reading matter and where it is available. The foreman's statement also shows what cuts are ready for use in connection with reading matter and what space they fill. From the city, telegraph, sporting, and special department editors he received similar statements as to the amount of space that they will require, with a list of the stories that they have in hand. With all these data, he prepares a schedule, showing in decimal fractions of columns just what is on hand for publication. After consulting with the managing editor, the city editor, and the telegraph editor regarding any readjustments of space that seem necessary or desirable, he is ready to begin making a "dummy," or detailed lay-out, of each page. A printed form ruled off into eight columns is used to prepare the dummy. On this form he indicates the position and space to be occupied by each story and cut, after he has marked out the places reserved on the foreman's dummy for advertisements. As he marks the

position of each story in the dummy, he scratches its name off the schedule, lest he inadvertently leave out something.

In the Composing Room. Meanwhile in the composing room the advertisements in type have been placed in the iron frames, or "chases," on steel-topped tables, or "turtles." Each chase is large enough to contain the type for one page of the paper. The table on which the chase is placed is mounted on casters, so that it can be rolled to the stereotyping room after the chase has been filled with type and the page "form" closed, or locked. These tables are lined up in rows ready for the coming of the editor who is to direct the make-up.

With the dummy of each page and the galley proofs of the available matter, the night, or news, editor goes to the composing room, where he directs the "make-up" men of the composing room staff in their work of putting the type into the places allotted. The make-up men, under the direction of the editor, lift the type of each story with its headline from the galleys into the column assigned to it in the page dummy. As important news stories come in and are set in type after the dummy was made, and as additions and changes must often be made in stories provided for in the dummy in order to incorporate in them the latest phases of the news, considerable readjustment of the original arrangement is frequently necessary. To make room on the front page for a big piece of late news, it is necessary to discard entirely, or "kill," a less important story, or to cut it down and relegate it to an inside page. In cutting down a story in type, the last paragraphs may be thrown away, or paragraphs in the body of the story may be taken out. Even at the last moment, after the front-page form is closed and is ready to go to the stereotyping room, it may be "ripped open" for the insertion of an important late news story.

Although many pages remain intact from one edition to another, others must go through this process of being made up with each new edition. This requires new dummies, more readjustment, the killing of some stories, the cutting down of others, and

rearrangement of much if not all the material on the pages made over.

On smaller papers with fewer pages it is not necessary to make up detailed schedules and dummies. The managing editor simply keeps a rough list of what is available and, with the proofs as a basis, directs the make-up himself. He indicates where the important stories are to go and allows the make-up men to fill in the shorter matter until the columns are of the necessary length. The experienced editor can picture in his mind the appearance of every page in print, as he directs the arrangement of masses of type, the cuts, and the headlines.

Making up Different Editions. As every large newspaper prints several editions, the page forms, after being stereotyped, are returned to the composing room to be made over for the next edition. On a morning paper the first edition, intended for places at a considerable distance, is made up to leave the composing room about 9.30 in the evening. A second mail edition follows this at about 11.30 P.M., another at 1.30 A.M., and the regular city edition at about 3.30 A.M.

On an afternoon paper the first edition may be made up at 6 o'clock in the morning, and other editions may follow at intervals of about two hours throughout the day. Generally, however, the noon edition, made up about 10.30, is the first. This is followed by a mail edition made up at about 12.30; by the home edition for distribution by carriers made up at 2.30; and by the market edition made up at about 3.15, or as soon as the closing quotations are received from the leading exchanges all over the country. The sporting extra, following the market edition, is made up the instant the complete score is received of the baseball game in which the local team played, or whenever the result of the most important sporting event of the day is announced. Following the sporting edition, many afternoon papers get out a special mail edition, dated the following morning, for distribution to distant points in competition with the earliest mail edition of the morning papers.

In making up the several editions, it is desirable to change as few pages as possible in order to save time and to avoid additional stereotyping. When arranging the news on the inside pages for the first edition, the editor can make up some of the news pages so that they need not be made over for several editions at least. The front page is made over for each edition, and usually one or two inside pages. As the value of news changes considerably in the five or six hours between the first and the last editions, the longer stories with large heads that occupy prominent places on the front page in the earlier editions are often cut down, given smaller heads, and put in less conspicuous places when later news requires the best position. Front-page stories of the first editions often go over into the inside pages with headlines unchanged, sometimes with the story cut down and sometimes in the original form. Often only the top deck of the head is rewritten to be set in smaller type, and one or two of the decks are cut off to reduce the size and prominence of the head.

Composing-Room Terms. In the composing room the editor in charge of the make-up finds a number of technical terms in common use in addition to those pertaining to type that are explained in Chapter XV.

When all the "takes," or pieces, of copy have been given out to the linotype operators or compositors, the copy is said to be "all in hand"; when it is all in type, or all set, it is said to be "all up." Each operator puts a "slug" containing his number at the beginning of matter that he sets as his take. Advertisements are set in the part of the composing room known as the "ad alley." Matter set by hand or on a linotype machine is arranged by "bankmen" in proper order in galleys on a "bank," or sloping shelf. After type has been used or has been killed, it is "distributed" by hand, letter by letter, into the cases. Linotype slugs, and usually all monotype matter smaller than 12-point, are thrown into the "hell-box" to be taken to the stereotyping room and melted up, so that the metal can be used again.

Page forms are made up on the "stone," a smooth table top,

formerly of stone, now of metal. Forms are "justified" to make all of the columns exactly the same length by inserting leads here and there between the lines when a column is too short, and by taking out a few leads when it is too long. After being "justified," the forms are "planed down," or leveled, with a "planer," or wooden block, which is tapped with a mallet to force all type and cuts down to the level surface of the stone. Type that does not stand squarely on its base is said to be "off its feet." The forms are "locked" by means of turn-screws in the bottom and the right-hand side of the chase. Thus the two "quoin-bars" within the chase are so firmly pressed against the type that they cannot become disarranged. After the first page form is thus "closed," it may have to be "ripped open" for late news. The forms are "put away" when they are sent to the stereotyping room.

SUGGESTIONS

1. Observe carefully the make-up of representative newspapers in different parts of the country.
2. Study the make-up of your own paper.
3. Display the important news in a conspicuous position on the front page.
4. Arrange the front page to secure as much symmetry as possible.
5. Put the most important news story in the last column of the first page.
6. Place the second best story in the first column of the front page.
7. Break over into the inside pages front-page stories of more than a column in length.
8. Alternate large and small heads at the top of the columns for contrast.
9. Remember that the upper right-hand quarter of the first page is the most conspicuous.
10. Group on separate pages market, society, sporting, state, foreign, and other distinct kinds of news.
11. See that all guide lines are taken out when the type is assembled in the form.
12. Don't use any matter before it is "released."
13. Have some good two- or three-line "fillers" on hand.
14. Don't "hold over" or "kill" really live news matter.
15. Remember that the number of street sales depends considerably upon the make-up of the front page.
16. Don't give your readers a distorted picture of the day's events by playing up only sensational news in the make-up.
17. Give prominence to significant news.
18. Make every page as attractive as possible in appearance.

PROBLEMS

THE REPORTER AND NEWS GATHERING

1. A stenographer in the office of a young lawyer missed the interurban motor bus that was to take her to a town twelve miles away where she was going to a party at a friend's home. She returned to the office shortly after 7 o'clock in order to telephone to her friend that she would have to wait for the next bus and would be an hour late. The young lawyer, who was a married man struggling to build up a practice, was still at work in the office and, overhearing her conversation, offered to take her to her friend's home in his automobile. Near their destination, the car skidded and overturned. The stenographer was uninjured and was able to walk to her friend's house. The lawyer's wrist was broken and he was brought back to the city by a passing motorist, and was taken to the General Hospital. He asked a reporter not to mention the fact that his stenographer was in his car when he was injured, because he feared that it would give rise to gossip. If you had been the reporter, would you have acceded to his request? If you had been the city editor would you have suppressed the fact, after the reporter had told you of the lawyer's request?
2. A city editor learned from the society editor that a special meeting of the local woman's club had been called to consider an important matter the nature of which did not appear in the notice sent to members. He accordingly assigned a reporter to cover the meeting. When the reporter attempted to enter the club room, he was told that only members were admitted. Unseen by any one, he slipped into an adjoining room and, by listening at the keyhole, was able to hear all of the discussion concerning a proposal to sell the club house. Was his eavesdropping justifiable? Should he have told the city editor how he got the material for his story? If you had been the city editor, what would you have done when you learned how the story had been obtained?
3. A newspaper correspondent was told by the manager of the local electric light and power company that the plant was about to be sold to a public utility holding company, and was asked not to tell any one about the matter until the transaction was completed. The correspondent motored to a neighboring town and telegraphed his paper a story of the proposed sale, so that the news might

appear to have leaked out in that town, which was also served by the electric light and power company. The manager was curious to know how the news got out but did not suspect the local correspondent. Was the correspondent justified in his action?

4. In a suit for divorce, no news of which had been published, the judge believed that the differences between the couple were such that a reconciliation could be brought about if no publicity were given to the matter, and accordingly requested the two reporters representing the two rival evening papers to suppress the news of the action until an attempt had been made to reconcile the couple. One of the reporters heeded the judge's request, but the other wrote a story, which his newspaper published, thus scoring a "beat." Should the other reporter have suppressed the news? Should both have heeded the judge's request? If you had been one of the reporters, would you have told the city editor of the judge's request before writing the story?
5. A senior boy in the local high school was arrested charged with attempting to poison his sweetheart. The city editor of the local paper arranged with the sheriff to have one of his reporters locked up as a prisoner in a cell in the county jail adjoining that occupied by the high school boy, with the purpose of getting a confession from him, as an exclusive story. If you had been given this assignment by the city editor, would you have tried to get a confession under these circumstances?
6. A young reporter recently graduated from college was working on a newspaper in the city in which his alma mater was located. One evening he took out to dinner a senior girl, and, in the course of the conversation, she told him that the Women's Council on Conduct of which she was a member had recommended to the faculty the expulsion of two freshman girls, whom she named, for grossly immoral conduct. Just before dinner she had heard, she said, that the faculty had met and had approved the recommendation. Later in the evening the reporter called up the president of the college and received from him a confirmation of the faculty action, but was requested not to publish the news, because it would hurt the reputation both of the college and of the young women who had been expelled. The reporter, as a loyal alumnus, did not write the story. Was he justified in suppressing the news? Should he have told his city editor the facts and left it with him to decide whether or not the news should be published? If you had been the city editor, would you have told the reporter to write the story, omitting the girls' names?

7. While the jury was deliberating in a murder case that had attracted wide attention, a reporter discovered that a large ventilating shaft ran up the wall of the room occupied by the jury and that it had a large opening near the ceiling of the room. This shaft, he found, ended in the attic of the court house. With the aid of another reporter on his paper, he descended the ventilating shaft standing upright in a noose of stout rope by which his fellow reporter lowered and raised him in the shaft. By this device he was able to report fully the deliberations of the jury. Do you consider this a legitimate means of obtaining news?
8. A reporter was assigned to cover a political meeting held in the interests of the party that his paper was supporting. The meeting was poorly attended, and the speakers failed to win much applause from the small audience. The leaders in charge of the meeting requested the reporter to suppress the fact of the small attendance and to play up the occasional bits of applause. If you had been the reporter, would you have mentioned the small audience and the lack of much enthusiasm, or would you have accepted the suggestions of the leaders?
9. After the daughter of a local family of prominence had committed suicide because of an unfortunate love affair, the city editor sent a reporter to the family home to obtain a photograph of her. When the reporter reached the house and was about to ring the bell, the father came out and, when asked for a picture of his daughter, refused to give the reporter one, because, he said, he and his wife did not desire any more publicity than was necessary concerning their daughter's death. The reporter went up the street in the opposite direction from that taken by the father, and, after waiting until the latter was out of sight, returned to the house and, when the maid came to the door, asked to see the mother. The servant ushered him into the parlor and went to call her mistress. The reporter saw a photograph of the daughter on the mantel and took it, concealing it under his coat. When the mother appeared, he asked her some questions about her daughter's love affair but said nothing about the picture. The portrait was published in the paper. The disappearance of the photograph was not discovered immediately and apparently was not attributed to the reporter, because the father made no complaint to the editor. Does the reporter's stratagem seem to you commendable? What would you have done under similar circumstances?
10. The twenty-one-year-old son of the owner of a large department

store that advertised heavily in both of the local papers was arrested for issuing a worthless check, but he gave an assumed name at the police station, and the police reporter did not discover his identity. When his case came up in court the next morning, it was explained that the man who had made the complaint did not desire to press the charges, as the father had paid the amount of the check, and the judge dismissed the young man with a severe reprimand. The father requested the reporter covering the court to suppress the name of his son or to give the name that his son had assumed when arrested. If you had been the reporter, how would you have written the story?

NEWS STORIES OF FIRES AND ACCIDENTS

1. Was the following lead appropriate for the story of a fatal accident? How would you rewrite it?

> The evil spirit of Wonk-Honk-Sho-Nock-La, "lake where the Indian lies," known to the pale face as Lake Mendota, snuffed out the lives of five white men shortly before noon today, when a speed boat tipped over along the shore of Spring Harbor, near Mendota Beach.
>
> Known victims of the Indian lake's latest tragic prank are:

2. What are the merits and the defects of the following story of a fatal accident? Can you improve it by rewriting it?

> Mrs. John Weiss, who sits softly crying to herself at 145 Martin St., might be the picture of Universal Motherhood, weeping in meek acceptance for all the child victims of this Baal of Progress — the speeding motor.
>
> Peter Weiss was seven. He had started to school.
>
> "Mother," he said. "We practice crossing the street at school. We look both ways carefully and then wait for lights. I did so well my teacher gave me A."
>
> Two days later a truck killed Peter on State St., near Fifth.
>
> At 11:30 this morning Peter had been carefully picking his way across State St. on his way home from school.
>
> Just then a woman leaned from an apartment window across the street. She mistook Peter for her own little boy. A truck was racing down the street. She shrieked a warning to the little boy in the street.
>
> He did not hear. He did not notice, either, the truck that bore down upon him.
>
> There was one short scream, the startled cry of a little boy.

Some marbles rolled to the gutter. A first grade text book came to rest beside the curb.

Little Peter had gone to join the army of the dead that have fed the yawning maw of the god of Speed, the god that only a day or two ago gobbled up little Mary Holmes, Lakewood Park.

And, in a Lakewood Park cottage, Mary's mother, joined in spirit with Mrs. Weiss, both weeping for their children.

Mrs. Weiss is a patient woman. She does not revolt in the extravagance of her misery. She does not sob aloud or faint.

In the little apartment on the fourth floor in Martin St. she walks back and forth, regularly, slowly. This is the pace of a young mother whose child was devoured, part of the toll demanded by the Minotaur we call City Life.

"But he was so careful," Mrs. Weiss said. "I can't talk about it. It hurts. When I'd sing him to sleep, I'd say, 'Whose baby are you?' 'Mummy's baby,' he answered. Now I haven't got any baby. Oh, I tell you, it isn't right. Life wasn't meant to be this way."

3. Was the best feature of the following accident story played up in the lead? Should the fact that a new gateman was in charge at the crossing have been given greater prominence? Was his failure to lower one of the gates the cause of the accident? Rewrite the story as you believe it should have been written.

An eastbound interurban express, burdened with a rush-hour crowd, demolished a furniture truck at Harrison Lane and Western Avenue, about 6:20 p.m. yesterday, killing John Willer, sixteen years old, of 961 Erie Street who was driving the wagon, and fatally injuring his father, Paul.

The train struck the wagon with tremendous force squarely at the seat. Willer and his son were flung through the heavy glass in the front of the first car, one striking against the door on one side of the vestibule and one against the door on the other side.

The impact tore the heavy steel doors from their rollers and sent them crashing to the car platform, while the bodies of the youth and his father were projected into the aisle of the car. The horse was thrown forty feet to the south of the tracks and killed. The splintered wagon littered the streets on the north side of the tracks for a distance of a block or more.

William R. Hahn, motorman of the train, clamped on his brakes with a force which made the train buckle and jolt. Passengers were thrown from their seats, some of those in the

foremost car almost upon the bodies of the two men thrown from the wagon.

In the midst of the excitement, with glass from broken windows still tinkling to the floor and the train rocking like a ship in a heavy sea, a priest coolly arose from his seat in the front car and made his way down the aisle toward the two cut and bruised bodies. He knelt at their sides and administered the last rites of the Church while the men passengers, recovering from their panic, removed their hats and bowed their heads. He proved to be the Rev. Father John P. O'Brien of St. Rose's Roman Catholic Church, Westfield.

It was found that the younger Willer had been killed outright. His father was taken to St. Mary's Hospital, where he succumbed.

After an investigation the police arrested Nicholas Goglia, 110 South Street, gate tender at the crossing where the accident occurred. He was locked up at the police station charged with homicide.

He acknowledged, the police said, that one gate on the north side of the tracks, from which the furniture truck was approaching, was raised, but said he had raised it to permit a motorcyclist to speed out of danger before the express caught him.

Just before the accident, he said, he had got the signal for a train approaching from the west. He lowered the gates and a local thundered past. Believing that to be the only train then due, he started to raise the gates. As he did so a motorcyclist, coming from the south side of the tracks, darted across them.

At the same moment he caught sight of the express roaring down the grade from the elevated structure on which the tracks are carried west of the crossing. He hastily lowered the gates behind the motorcycle and one of those in front of it.

The motorcycle cleared the tracks safely and went its way, and the furniture truck came lumbering beneath the single raised gate in spite of Goglia's frantic shouts and gestures.

Goglia has been employed as gateman by the railroad only one week.

4. Was the order in which the facts were presented in the following story the one best adapted to the subject? How can you rewrite the story so as to improve it?

Wet grounds prevented practice yesterday on the Junior Rangers' ball field, a vacant lot at Maple Street and Sixth Avenue, so the team — composed of boys from 9 to 11 years old — and some of its loyal rooters, started a bonfire in the

dugout. They built the blaze against an oil drum which they thought was empty.

As they settled back to read a stack of comic supplements the neighborhood was startled by a tremendous roar. The metal drum belched fire and spattered burning oil over the four boys nearest to it. Two of them may die. Eight other boys escaped. Two men who came to the rescue were burned.

Jack Mancuso, 11 years old, of 746 Holcombe Street and Vincent Vitale, 8, of 721 Carroll Street, both burned on the face and body, are in St. Mary's Hospital. Their condition last night was reported as extremely grave. Peter Caruso, 14, of 745 Holcombe Street, and Frank Martini, 9, of 810 Carroll Street, both burned on the hands and face, were taken home. Their injuries were painful, but were not regarded as serious.

Albert Rizzo, 28, of 24 Howard Court, and Manuel Miranda, 40, of 1916 Tenth Street, were driving past in a truck when the explosion occurred. They jammed on the brakes, stopped the car and ran into the dugout, where the frightened boys were scrambling about in terror.

The two men beat at the burning garments of those who had been sprayed with flaming oil that shot from the bung hole of the metal drum, until the fire was out. Their hands were burned in the process. Albert Schwab, 20, of 561 Twelfth Street, and Otto Hein, 25, 214 James Avenue, also helped in the rescue work.

They carried the injured lads to the truck, handling them tenderly, and drove with them to the hospital. The Vitale and Mancuso boys were unconscious. The others were treated by Dr. Joseph P. Walsh.

5. Is the material in the following story well organized? Is the best feature played up in the lead? Can you improve the story by rewriting it?

Fire department officials are investigating the blast and fire which completely wrecked a two-story frame dwelling at 234 Eighth Street early this morning.

The owners of the property were quizzed for several hours today in a vain attempt to discover the origin.

Timothy O'Brien and Joseph Plantano, arson squad investigators, said they were convinced the case was one of incendiarism. They said they were unable so far to determine the origin of the explosion.

One man, Victor Moroni, residing next door at 236 Eighth Street, received a scalp wound in falling off his porch following the explosion, while his daughter, Marie, 18, injured her arm as

she fainted and fell. Mr. Moroni was treated at the General Hospital. Six members of the Moroni family fled in night attire as flames spread to their home.

So terrific was the blast that the entire east wall was ripped off and hurled in sections against the Moroni home. A small vacant building, located at 232 Eighth Street, was damaged by fire which spread after the explosion.

Seventeen members of both families residing at 234 Eighth Street were away on a bean-picking job at a farm in Pine Bluff at the time of the blast, investigators were told. The joint owners are Michael Rialto, who occupied the upper apartment with his wife and six children, and Vincent Spicuzza, who lived downstairs with his wife and seven children.

The property loss was estimated unofficially by an insurance man as nearly $8,000, including damage to the roof at 232 Eighth Street. Replacement cost of the scene of the blast was used in this estimate.

Patrolman Robert Baldwin, patrolling his beat, had a narrow escape, having just passed the house prior to the blast. He was walking west on Eighth Street and was three houses away when the explosion occurred, hurling debris in all directions.

Trapped in their own home, just east of the wrecked building, the family of Victor Moroni had an exciting time to escape the flames which spread to their dwelling.

Mr. Moroni said he was awakened by the "big noise," which shook the neighborhood and attempted to run out through the side and rear doors, but escape was blocked at both exits by debris against the porches. Whereupon he dashed through the front door, crashing against an iron fence as the porch railing had been torn away.

Other members of the family who fled in their night attire included his wife and the following children: Rose, 21; Marie, 18; Angeline, 15; Joseph, 12, and Stella, 10.

Members of the family returned for their clothing and the firemen, believing the occupants had not escaped, crashed the front door.

Patrolman Baldwin sent in an alarm from No. 5 Engine House, half a block away, and another alarm was sounded from a box at Eighth and Fulton Streets, bringing additional apparatus, under direction of Deputy Chief Charles Keeler.

Dr. James P. McDonald was summoned to attend Marie Moroni, who had fainted and fallen to the ground at the height of the excitement.

After the explosion had torn and twisted the floors, walls

and contents of the dwelling, flames spread to every room and charred the interior. The building was in a state of collapse today and it was believed it would have to be torn down. Even the cellar walls were moved by the blast.

Crowds visited the scene throughout the day and it was necessary for policemen to keep them in check. Traffic was congested for several hours in that vicinity.

Pieces of glass were deeply imbedded in houses adjoining and glass littered the pavement in front of the wrecked dwelling. Some of the debris, including curtains, were hurled a distance of several hundred feet.

Questioned by fire prevention officials and members of the arson squad from the Central Fire Station, the owners expressed ignorance of the cause.

They said all members of both families were away at the bean fields except two boys and a girl, of the Spicuzza family who were staying at the home of an aunt, Miss Vittoria Columbo, 619 Tenth Street. James Rialto, 20, son of one of the owners, said he was in the house at noon yesterday for his lunch and everything was in good condition.

Insurance of $5,000 was carried on the dwelling and $2,000 on the contents, each owner carrying $1,000 on furnishings. In addition, Mr. Rialto owned the adjacent small building on which he said he carried $1,000 insurance.

Both families have resided at 234 Eighth Street eight years. A clock in the Moroni home next door stopped at 2:03, indicating the time of the explosion.

NEWS STORIES OF CRIME

1. What objections might be raised to the following story sent out from Chicago following the arrest of three persons suspected of complicity in a gangster murder of three members of a rival gang?

Chicago, April 3 — The crimson picture of three dead men, painted in blood on a garage floor two weeks ago, had superimposed upon its ugly outlines today the slim, smart beauty of "Fifi" Mead — Jimmie O'Keefe's "blonde alibi."

O'Keefe was in jail. So was Peter Blanco. But "Fifi" Mead, held in the women's quarters of the police station, was the most picturesque personality among the only persons thus far arrested in connection with the three murders.

Out north, on Jefferson street, five-year-old Bernice played; blue-eyed, curly haired Bernice, daughter of "Fifi" Mead by a short-lived marriage that took place when "Fifi" was of

high school age. She lives with her grandmother, "Fifi's" mother.

"Fifi" Mead is not the mother type. She is modish, sophisticated, slender, bejewelled.

Yet with all her sophistication, her expertness in the artifices of make-up, her complete complacence and even bored demeanor, there is about this 22-year-old woman a touch of wistfulness that is not so alien to motherhood, after all.

She carries herself confidently but without obtrusion. Her golden hair, which she is "letting grow out," falls in waves to her shoulder tops. Her attitudes as she sits or stands reflect in their suggestion of artistry her training as a model. Her dark eyes are mascaraed, and her eye-brows thinned to pencil stripes.

A slender band of gold showed above one curved ankle. "It's got my name on it, so that they can't lose me," she said.

As she talked quite frankly with reporters there was a broad hint at times that she was spoofing. She related, for example, that she is of French, English, and Indian descent, going into elaborate details; and when the roomful of writers seemed to be giving her story serious attention, she laughed. A little contemptuous, that laugh, and she watched the faces of her questioners to note the effect of her histrionism.

This drew a compliment on her nerves.

"No nerves? Of course not," she spoke with a trace of bitterness, holding her finely groomed fingertips out for them to see. The polished nails were bitten to the quick.

To say that Jimmie O'Keefe was mixed up in the garage gangster massacre is, to "Fifi" Mead, ridiculous. To say, as the police have often enough, that Jimmie is the ace of gangster gunners and "a tough boy with a rod" doesn't go over with her.

2. What impression of the alleged murderer might the average reader obtain from the following story? Can you rewrite the story in such a way as to give readers an entirely different idea of him?

CHICAGO, Aug. 7 — All the dramatic elements and characters of the modern crook play are contained in the case of Jack Dooley, the handsome "shooting sheik," who sits in a cell, shackled and heavily guarded, awaiting the penalty for murder.

There is the beautiful young country girl-bride, swept off her feet by the impetuous wooing of the romantic crook; the pretty city sweetheart abandoned by Dooley for the little country girl; sorrowing parents; vengeful police; an epic tale

of daring by Dooley; a nation-wide hunt in which the federal government played a leading part — and a dash of humor.

Dooley, in his early 20's, is tall, dark, clean-shaven, clean-cut, with the head and face of a romantic actor. He took to crime as a means of easy livelihood. Automobile stealing was his principal occupation. Leading a gay and care-free life, he spent money freely, pursued love affairs, and finally selected Mabel Wilson, 23, dark and good-looking, as his "steady." Mabel gave birth to a boy, of whom she says Dooley is the father.

It was when Michael O'Connor, government agent, was shot to death by Dooley that the latter sprang into notoriety. Virtually the whole police force of Chicago and all the federal agents in this area took up the hunt.

Working in packs, the officers dashed from spot to spot on false tips. Dooley laughed at the hunters. He stayed in and around Chicago most of the time. He had shaved off his mustache, for that was the most important clew to his identity.

One night he stood in a crowd in the loop watching police raid a motion picture house where he was supposed to be present. At another time, while in a cigar store, he heard that Dooley had been surrounded in a house, and he ran over to see the fun.

It was a woman, Mabel, who betrayed him, perhaps unwittingly, into the second trap, from which he shot his way to freedom. The night of Jan. 16 Mabel and Dooley drove up to the home of Mabel's uncle, Frank Carter. When they entered the darkened living room, several policemen, armed with shotguns and revolvers, ordered Dooley to surrender. Dooley whipped out a revolver and blazed away as the police opened fire. He leaped down a stairway and escaped. Sergt. Fred White was mortally wounded and Carter fell with a load of buckshot in his head. He died later.

Dooley stayed around town a little longer. He mistrusted Mabel. Then he recalled Hattie Connell, the pretty little 18-year-old girl from Newton, Ill. He had met her once, liked her, and he knew she liked him.

So he went to Newton, paid impetuous court to the village blacksmith's daughter, and a day later they went to East St. Louis, where they were married. Then followed the trip to the coast, the motor tour, a supremely happy honeymoon for the country girl, who said she did not know until after the marriage that her husband was the hunted Jack Dooley, although he told her his name was Dooley.

Today Hattie, in police custody, announced she would cling to her husband.

Mabel, the city sweetheart, was fighting, meanwhile, for a look at the girl who had taken Dooley from her. She broke through a crowd of police as Hattie passed.

"Gee, she's a beauty, isn't she?" Mabel cried as Hattie's pretty face and shapely head appeared from the luxurious fur wrap Dooley had purchased for her. Mabel is hoping Jack will come back to her.

The ominous figure of State's Attorney Howard shadows Dooley.

"Dooley will hang," Howard said. "He has confessed to killing O'Connor. If that isn't enough, there is the killing of Sergeant White."

The humor enters with the ever-present flappers. They were there in hundreds when Dooley was led through the railroad station. They cheered him and threw flowers. Today mash notes by the scores are arriving at police headquarters.

"That's a laugh," Dooley said, grinning broadly, when he was told of the raft of notes of love and sympathy.

3. In the following story would the description of the methods employed by a burglar prove helpful to readers by showing them how to protect their homes against him, or would it demonstrate to potential thieves a successful method of robbery? Can you rewrite the story in such a way as to avoid any undesirable influence that you think the story might have?

SWAMPSCOTT, Dec. 31 — The phantom house breaker of Swampscott, known to the police and the residents of the township as the "Telephone Burglar," has aroused and alarmed this peaceful and law-abiding community.

Chief of Police Walter Reeves and the Selectmen are suspending all days off for the patrolmen and even going to the extent of putting special officers with temporarily-appointed vigilantes to cope with the troublesome marauder. The citizens are alarmed and even the telephone company has cooperated.

The so-called "Telephone Burglar" has been calling up homes in the Beach Bluff and Phillips Beach section of the town and, if someone answers, he pretends that he has the wrong number, or asks for a fictitious person. If the burglar receives no answer to his call, he immediately pays a visit to the house and ransacks it from top to bottom.

In some instances the anonymous caller has asked maids,

servants and household employes whether or not there will be anyone at home later. In this manner he traces the actions of the occupants, that he may conveniently break into the house when no one is home.

4. What is your opinion of the following lead for a story advancing a new theory as to the motive in a murder mystery? How would you rewrite the lead?

Threats by the money-mad Vera Green to expose stocketeers unless they split their ill-gotten gains with her, today opened a new avenue of investigation in the red-headed gaygirl's strangle murder.

Wednesday, the very day on which the night club gold-digger's lips were forever closed, Francis X. O'Connor, Assistant Attorney-General in charge of the State Bureau of Securities, announced he was going after the stock racketeers — and going hard.

Vera Green, it was reported, was to be a witness; at least she was in a position to tell a lot and she threatened to tell a lot.

Vera Green was "in" with the stocketeers, and she saw how they took to cover during the recent expose by the police. With word that the State was to launch a clean-up, it is believed that she saw her chance to "clean up" heavily.

She went, it is believed, to some of the biggest stocketeers, and demanded more money. She had been getting money from them promoting their "rackets" but not big money.

"Pay me; cut me in, or I'll squeal."

According to the new theory of the motives for her murder — and it is one of the most logical advanced so far — those might well have been the words that sealed Vera Green's doom.

COURT NEWS STORIES

1. What criticisms might be made of the style and point of view of the writer of the following story dealing with the beginning of a murder trial? Do you think that this story, concerned with persons hitherto unknown, was worth sending out to newspapers in all parts of the country? Rewrite the story in a way that seems to you more satisfactory.

LONG ISLAND CITY, N. Y. — A chilly looking blonde with frosty eyes, and one of those marble, you-bet-you-will chins, and an inert, scare-drunk fellow that you couldn't miss among one hundred men as a dead set-up for a blonde, or the shell game, or maybe a gold brick.

Mrs. May Green and Fred O. Carr are on trial in the huge weather-beaten old court house of Queens county, in Long Island City, just across the river from the roar of New York, for what might be called for want of a better name, the dumb-bell murder, it was so dumb.

They are charged with the killing four weeks ago of Clark Green, assistant editor of a trade magazine, the blonde's husband, and father of her 8-year-old daughter under circumstances that for sheer stupidity and brutality have seldom been equalled in the history of crime.

It was stupid beyond imagination, this slaughter, and so brutal that the thought of it probably makes many a peaceful, home-loving Long Islander like Clark Green, shiver in his pajamas as he prepares for bed.

They killed Green as he slumbered, so they both admitted in confessions, (Mrs. Green has since repudiated hers,) first whacking him on the head with a hatchet, then giving him a few whiffs of chloroform, and finally tightening a clothes line around his throat so he wouldn't revive.

This matter disposed of, they went into an adjoining room and had a few drinks of whiskey used by some Long Islanders, which is very bad, and talked things over. They thought they had committed the "perfect crime," whatever that may be. It was probably the most imperfect crime on record. It was cruel, atrocious, and unspeakably dumb.

They were red hot lovers then, these two, but they are strangers now. They never exchanged a glance today as they sat in the cavernous old court room while the citizenry of Long Island tramped in and out of the jury box, and the attorneys tried to get a jury of 12 men together without success.

Plumbers, clerks, electricians, merchants, bakers, butchers, barbers, painters, salesmen, machinists, delicatessen dealers, garage employes, realtors and gardeners from the cities and hamlets of the county of Queens were in the procession that marched through the jury box answering questions as to their views on the death penalty and their sympathies toward women and other things.

Out of 50 men, old and young, married and single, bald and hairy, not one was found acceptable to both sides. Forty-three were excused, the state challenged one peremptorily, the attorneys for Mrs. Green five, and the attorneys for Carr one. Each defendant is allowed 30 peremptory challenges, the state 30 against each defendant.

At this rate they may not be able to get a jury before the Long Island corn is ripe. The state is asking that Mrs. Green

and her meek-looking Lothario be given the well-known "hot seat" at Sing Sing, more generally known as the electric chair, and a lot of the talesmen interrogated today seemed to have a prejudice against that form of punishment.

Others had opinions as to their guilt or innocence that they said they couldn't possibly change. A few citizens seemed kindly disposed toward jury service, possibly because they haven't anything at hand for the next few weeks, but they got short shrift from the lawyers; the jury box was quite empty at the close of the day's work.

Mrs. Green, the woman who has been called a Jezebel, a lineal descendant of the Borgia outfit, and a lot of other names, came in for the morning session of court stepping along briskly in her patent leather pumps, with little short steps.

She is not bad looking. I have seen much worse. She is 35 and looks just about that, though you cannot tell much about blondes. She has a good figure, slim and trim, with narrow shoulders. She is of medium height, and I thought she carried her clothes off rather smartly. She wore a black dress and a black silk coat with a collar of black fur. Some of the girl reporters said it was dyed ermine; others pronounced it rabbit.

2. Does the following lead of a story of a murder trial seem to you to have been written in a fair, impartial manner? Would it tend to create in the minds of readers a favorable or an unfavorable attitude toward the man on trial? Can you rewrite the lead in such a way as to give readers a different impression?

Battered out of his self-possession by the unrelenting cross-examination of District Attorney Charles M. Blake — despite a supreme exertion, plain to behold, to remain cool and polite — John C. Fall stepped down from the witness stand yesterday to make way for the big guns to be brought into action in his defence against the indictment that he murdered Myrtle C. Coon.

His own attorneys, Henry P. Green, Frederic R. Harris, and Alfred Jones, had placed him on the stand, in the Superior Court, where he is being tried before Judge James T. Black, to relate his version of how Miss Coon died.

The State contends that Fall strangled her. The defence maintains that she choked to death on a piece of dislodged bridgework which stuck in her throat and that Fall was not responsible for the tragedy.

Fall was the only eye-witness to Miss Coon's death. He had to tell his story to get before the court some definite evidence

on which to base the defence case that Miss Coon died accidentally.

But the prosecution, being conducted by Mr. Blake and two of his assistants, Martin P. Gilbert and Roy W. Main, did not let the opportunity pass to castigate the defendant with burning interrogations and harsh, bitter charges.

The State failed to beat from the witness any admission that he had caused Myrtle Coon's death, by strangulation or otherwise. But it did drag from him the hesitant explanation that he had placed his hand at her throat — where doctors have testified they found finger bruises in death — to hold her up as she gagged and gurgled at the startling end of their "necking party" in lonely Holcombe lane on the night of March 23.

It did draw from him the embarrassed confession that, when the girl collapsed and seemed to be dead or dying, he did not go to the near-by Holcombe residence for aid, he did not go to any house for aid, he did not seek the assistance of any of the seven doctors whose offices he passed on the way to the home of his friend, Albert Holmes, in Westfield, he did not stop at any gasoline station, business store or dwelling he passed nor ask any person past whom he drove that night to return with him to where Miss Coon lay in the grass as he had placed her and help to revive her.

The whole hour he sat in Holmes's house that night, drinking gin and recounting his "foolish" story of a holdup that never occurred, the girl was lying on the cold ground in the desolate country roadway, possibly still alive, he admitted.

3. Should the court proceedings recorded in the following story have been treated humorously as the reporter undertook to do?

Oscar Schmidt may be an Elk, a great big Elk, his wife concedes, but, she insists, he is just a little dear to Helen Peck. Ever since Oscar met up with Helen, says Mrs. Clara Schmidt, he has been Mrs. Peck's bad boy.

Oscar, who owns the Elite Restaurant, 176 Johnson street, found himself in a Peck of trouble today. Judge Maurice Baum of the Superior Court ordered him to pay Mrs. Schmidt alimony of $25 a week or go to the jailhouse.

This, asserts Mrs. Schmidt, is no more than his just deserts. And, when you figure it out pound for pound, it isn't such a high tariff to pay for his sugar at that, as Mrs. Peck, she intimates, is a heaping measure.

Before her husband became a prosperous restaurateur, Mrs. Schmidt told the court, she used to be a waitress in his lunch-

room. He took her tips and, following them, became successful.

Then along came the merry, merry widow and life, says Mrs. Schmidt, just became Helen earth to her. Oscar took Mrs. Peck into partnership with him. You know how a restaurant needs sugar.

For a while, Oscar took his sugar by the spoon, but he became so fond of his sweets, charges Mrs. Schmidt, that he had to have it by the Peck. Since last May she has been living with her four children at 7567 Lincoln ave., and Oscar, she charges, has been living with Mrs. Peck.

"Mother is perfectly right," swears Tessie Schmidt, 18, their daughter. "I found my father's clothes in her apartment and he confessed to me that he was living with her.

"He promised to give her up, but he hasn't. He seems to be completely dominated by her and unable to free himself of her influence."

Oscar didn't deny that he liked his sugar. He admitted that Mrs. Peck was his cashier, but he went broke, he says. There was more sugar, it seems, back of the register than in it.

SPORTS STORIES

1. Comment on the style of the following report of a baseball game. Can you improve the story by rewriting it?

What's that line about "one touch of nature makes all the world kin"? Well, never mind, I only wanted to paraphrase it anyhow and say that one touch of Philadelphia pitching makes all the world kin — all members of the Slug family from Slugtown.

The Giants, hobbled and hitless at Boston for a couple of days, were favored by that touch of Philly flipping yesterday as they helped Mayor Walker launch the National League campaign at the Polo Grounds, and today there is cause for rejoicing in Harlem. The Giants have added a victory to their growing list, and with the Philly hurlers in attendance for three days longer, seem headed toward a couple of others.

The Boston slump had taken such a strong hold upon the Giant wallopers that they permitted even Ray Benge to blank them for a couple of innings, but no slump could hold out long against the Philadelphia variety of what passes for pitching skill. Johnny Vergez knocked home a couple of runs early, and then in the seventh a rip-roaring rally, an old-fashioned clout fest, manufactured the pleasing 5 to 4 triumph.

The Giants looked like a whole lot of baseball team up there under the eyes of their 40,000 frapped but pleased friends. Clarence Mitchell's pitching was first class, barring a brief lapse in the third inning; the fielding display was glittering, and that socking soiree in the seventh topped off the day in perfect fashion. It will take better than the Phillies to beat the quality of baseball the Giants dispensed.

The two victories achieved by the venerable Clarence Mitchell during the past week rather confirm the impressions created by his training camp performances at San Antonio. During the Spring jaunt with the White Sox he was the most effective of the New York mound operators, and the opinion was expressed in these columns, and doubtless elsewhere, that he would be of vast assistance to the Giants during the early stages of the pennant scramble.

Clarence has what it takes in these early games — good control, a brain that sponsors an occasional thought, and a well paced delivery. In Mitchell's case this change of pace is especially pronounced. He throws a slow ball at every batter and then one much slower.

The not completely thawed-out batters can't time that type of delivery at this stage of the campaign, and it is much more effective now than it will be in the good old summer time. The pop fly putouts that break up April rallies often sail out of the park after the stickers have adjusted their sights.

Which doesn't mean that Mitchell won't win his share of games. Properly handled and permitted to enjoy sufficient rest between starts, he's good enough to challenge any team at any time. The good hitters, the swingers, hate to bat against him, and admit that he is more bothersome than the pitching stars of the league.

Yesterday he yielded up eleven hits to the free-hitting Phillies, yet always had them under control, even in the third, when five solid hits coined three runs. The stage was set for the Phillies there for a really big inning. Against another pitcher the same opportunity might have produced five or six runs.

But Mitchell's trick slow stuff couldn't be timed by all the hitters, and two pop fly putouts between three hits curbed the force of the attack. The third putout was also a soft chance and it left two runners stranded on the sacks. In a later inning Hal Lee's soft and short fly, hit that way because the former Robin swung too late at the ball, also left runners stranded on second and third bases.

A very fine pitching performance, and one that gives New

York supporters reason to enthuse over the pitching situation. Mitchell adds real strength to the staff.

2. What are the merits and the defects of the following part of a story of a football game? What improvements can you make in rewriting it?

Mid the strains of "We Won't Get Home Until Morning" played in the gloaming, wherever that is, of a windy autumn eve, Referee Williams judiciously called a halt on the annual St. Clair-Winton battle at the Baseball park last night, just when the top edge of the moon peeped over Lake Erie and the cardinal cohorts were leading in the battle by a score of 25 to 7.

That's the official count, three touchdowns, one goal from touchdown and two drop kicks against the green and white's one lone touchdown, scored in the final quarter of a hectic struggle featured by good open play on the part of both elevens, Harry Hurson's great kicking and marred by the poor tackling of both elevens.

It was just another St. Clair victory and thus it will go down in history. The old hoodoo still abides with the St. Clair boys south of the river, and Winton was not so much outplayed as outlucked. The cardinals keyed to the minute for the struggle were on their toes from the opening whistle. They played football at all times, took advantage of every weakness and never lagged no matter how great the advantage and as a result they copped the city laurels which are theirs by virtue of the victory, in a decidedly easy manner.

Winton on the other hand, outside of one or two individuals on the whole were content to take matters as they came and appeared averse to any exceptional effort, combined or otherwise. There was not that scrap and pep, that characterizes the annual fight between the two teams, and this more than any superior ability on the part of Schmidt's champions militated against anything like a victory for the Wintoners.

The first quarter was a feeler for both elevens. In an offensive way, the green and white did little, playing purely on the defensive, being content to punt on every first or second down, keeping the ball in cardinal territory. This worked well in the first quarter and the Winton men were never in danger of being counted on. The same holds true of St. Clair.

The second period brought a change of goals and although at the very start the ball was in St. Clair territory, the advantage of the wind now lay with the cardinals and Hurson's sturdy boot soon made that fact known to the defenders of the east goal.

While Johnson in a measure held his own at this period with the St. Clair oval mixer, he was decidedly slow in getting off his spirals. A few minutes after the start of the quarter, St. Clair, with the advantage of the wind, worked well into their rival's preserves and by sturdy plunges carried the pigskin to the thirty yard line. Winton held finally and after three futile flings at the cardinal line by the green and white backs, Johnson again stepped back to boot the leather into safe ground. He made a miscue, however, in holding onto the ball too long, an accident which featured his play in the North side game. Devine opposing Franklin at tackle, wormed his way through the Winton defense and was on Johnson before the latter was aware of his presence. He blocked the attempted punt and followed up the ball which rolled well behind Winton's goal, made one futile attempt to corral the oval as it rolled over the grass carpet, hopped to his feet again and this time drove true gathering the ball in his arms for the first score. A punt out by Hurson was properly heeled, and the same Hurson booted the ball squarely between the goal posts, making the count 7 to 0. [Etc.]

Does the following example seem to you to be an actual piece of sports writing or merely a burlesque on a certain type of "dope" story?

"Play ball!"

When the arbiter utters those magic words and Whitey Witt, the game little Albino, steps to the plate, the annual classic will be on in earnest. For the second time in many years the Clan McGraw, who have captured the bunting in the National league and the Ruppert-Huston forces, winners of the gonfalon in the younger organization, will meet in the historic stadium on Coogan's Bluff to decide the question of supremacy.

When Art Nehf, star portside flinger of the McGrawmen, blanked the Hugman in the eighth game of last year's classic and brought the game's greatest honors to the standard bearers of the Heydler organization, the Yankees vowed vengeance and they will be full of fight when they take the field this afternoon. With their inner defense strengthened by the acquisition of Jumping Joe Dugan, the outer garden bolstered by the purchase of Whitey Witt from the lowly Mackmen with the addition of Deacon Scott, sterling guardian of the short field, and with the crashing Bambino in the pink of condition (it will be recalled that he was on the sick list during last year's big series), it looks like the representatives of the Johnson organization ought to bring home the bacon. This seems almost a

certainty when one also considers that the Ruppert-Huston forces have added star hurlers in Jones and Bush. The Squire and Bullet Joe are two of the best slabsters in the business. When you also remember that Shawkey is back in form, it looks like a walkover for the expensive athletes owned by the popular colonels. The Fighting Gob, when right, is a stellar moundsman, and it will take airtight hurling to beat him — there isn't any one on Jawn McGraw's Corps of hurlers who has tossed that brand of ball in months.

Still, you never can tell. Baseball is an uncertain game, and if Clan McGraw gets the breaks they may nose out the opposition. The breaks have been an important factor in deciding these October classics — and history may repeat itself. The McGrawmen are faster on the hassocks than the Hugmen and the figures also show that they are deadlier with the willow. This may offset the Yankee advantage on the mound.

And then again it may not. As we said before, you never can tell in a game as uncertain as the national pastime.

It's the box score that tells the story!

The dope goes wrong at times but the Old Box Score never lies!

SOCIETY NEWS

1. What is your opinion of the following story published in a metropolitan paper concerning a rumor of an engagement?

Although that season of the year when a young man's fancy lightly turns to thoughts of love is still several weeks distant, Dan Cupid is very active and it is said that one of his arrows has pierced the heart of Mr. Holbrook Brown.

The damsel whose presence causes this gentleman's cardiac organ to palpitate is the attractive Miss Marguerite Holmes, daughter of Mrs. Harrison Snow by her first marriage. Radio station NEWS has broadcast a story that the official announcement of their betrothal will shortly be made, and inasmuch as the younger set is discussing the reported engagement, there must be more than several grains of truth in the story.

2. Does the following advance story of a wedding seem adapted to the society column of a large city newspaper?

Fashionable celebrities of Gotham and many smart personages who inhabit the towns of Eastern New Jersey will assemble in the Community Church at Winstead, N.J., this afternoon to witness the nuptials of Miss Caroline Swain Tait,

daughter of Mrs. John Wilkins Tait, of 367 West 75th Ave., this city. The bridegroom is Mr. Lewis Henry Parker, son of Mrs. Lewis T. Parker and the late Mr. Parker, of Long Island City.

The bride will be presented at the altar by her brother, Mr. John Wilkins Tait, and the marital knot will be tied by the Rev. Charles P. Meers. The personnel of the wedding party will comprise Mrs. Howard G. White as matron of honor and the Misses Marie Grein, Madeline Hopkins, Charlotte C. Smith, and Paula Schein. Juvenile Effie Hopkins will be the flower girl.

Mr. Allan Pierce Watson has consented to act as best man, and the guests will be escorted up the aisles of the church by Messrs. Herbert Walker, Donald Green, Lucius P. Smith, Traver Wales, and Walter Hein.

Comment on the style of the following story of a wedding and rewrite it for a daily paper in a city of 50,000.

The beautiful autumn evening Tuesday, was the scene of a happy wedding at the pleasant country home of Mr. and Mrs. William A. Milton of Pembroke Park, when their only daughter, Ada May Milton, was united in marriage to Henry P. Williams, of Harrington, N. Y. Promptly at 4:30 p. m., the wedding party descended the stairway to the sweet melody of the wedding march, with Miss Kathrine Parker presiding at the piano. The procession was led by the small flower maiden, Miss Mabel Teller, dressed in pure white with a wreath of white daisies on her head and a large bunch of the same flowers in her hand. The bride was richly but simply clad in white satin trimmed in gold jetted passementerie and gold jetted neck yoke, with a filmy bridal veil daintily covering her golden brown hair and falling gracefully to the floor.

She carried fragrant white roses and pink carnations, and she was met in the hallway by the groom. The groom wore the conventional attire. He was accompanied by his friend Frank J. Norton, of Watertown, N. Y. The bride was accompanied by her cousin, Miss Henrietta Strong, now a student of Harrington normal. Miss Strong was dressed in pure white with a bouquet of pink roses and carnations. Together the bride and groom entered the flower festooned parlor to the soft strains of music. Rev. Herrin, of Pembroke Park, united the popular young couple according to the solemn ritual of the Methodist Episcopal church.

After a shower of congratulations the wedding party entered the dining room where a sumptuous feast of good things was

served to about seventy guests amidst the usual social conversation whilst the Pembroke Park Brass Band played its choicest selections. Later there was music by Mrs. Henry Delton and her son, Master Harry Delton, on the piano and violin, the latter being a pupil of the bride, who is a music teacher in her town. Her education is as follows: Harrington, N. Y., for normal course; Baltimore, Md., for business, besides Wesleyan College, Middleton, Pa., and Marietta, O., for musical education. The groom was for some time a telegraph operator at Buffalo, N. Y., but at present, being the last unmarried of the family, he has lived with his mother, Mrs. Elizabeth Williams. He belongs to one of Polk county's well known families, and is a member of the Harrington Brass Band.

The bride belongs to one of the oldest and best families of her home county of Madison. Both are popularly and well known in the home circles of many friends.

Among pleasantly noted friends present were Cashier W. M. Schmidt of the Harrington bank, Miss Emma Miles of Harrington normal, James B. Rogers, merchant, of Littletown, and brother-in-law of the groom, accompanied by his small son, Robert, and Misses Jessie and Nettie Williams, cousins of the groom.

The wedding presents were numerous and of excellent selection, several arriving days before from invited guests unable to be present.

HUMAN INTEREST AND FEATURE STORIES

1. Does the following "zoo" story seem plausible? Do you think that the writer of it was guilty of "faking"? Should he have called the two Chinese laundrymen "a couple of Chinamen"?

The Chinese wildcat in the Central Park Zoo has received a new lease of life, according to the keepers there, and a graphophone may be used now to make life seem more worth while to him. If this plan is adopted one of the machines will collect sounds in Mott Street that are expected to help to cure the cat's recurrent fits of nostalgia, which is the dictionary name for homesickness.

There is a box nailed to the wall by the side of the quarters of the lady hippopotamus and her young son, and on a shelf of this lies all day long a slim and long-bodied little animal with green eyes and a sweeping tail. The yellow sign says that it is a "Felis Chinensis." He may take exercise at night, but all day he is motionless, still, apparently melancholy, noticing nothing.

He is in surroundings that offer little congeniality. The lady hippo and her young son are out of his class. The capybara not only is from South America, but is like a rat magnified some two hundred times. The lions across the aisle are from climes unknown to the Chinese wildcat. Practically everything in the Central Park Zoo has long ago learned how to eat peanuts, and has thus become more or less Americanized. The Felis Chinensis will not have peanuts.

Last week a couple of Chinamen, rare visitors at the Zoo, strayed into the lion house, stopping before the home of the wildcat. The minute he heard their talk he jumped from his shelf and began purring and rubbing himself against the side of his box. He played ball with a chicken bone on the floor, and had a good time. The uplift he got from this rode him along joyously for two days afterward.

And there is a plan on foot, say the keepers, to collect Mott Street sounds in a graphophone for the Felis Chinensis, if more laundrymen don't visit the Zoo. There is some apprehension, however, as to how the lions and the tiger will take the graphophone.

2. What do you think of the style of the following human interest story? How would you rewrite it?

"Eli, Eli" — (God, my God)

It was a huge coal truck and it pitted its monster strength against the helpless frailty of a tiny child —

"Lomo a sav toni" — (Why hast thou forsaken me?)

The speed demon chuckles as a hysterical mother pleads in these words with the God of her forefathers — in halting, helpless phrases she cries out her despair —

But to no avail. The prayer ends in a moan of anguish. The mystic Hebrew words she learned at the knees of her mother far across the seas are no help to her now. With helpless fists she strikes her breasts.

"Vay is meer — oy, vay is meer!" (Woe to me — Woe to me!)

They killed another child yesterday — these death-dealing, speeding trucks. Another victim was added to the growing list of a crazed, speed-mad city. Another baby's life was snuffed out before it had a chance to bloom.

This time it was little Samuel Rosenbaum, of 1761 Lake Ave., a bit of a lad just five years old. This was his first term in school. What an adventure it was to go daily to the Hawthorne School! Big Brother Morris, who was all of nine years

old and in a much higher grade, took him there and was to take him home again.

But yesterday Morris missed his little brother. Patiently Samuel waited for him, and then, eager to find his way home alone, he started on the east side of Washington Ave. to cross to the north. Too late he saw a huge truck, driven by Dominick Seniscali, of 423 Gorham Ave., bearing down upon him. There was a terrific grinding of brakes which drowned a pitiful, smothered cry. It was the back wheels that caught him, crushing the mite of a body beneath its tremendous weight.

Well done, speed demon! Chalk up another victory for the devilish monster. The daily ritual of sacrifice goes on.

A little body lies bleeding and crushed in the centre of a busy street. Horror-stricken schoolmates gather around. They see the mangled mass that was once their playmate lifted and carried away. Silently they went their way home. It isn't the first time one of their group has been taken away in this manner. Who next?

3. Does the following human interest story tend to create a favorable or an unfavorable attitude on the part of readers toward the law forbidding children under 16 to work, as well as toward the Society for the Prevention of Cruelty to Children, an agent of which acted in this case? Can you improve the story by rewriting it?

She didn't go out to play after school like other kids. She wanted to, all right, but there were hungry young mouths to feed, and dad making only $15 a week, and she was the oldest of seven.

She stood at the B. M. T. subway station on the east side of Broadway at City Hall Park, instead, holding bars of chocolate in her hand. Nearly everybody downtown has seen her, a slender child of sallow complexion with big brown eyes and hair of dirty auburn hue.

Maybe you are one who's heard the lugubrious cry in its ceaseless monotone:

"Two for fi-ve cents. Two for fi-ve cents. Two for —"

It was often lost in the roar of disappearing crowds in the maw of the subway.

She won't be there any more.

An agent of the S. P. C. C., faithful to his duty, came last Friday and dragged her away. She kicked and she screamed with her mite of a voice and the tears streaked through the dust on her cheeks. But she is only 12 and the law says one must be 16 to work.

The law must be enforced.

They locked her up over night. Then they released her.

Today Tessie Schwartz was back in classes at Rivington St. school, and maybe she'll have time to play, now that the law won't let her work, but she wants something to help out.

In the squalid lower East Side flat of three rooms at 62 Holton St. that is home for John and Maria Schwartz and their brood of seven, there is not much sunshine, what with the boys wearing clothes cut down from their father's and the mother trying hard to smile over her own faded dresses for the girls.

Her father's occupation is a deckhand, but he lost his job a few months ago. Now he's working three days a week as a street sweeper, one of those aided in emergency employment by the Relief Committee.

"She could have kept the money," Mrs. Schwartz said in her tired, colorless voice, "but she wanted to help out. In all the months she sold the candy she missed only a half day at school. It's hard, you know, and we're trying to get along without asking charity."

So you'll miss Tessie now, for the S. P. C. C. made her mother promise to forbid her to work. Maybe the candy stand concessionaire will miss the puny figure in tawdry coat of faded tan and tam o' shanter, too.

You kind of got to expecting that cry at going home time: "Two for fi-ve cents. Two for fi-ve cents."

STYLE SHEET

THIS style sheet was prepared by the faculty of the School of Journalism at the University of Wisconsin, in coöperation with the editors of the two Madison daily newspapers, the *Wisconsin State Journal* and the *Capital Times*, from whom the journalism instructors receive daily assignments to be covered by the students in the course in newspaper reporting. Its purpose is to present in concise form a workable set of rules by which uniformity in the preparation of copy may be obtained.

CAPITALIZATION

CAPITALIZE:

1. All proper nouns, months, days of the week, but not the seasons.
2. Principal words in the titles of books, plays, lectures, pictures, toasts, etc., including the initial "A" or "The"; "The Man from Home." (See 29, below.)
3. Titles denoting official position, rank, or occupation when they precede a proper noun: President Coolidge, Judge John R. Holt (but John R. Holt, judge of the circuit court). Avoid long awkward titles before a name, such as State Superintendent of Public Property Harrison.
4. Distinguishing parts of names of associations, societies, leagues, companies, roads, lines, and incorporated bodies, but not the final word denoting form of organization: Louisiana State university, First National bank, Union Trust company, Northwestern line, Epworth Methodist church, First Wisconsin volunteers.
5. Common nouns when they precede the distinguishing parts in names of associations, societies, companies, etc.: University of Wisconsin, League of Women Voters, Bank of Wisconsin.
6. Only proper nouns in geographical names, except when the common noun precedes: Rock river, Fox lake; but Lake Michigan, Gulf of Mexico.
7. Only the distinguishing parts of names of streets, avenues, boulevards, university and other buildings, hotels, theatres, stations, wards, counties, etc.: Pinckney street, Northwestern station, South hall, Grand hotel, Third ward.
8. Schools, colleges, and special courses of a university, but not departments: College of Agriculture, Law school, Course in Pharmacy, School of Journalism; but department of astronomy.

9. Names of religious denominations, and nouns and pronouns of the deity.
10. Names of all political parties: Republican, Bolshevist, Socialist.
11. Sections of the country, but not the points of the compass: the East, the Middle West; east, northwest.
12. Abbreviations of college degrees: M.A., LL.D., Ph.D.
13. Names of sections of a city and distinguishing parts of nicknames of states and cities: the East side, the Badger state, the Windy city.
14. Distinguishing parts of names of holidays: Fourth of July, New Year's day.
15. Names of all races and nationalities: Indians, Caucasian, Negro.
16. Nicknames of athletic clubs and teams: the White Sox, the Gophers.
17. As few words as possible.

DO NOT CAPITALIZE:

18. Names of national, state, and city bodies, buildings, officers, boards, courts, etc.: congress, senate, assembly, department of justice, tax commission, budget committee, postoffice, city hall, common council, capitol, circuit court.
19. Points of the compass: east, northwest. (See 11.)
20. Common religious terms, except the Bible: scriptures, gospels, heathen.
21. Names of school or college studies, except names of languages: biology, French.
22. Titles when they follow the name: Henry Wilson, professor of Greek.
23. Abbreviations of time of day: a. m., p. m., but 12 M.
24. Names of college classes: sophomore, senior.
25. College degrees when spelled out: bachelor of arts, but A.B., Ph.D.
26. Seasons of the year: spring, autumn.
27. Names of offices in list of officers as in election of officers: The new officers are: John C. Walter, president; Frank M. Smith, secretary, etc.
28. The following nouns after a proper noun: street, avenue, boulevard, place, building, depot, hotel, station, theatre, ward, county, district, etc.
29. Articles, conjunctions, or prepositions of less than five letters (except in initial position) in headlines and titles.

PUNCTUATION

30. Omit period after "per cent," which should always be written as two words.
31. Use a comma before "and" in a list: red, white, and blue.

32. Punctuate list of names with cities or states, after a colon thus: Arnold Woll, Racine, president; R. G. Davitt, Beloit, vice president; etc.
33. Use a colon after a statement introducing a direct quotation of one or more paragraphs and after "as follows." Always begin a new paragraph after a colon.
34. Never use a colon after viz., to wit., namely, e. g., and i. e., except when they end a paragraph. Use colon, dash, or semicolon before them and comma after them, thus: This is the man; to wit, the victim.
35. Use an apostrophe with year of college classes: class of '81, John White '01.
36. Do not use a hyphen in "today" and "tomorrow."
37. Use a hyphen in compound ordinal numbers: thirty-second.
38. Use no apostrophe in making plural of figures: early '90s not '90's, the Three Rs.
39. Use no apostrophe in such abbreviations as varsity, phone, bus.
40. Use an em dash after a man's name placed at the beginning in a series of interviews: Henry Keith — I have nothing to say. (Use no quotation marks with this form.)
41. In sporting news punctuate thus: Score: Wisconsin 8, Chicago 3. 100-yard dash — Smith, first; Hanks, second. Time, 0:10 1-5.
42. Final quotation marks should follow the period or comma that ends a quotation.

QUOTATIONS

QUOTE:

43. All verbatim quotations when they are to be set in the same type and measure as the context, but not when they are to be in smaller type or narrower measure.
44. All testimony, conversation, and interviews given in direct form, except when name of speaker or Q. and A., with a dash, precedes, as: John Keith — I have nothing to say. Q. — What is your name? A. — Oscar Brown.
45. Names of books, dramas, paintings, statuary, operas, songs, subjects of lectures, sermons, toasts, magazine articles, including the initial "A" or "The": "A Man Without a Country." (See 29.)
46. Nicknames used before surnames, but avoid nicknames as far as possible: "Al" Harris, Henry "Slim" Hall.
47. Use single quotation marks for quotations within a quotation.
48. Use quotation marks at the beginning of each paragraph of a continuous quotation of several paragraphs, but at the end of the last paragraph only.

DO NOT QUOTE:

49. Names of characters in plays: Shylock in "The Merchant of Venice."
50. Names of newspapers or periodicals: the Toledo News, the Dial.
51. Names of vessels, horses, dogs, or automobiles.

FIGURES

USE FIGURES FOR:

52. Numbers of 10 or over.
53. Hours of the day: 7 p.m., 7 o'clock, at 8:30 this morning; but not 8:00.
54. Days of the month omitting d, th, st: April 9, 1918; July 1.
55. Ages: He was 8 years old.
56. All dimensions, prices, degrees of temperature, per cents, dates, votes, times in races, etc.: 3 feet long, $3 a yard, 7 degrees, 5 per cent.
57. All sums of money (with dollar mark or cents): $24, $5.06, 75 cents, but not $3.00, $ .50, or 50c.
58. Street and room numbers: 1324 Grand avenue, 69 Bascom hall (not Room 69.)
59. *Do not begin a sentence with figures; supply a word or spell out.*

ABBREVIATIONS

ABBREVIATE:

60. The following titles and no others, when they precede a name: Rev., Dr., Mr., Mrs., M., Mme., Mlle., Prof., and military titles, except sergeant, corporal, and chaplain. Never write Pres. Hoover or Vice Pres. Curtis, Sen. Jones.
61. Names of states, only when they follow names of cities: Madison, Wis. (but never "a citizen of Wis.")
62. "Number" before figures: No. 24.
63. Saint, Mount, and Fort, in proper names

DO NOT ABBREVIATE:

64. Railway, company, street, avenue, district, etc.: Chicago and Northwestern railway, State street, A. B. Hall company. (Railway may be abbreviated when initials are used: C. M. & St. P. Ry.)
65. Christian names like William, Charles, Thomas, John, Alexander.
66. The titles, congressman, senator, representative, president, secretary, treasurer, etc., preceding a name.
67. Names of months except in dates and datelines.
68. Years ('97 for 1897), except in referring to college classes, etc.
69. Christmas in the form of Xmas.

70. Per cent, always two words: 15 per cent (not 15%).
71. Cents: 75 cents (not 75 cts. or 75c), except in market quotations.
72. Avoid colloquial abbreviations like "prof," "libe," "agrics."

DATES AND DATELINES

73. In dates, write Jan. 12, 1914 (not the 12th of January or 12 January).
74. Punctuate datelines thus: Madison, Wis., Feb. 11. — Fire destroyed the, etc. Omit state after names of prominent cities. Abbreviate months of more than five letters. Omit year and d, st, th, (after figures). Begin a story immediately after dash on same line.

ADDRESSES

75. Write addresses thus:
Frank D. Miles, 136 West Gilman street. Hiram Swenk, Lodi, Wis. (See 64.)
76. Omit "at" and "of" before addresses. Do not abbreviate or capitalize street, avenue, etc. Spell out numbered streets up to 10th.

TITLES

77. Always give initials or first name of persons the first time they appear in a story.
78. Never use one initial only; use both or first name: J. H. Ward, John H. Ward, or John Ward (not J. Ward). Do not use nicknames except in sporting news or in the form John "Spike" Brown.
79. Never use Mr. with initials or first name: Mr. Ward (not Mr. John H. Ward).
80. Give first name of unmarried women, not initials only: Miss Mary R. Snow (not Miss M. R. Snow).
81. Always use the title Miss before an unmarried woman's name and Mrs. before a married woman's.
82. Begin a list of unmarried women with "Misses," and one of married women with "Mesdames," giving first name of unmarried women, and husband's first name or initials with married women's names.
83. Supply "the" before Rev.; supply Mr. if first name is omitted: the Rev. S. R. Hart, or the Rev. Mr. Hart (not Rev. S. R. Hart, the Rev. Hart, or Rev. Hart).
84. Write Mr. and Mrs. Arthur S. Miles (not Arthur S. Miles and wife).
85. Write Prof. and Mrs. Henry Wilton (not Mr. and Mrs. Prof. Henry Wilton).

86. Give the title professor only to members of faculty of professorial rank; use "Mr." when necessary with name of instructor or assistant.
87. Avoid long titles, such as Superintendent of Public Instruction Moore.
88. Never use the title "Honorable" or "Hon."

PREPARATION OF COPY

89. Write legibly; use a typewriter whenever possible.
90. Never write on both sides of the sheet.
91. Double space all your copy.
92. Use 8½×11 soft white copy paper for all your work.
93. Begin your story about the middle of the first page.
94. Number sheets at the top of the page and enclose the number in a circle.
95. Put an end mark (#) at the close of every complete story.
96. Enclose all quotation marks in half circl
97. Print all names in longhand copy.
98. Underscore "u's" and overscore "n's" in longhand copy.
99. Put name of writer in upper left-hand corner of each sheet.

PARAGRAPHS

100. Indent each paragraph about two inches.
101. Remember that the length of the paragraph in newspapers does not normally exceed 100 words and generally ranges from 25 to 60 words, not more than six lines of typewritten copy.
102. Put an important idea at the beginning of the first sentence of each paragraph.
103. Avoid beginning successive paragraphs with the same word, phrase, or construction.
104. Don't put important details in the last paragraph where they may be cut off in the make-up.
105. Make separate paragraphs of introductory statements like "He said in part," "The report follows," and end them with a colon.
106. Set off as a separate paragraph a direct quotation consisting of one long sentence or of more than one sentence.

SENTENCES

107. Make evident the construction of every sentence so that it may be read rapidly.
108. Avoid choppy, disconnected short sentences.
109. Don't overload the first sentence of a summary lead by crowding in unessential details.
110. Put an important idea at the beginning of every sentence.

WORDS

111. Avoid words that are likely to be unfamiliar to the average reader, unless you explain them in your story.
112. Don't use trite phrases.
113. Use superlatives and "very" sparingly.
114. Use slang only when circumstances demand it.
115. Find the one noun to express the idea, the one adjective, if necessary, to qualify it, and the one verb needed to give it life.
116. Use "men" and "women" in writing of university students, not "boys" and "girls."
117. *Do not use "school" in writing of the university as a whole.*

PROMPTNESS

118. Turn in all your work at or before the appointed time.
119. Be on time at every appointment.
120. Never put off till tomorrow getting in news that is new today.
121. Watch deadlines of editions.

ACCURACY

122. Remember that the truth and nothing but the truth, interestingly presented, makes the best news story.
123. Don't try to make cleverness a substitute for truth.
124. Don't forget that faking is lying.
125. Realize that every mistake you make hurts someone.
126. Remember that what you write for newspaper publication is read by thousands and helps to influence public opinion.
127. Verify all names, initials, addresses, etc., in directories, and note on story, "All names verified."
128. Get all the news; don't stop with half of it.
129. Don't give rumors as facts.
130. Be fair and unbiased; give both sides of the case.
131. Don't misrepresent by playing up a statement that, taken from its context, is misleading.
132. Don't make the necessity for speed an excuse for carelessness and inaccuracy.

SOME PRINCIPLES OF JOURNALISM

133. Information obtained in social relations should not be used except with the express permission of the informant.
134. Information given in confidence on condition that it shall not be published should not be used until the informant's permission is obtained.
135. A newspaper should publish the truth, the whole truth, and nothing but the truth concerning all matters of importance to readers as citizens of the community, the state, and the nation.

136. A newspaper that goes into the home should publish nothing that cannot be read aloud in the family circle.
137. News of crime, scandal, and vice should be presented in such a manner as to deter readers from attempting to imitate the criminal and the vicious.
138. All persons and all organizations are entitled to fair play in the columns of the newspaper.
139. Individuals have a right to privacy in all matters not of public concern.
140. Propaganda and publicity material should not be printed as news unless it contains information to which readers are entitled, and whenever it is used, its source should be plainly indicated.
141. Neither the business interests of a newspaper nor any outside influence should interfere with the publication of the truth in news.
142. Truth, honesty, and decency are the watchwords of every self-respecting newspaper, as they are of every self-respecting individual.

INDEX

Abbreviations in headlines, 408; in news stories, 471
Accidents, news stories of, 183, 202; influence of news of, 186; interest in, 41; human interest story of, 320; problems in news stories of, 445
Accounting department, 10
Accuracy in animal stories, 46; in headlines, 395; in human interest stories, 319; in news gathering, 63; in news writing, 134, 139, 155, 170
Ad alley, 440
Adds in copy, 100, 377
Advance copies of speeches, etc., 138
Advance stories, release of, 138
Adventure as an element in news, 40
Advertisements, classified, 9; display, 8; national, 8; position of, 17, 437
Advertising, influence of, 5
Advertising department, 8
Advertising manager, 8
Advertising space, how measured, 385
Agate line, 385
Aldermen, board of, meetings, 78, 80, 162
Amusements and hobbies, news of, 46
Animal stories, 45, 330; problems in writing, 46, 464
Art department, 14
Articles, special, 338
Assignment book or sheet, 73
Assignments, reporters', 73
Associated charities, news of, 91
Associated Press, 13, 72
Associated Press, news stories from, 197, 258, 294, 379
Association of commerce, news of, 90
Autoplate stereotyping, 19, 22
Auto-shaver, 19

Bankmen in composing room, 440
Bankruptcies, news of, 231
Banks in headlines, 398
Banner headlines, 420
Baseball games, news stories of, 265
Basketball games, news stories of, 267
Beat in publishing news, 73
Beat, or news run, 73
Beginnings for special articles, 344
Bell, Edward Price, quoted, 169
Better business bureau, news of, 90
[illegible] type, 384
[illegible]own news stories, 308, 373, 377
Bold-face type, 385
Boston *Evening Transcript*, news stories from, 279, 284
Brooklyn Eagle, special article from, 367
Builders exchange, news of, 90
Bulletins, news, 14, 379
Burglaries, news of, 209, 220
Business management of newspapers, 7
Business organizations, news of, 90

Cable editor, 13
Capitalization, rules for, 468
Captions for cuts, 387
Cartoons, 14
Cases of type, 385
Casting box in stereotyping, 19
Catch-lines in copy, 376
Censorship, governmental, 3
Chamber of commerce, news of, 90
Charity organizations, news of, 91
Chases, 17, 438
Chicago Daily News, news stories from, 177, 286
Chicago Tribune, news stories from, 131, 244, 320, 326
Children in news stories, 44; in human interest stories, 320, 321, 323, 325
Christian Science Monitor, news story from, 175
Christmas celebration, news story of, 288
Churches, news of, 94
Circulation, newspaper, 5, 19; rural, 6
Circulation department, 9
Circulation manager, 9.
Circus, news story of, 290
City boards and commissions, news of, 79
City council, meetings of, 80, 162
City editor, 13, 42
City hall as news source, 78
City hall reporter, 79
City news bureaus, 72
City officers, 78
Cleveland Press, news stories from, 180, 287, 322
Collector of internal revenue, 88
Colleges, news of, 92

Collier's Weekly, definitions of news in, 29
Colored headlines, 395
Colored news stories, 134
Column rules, 17
Column width, how measured, 385
Composing room, 17; terms used in, 438, 440
Confession articles, 342
Conventions, news stories of, 154
Copy, common errors in, 113, 375; essentials of good, 98; preparation of, 98
Copy-cutter, 15
Copy-desk, 14, 376
Copy reading, 373; marks used in, 387
Coroner, as news source, 85
Coroner's inquest, news of, 86; news story of, 240
Correspondents, special, 72, 135; duties of, 95; interpretation of news by, 135
Counting room, 8
County board meetings, 86
County officers, 85
Court commissioner, United States, 89
Courts, civil, 82, 228, 245; criminal, 82, 228, 232, 242; federal, 88, 230; local and state, 82; supreme, 229; sources of news of, 228; human interest stories from, 327; problems in news stories of, 454
Crime, constructive treatment of, 212; influence of news of, 210; treatment of news of, 212, 215; news stories of, 209, 219; problems in news stories of, 450
Criminal court news, 83, 235, 240
Cuts, 15, 77, 387

Dana, Charles A., quoted, 41
Davis, Parke, football story by, 263
Deadline, 17
Deaths, news of, 275; human interest story of, 326
Decks in headlines, 398
Detroit News, special article from, 346
Display type, 384
District attorney, local, 85, 235; federal, 89, 230
Divorce, news of, 38
Divorce court news, 85
Dry mats, 18
Dummies in make-up, 16, 437
Dyer Act, violations of, 88

Eclipse of sun, news story of, 292
Editing copy, 373; marks used in, 387
Editions, times of, 439
Editor, cable, 13; city, 13, 73; exchange, 14; managing, 12, 16; news, 12, 437; night, 12, 437; society, 268; sports, 254; state, 12; telegraph, 13
Editor-in-chief, 11
Editorial policies, 12
Editorial rooms, 12
Editorial writers, 12
Editorials, purpose of, 4
Embezzlements, news stories of, 209, 221
End mark in copy, 99
Engagements, announcements of, 269
Exchange editor, 14
Exchanges, news taken from, 301, 308

Faces of type, 384
Fakes, effects of, 46, 317
Faking in news writing, 46, 317
Feature articles, 338; beginnings of, 344; kinds of, 342; style in, 345; subjects for, 339
Feature stories, 317
Features in news story leads, 116; grammatical forms for, 119
Federal building as news source, 87
Federal courts, 88, 230
Federal officers, local, 87
Figures in headlines, 410; in news stories, 126
Figures of speech in news writing, 80
Filing queries by correspondents, 96
Filing telegraph news stories, 96
Fillers, 308
Fire department, news of, 82, 183
Fires, news stories of, 183, 193; influence of news stories of, 186; problems in news stories of, 447
Flash, or news bulletin, 379
Follows in copy, 378
Follow-up stories, 300, 309
Fonts of type, 385
Football games, news stories of, 257
Forms, making up, 17, 438
Freedom of the press, 3
Front office, 8
Funerals, news stories of, 275, 296
Future book or file, 73

Galley proofs, 16, 424
Galleys, 16, 424
Good usage in news writing, 109
Gould, Alan, football story by, 258
Grammatical errors in copy, 113, 375
Grammatical forms for feature of lead, 119
Guide-lines on copy, 99, 376

Half-tone illustrations, 386
Hand-outs by publicity men, 167
Hanging indention in headlines, 398, 400
Headlines, 392; abbreviations in, 408; accuracy in, 395; figures in, 410; forms of, 398; function of, 392; influence of, 393; methods of building, 412; proper names in, 410; punctuation in, 411; style in, 407; tone of, 397; type limitations of, 403
Heads, banner, 420; jump-, 421; side-, 436; sub-, 422
Hearings, news stories of, 251
Hell-box, 440
Hold-up, news stories of, 222
Holidays, news stories of, 287
Home and business interests of readers, 52
Home edition, 439
Hospitals as sources of news, 93; human interest story from, 325
Hotels as news sources, 95
Human interest, in news stories, 101; news value of, 42
Human interest stories, 43, 317; accuracy in, 319; finding material for, 317; style of, 318; problems in writing, 464

Illustrations in newspapers, 15, 77, 387
Independent, article from, 23
Inserts in copy, 100
International News Service, 13, 72
Intertype, 21
Interviewing, 166
Interviews, news stories of, 171; preparation for, 168; grouping of, 178; in special articles, 343, 358
Investigations, news stories of, 251
Italic headlines, 402
Italic type, 385

Jefferson, Thomas, quoted, 3
Jump-heads, 421
Justifying forms, 441
Juvenile court news, 84
Juvenile delinquents, news stories of, 38, 45, 84

Kansas City Star, news stories from, 173, 204, 224, 323

Labor organizations, news of, 92
Leaded type, 386
Leads, or beginnings, of news stories, 115; examples of, 117; faults in, 124; features of, 116; for accident and fire stories, 186; for crime news stories, 216; for interview stories, 171; for stories of meetings, 157; for rewrite stories, 302; for reports of speeches etc., 141; for reports of trials, 233, 240; unconventional, 126
Lectures, news stories of, 137
Libel in news stories, 38, 374
Librarian, newspaper, 14
Libraries as news sources, 94
Linotype, 21
Local ends of news stories, 49
Local news, value of, 48; sources of, 78
London *Evening News*, news story from, 296
Lower-case letters in type, 385; in headlines, 402

Magazine section, articles for, 338; editor of, 13; printing of, 22
Mail editions, 439
Mailing machines for newspapers, 22
Mailing newspapers, 19
Make-up of newspapers, 17, 431; influence of, 431; principles of, 433; schedule, or dummy, for, 437
Managing editor, 12
Mann Act, violations of, 88
Market edition, 439
Markets, news of, 89
Marshal, United States, 88
Mat, or matrix, stereotyping, 18
Mechanical departments, 11
Meetings, news stories of, 154
Merchandising service department, 9
Milwaukee Journal, news story from, 277
Minneapolis Tribune, news story from, 222
Morgue, newspaper, 14, 15, 275
Morgue, news story from, 321
Municipal boards and commissions, 79
Municipal courts, 82, 228
Municipal officers, 78
Murder mysteries, 39
Murder trials, news stories of, 243
Murders, news stories of, 209, 224
Mystery as an element in news, 39

Names, accuracy in, 63, 76, 373; news value of, 53
News associations, 13
News bureaus, city, 72
News, coloring of, 134; defined by editors, 30; definitions of, 30; editor, 12, 437; etymology of word, 34; following up, 300; gathering, 71; getting into

print, 14; grouping of, in make-up, 436; nose for, 57; policy determined by editors, 32; runs, or beats, 73; sources, 78; staff, 11; suppression of, 67, 442; values, 29
News stories, leads for, 115, 116, 124, 126, 141, 216, 240, 301; structure of, 114; types of, 101
News writing, characteristics of, 104; conditions of, 102
Newspaper as a business enterprise, 1
Newspaper as a social institution, 3
Newspaper circulation, 5, 10
Newspaper English, 62, 110
Newspaper, characteristics of, 1; definition of, 29; function of, 4; organization of, 7; production of, 6
Newspaper publishing, economics of, 2
New York Evening Post, news stories from, 288, 328
New York Herald Tribune, news stories from, 195, 249, 282
New York *Sun*, news story from, 333
New York Times, news stories from, 107, 127, 152, 160, 173, 203, 206, 221, 223, 234, 265, 292, 321, 330, 331; special articles from, 351, 363
New York World-Telegram, news story from, 325; special article from, 358
Night editor, 12, 437
Noon edition, 439
Nose for news, 57
Note-taking in interviewing, 170

Obituaries, 275
Organization of newspapers, 7
Overlines on cuts, 387

Paragraph emphasis in news stories, 111
Paragraph length in news stories, 110
Personality sketches, 343, 363
Personal journalism, decline of, 7
Philadelphia *Evening Bulletin*, contents in book form, 6
Philadelphia *Public Ledger*, news story from, 220
Phillips, Wendell, quoted, 3
Photo-engraving department, 11, 386
Photo-engravings, 386
Photographer, staff, 77
Photographs for newspaper cuts, 77
Pi, type, 17
Pica as measure for type, 301
Pittsburgh Post Gazette, news story from, 327
Planing down forms, 441
Point system for measuring type, 384
Police headquarters as news source, 81
Police news stories, 82, 209, 215, 217
Police reporter, 81, 209
Policy stories, 134
Politics, news value of, 36, 53
Post office as news source, 87
Pre-dated editions, 439
Press agents, 47, 167
Press associations, 72; copy from, 378; uncolored news from, 135
Presses, newspaper, 19, 22; proof, 16, 161
Press room, 11, 19
Printing newspapers, process of, 19
Privacy, right of, 38
Probate court, news of, 84, 229, 247
Problems of reporting, news gathering, etc., 442
Proof correcting, 424
Proof, example of corrected, 429; marks used in correcting, 425
Proof press, 16
Proof-reading, 424
Proof room, 11, 424
Promotion department, 10
Propaganda in news, 3
Providence *Evening Bulletin*, news story from, 314
Providence Journal, news stories from, 201, 219, 276, 290, 314
Public relations counsels, 167
Publicity agents, 47, 167
Publisher, newspaper, 8
Pulitzer, Joseph, quoted, 58, 61
Punctuation, common errors in, 375; in heads, 411; rules for, 469
Pyramid headlines, 398, 400

Queries, correspondent's, 96
Questions, at beginning of lead, 129; at beginning of special articles, 344
Quoin-bars, 18, 441
Quotation marks in copy, 145, 375
Quotations, in leads of news stories, 122, 123, 141; in body of news stories, 144; in beginnings of special articles, 344; misleading, played up in lead, 140; rules for, 470; verbatim in news stories, 138

Railroads, as news sources, 91
Reader interest in news, 34, 48
Real estate news, 90
Real estate transfers, 86
Receptions, news stories of, 268, 271
Release date on advance stories, 138

Reporter, education of, 59; ethical problems of, 67, 442; qualifications of, 56; responsibility of, 62; suppression of news by, 67, 442
Reporting, as a profession, 69; impersonal, objective, 134
Reports, news stories of, 151
Revises of proof, 17
Rewrite man, 300
Rewrite stories, 200
Rice, Grantland, football story by, 261
Robberies, news stories of, 209, 220, 222
Romance as an element in news, 37
Rotogravure, 387
Runs, news, 73

St. Louis Post-Dispatch, special article from, 356
Schedule, make-up, 437
Schools, news stories of, 92
Scoop, or beat, in publishing news, 73
Sentence construction in news stories, 112
Sentence emphasis in news writing, 114
Sentence length in new stories, 111
Sermons, news stories of, 137, 150
Sheriff, as news source, 85
Shorthand reporting, 137
Side-heads on news stories, 436
Slang, in headlines, 330; in news stories, 109; in sports writing, 257
Slug, compositor's, 440; linotype, 16
Slugs on news stories, 99, 376
Society editor, 268
Society news, 268; problems in writing, 462; sources of, 268
Special articles, 338
Special feature stories, 338
Special occasions, news of, 287; human interest stories of, 322, 328
Special representatives for newspapers, 9
Speeches, news stories of, 137
Sports, problems in writing news of, 458
Sports editor, 254
Sports news stories, 254
Sports writers, 254
Standards of living and advertising, 5
State editor, 12
Steam table, stereotyping, 18
Stereotype plates, 19
Stereotyping, 18
Stereotype room, 11, 18
Stick, composing, 386
Stickful, as measure of copy, 376, 386
Stoddart, Alex McD., article by, 23
Stone, make-up, 440
Stone, Melville E., quoted, 60, 69
String, correspondent's, 96
Style book, 100, 375, 468
Style, elements and qualities of, 104; essentials of newspaper, 106; in feature articles, 345; in headlines, 407; in human interest stories, 318; in news stories, 104; in sports writing, 257; in society news, 269; typographical, 100, 375, 468
Subheads, 422
Suicides, news stories of, 209, 225
Sunday editor, 13
Sunday magazine articles, 338
Supervisors, board of, 86
Suppression of news, 67; problems of, 442
Supreme court, news of, 229

Takes in copy, 16, 440
Telegraph copy, 378
Telegraph editor, 13
Telegraph news, filing of, 96
Telephone, in news gathering, 76
Telephone directory, use of, 63
Telephoning names, method of, 77
Teletype, 21
Teletypesetter, 21
Testimony, forms of, in news writing, 237
Timeliness in news, 34
Titanic disaster, news of, 23, 54
Titles, use of, in news stories, 472
Trials, civil, 83, 89, 245; criminal, 83, 88, 235, 240; news stories of, 228; problems in reporting, 454
Turtles, 438
Type, headline, 402; measurement of, 384; names of, 384; sizes and kinds of, 384
Typographical style, 100, 375, 468

United Press, 13, 72
United Press, news story from, 225
Universities, news of, 92
Upper case letters in type, 385

Want ads., 9
Washington bureaus of newspapers, 13, 135
Weather, news stories of, 88, 282
Weather bureau as news source, 88
Webster, Daniel, quoted, 3

Webster, Noah, quoted, 3
Weddings, news stories of, 270
Welfare organizations, news of, 91
Wet mats, 18
Wills, news stories of, 84, 247
Women's clubs, news stories of, 273
Women readers, interests of, 52
World War, effect of, on headlines, 433

Yellow journalism, effects of, on heads and make-up, 433

Zoo, animal stories from, 45, 330; problems in writing stories of, 46, 464