THE SUNDAY NEWSPAPER IN THE UNITED STATES

BY

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A. B. University of Illinois, 1907

THESIS

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I HEREBY RECOMMEND THAT THE THESIS PREPARED UNDER MY SUPERVISION BY

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## CONTENTS

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Historical Sketch</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Sunday Newspaper as a Part of the Daily Paper.</td>
<td>9</td>
</tr>
<tr>
<td></td>
<td>(a) Stories</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td>(b) Pictures and Cartoons</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>(c) Poetry</td>
<td>17</td>
</tr>
<tr>
<td></td>
<td>(d) Humour</td>
<td>18</td>
</tr>
<tr>
<td></td>
<td>(e) Editorial</td>
<td>19</td>
</tr>
<tr>
<td>3</td>
<td>Sunday Newspaper as a Special Publication</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>(a) Art and Literature</td>
<td>21</td>
</tr>
<tr>
<td></td>
<td>(b) Home and Society</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td>(c) Color and Comic</td>
<td>24</td>
</tr>
<tr>
<td>4</td>
<td>Printing a Sunday Paper</td>
<td>26</td>
</tr>
<tr>
<td>5</td>
<td>Causes of Modern Newspaper Development</td>
<td>32</td>
</tr>
<tr>
<td></td>
<td>(a) Public Opinion</td>
<td>32</td>
</tr>
<tr>
<td></td>
<td>(b) News Organizations</td>
<td>33</td>
</tr>
<tr>
<td></td>
<td>(c) Mechanical Progress</td>
<td>36</td>
</tr>
<tr>
<td></td>
<td>(d) Advertisements</td>
<td>38</td>
</tr>
<tr>
<td>6</td>
<td>Newspaper Problems</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td>(a) Language</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td>(b) Personality</td>
<td>43</td>
</tr>
<tr>
<td></td>
<td>(c) Ethics</td>
<td>47</td>
</tr>
<tr>
<td>7</td>
<td>Looking Forward</td>
<td>50</td>
</tr>
<tr>
<td>8</td>
<td>Appendix A</td>
<td>52</td>
</tr>
<tr>
<td>9</td>
<td>Appendix B</td>
<td>53</td>
</tr>
<tr>
<td>10</td>
<td>General Bibliography</td>
<td>54</td>
</tr>
<tr>
<td>11</td>
<td>Other Sources of Material</td>
<td>57</td>
</tr>
</tbody>
</table>
"Soul dwells in printer's type". - Joseph Ames.

"Hostile newspapers are more to be feared than bayonets!" - Napoleon.

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HISTORICAL SKETCH.

The news is more than any event that has happened or is likely to happen, it is that 'which interests humanity at large'. And the chief office of the daily newspaper is to give news of these interests. The Sunday newspaper is the outgrowth of the daily newspaper. It not only contains all the general features of the daily newspaper, but it has, in addition, some special attractions of its own.

The modern Sunday newspaper is comparatively of recent origin. The first permanent American newspaper, the "Boston News Letter's", was printed in 1704, and the first so-called Sunday newspaper in 1825. It was named the "Sunday Courier" and was published from New York. The editor of this paper was a theological student. He met with such bitter hostility from the religious public that the Courier did not enjoy a long lease of life.

After the death of the Courier, sporadic attempts at Sunday newspapers were made in Philadelphia, Boston, New York, and other large cities of that time; but these efforts did not succeed in establishing any newspaper that lasted long enough to leave a permanent impression on the news reading public.

The outbreak of the Civil War (1861) created a real
demand for Sunday newspapers. The people were so anxious to get the fresh news from the seat of war that they could hardly wait till Monday morning to hear the result of a battle fought on Sunday. In order to meet this demand for news, enterprising daily newspapers put out a Sunday edition. Even then there was no regular Sunday newspaper. Only in periods of great excitement a sheet would occasionally be published on Sunday to give the war news.

**Development of Sunday Paper.** A few years after the Civil War there seemed to be a growing demand for a regular Sunday newspaper. Accordingly in the year 1869 we find 134 Sunday newspapers in the United States and its territories; in the year 1879, 213; twenty-seven years later their number had increased to 507 and the last year there were no less than 544. The following table shows the relative increase in the number of these papers in the United States and territories from 1869 to 1908:

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Oklahoma  . . .  . . .  x  4  14
Oregon  . . .  . . .  1  2  9  10
Pennsylvania  . . .  . . .  10  16  20  24
Rhode Island  . . .  . . .  x  3  2  4
South Carolina  . . .  . . .  x  1  4  5
Tennessee  . . .  . . .  8  6  8  8
Texas , , ,  . . .  0  11  26  34
Utah  . . .  . . .  1  2  3  3
Vermont  . . .  . . .  0  1  0  0
Virginia  . . .  . . .  0  7  12  11
Washington  . . .  . . .  0  2  8  13
West Virginia  . . .  . . .  0  2  9  9
Wisconsin  . . .  . . .  2  3  10  10
Wyoming  . . .  . . .  1  1  1  1
Total  . . .  . . .  134  213  507  544

**Early Sunday Paper is Different from Modern Sunday Paper.** All the Sunday newspapers in the early times were in almost every respect like their daily papers. They had no special features to give them that name. They were called Sunday papers, simply because they happened to be published on Sundays. This difference is shown in one paper; take a look at the "Sunday Dispatch" (Philadelphia) 1859. Unlike our modern forty or fifty
or one hundred page Sunday paper, it was a four-page sheet, with nine columns a page. It had no pictures, no cartoons, no social gossip, no theatrical or athletic reports and no Sunday magazine. It was strong on editorials. The Dispatch on an average would print about three columns of editorial articles. One thing it had in common with our present Sunday paper was that it printed a number of special articles (See Appendix I). The titles of these special articles, such as "Unhappy Marriage", "Late and Early Marriages", "Sagacity of Birds", indicate that special articles had no reference to the topics of the times. They were short essays, not by the members of the staff, but by some outsiders; and they were published over the signatures of the writers. Almost all the Sunday newspapers in America are now sold for five cents; the Dispatch started as a three-cent paper and continued to be so until 1862 when it became four-cent.

One of the Difficulties of the Early Papers is the Lack of News. In the early times both the Sunday and the week-day papers were characterized by a dearth of what we call 'news'. That was to a great extent inevitable. There were few railroads and a very few telegraph lines to gather whatever news there was in the country. As for fresh foreign news, that was altogether out of the question, because the Atlantic cable was not laid till 1866. The newspapers therefore had to be satisfied with more or less local items. They gathered their news from correspondence, "private letters and information" and "Public Prints".

One of the earliest journals of Illinois in excusing itself of the lack of news wrote: "No papers have been received from east or west since our last; which, we trust, will be deemed ample apology for the dearth of news in this day's issue" 1. The newspapers were not altogether unaware of the value of foreign news. For when this news was available from foreign news letters and foreign newspapers it was printed at great length. Touching this irregularity of foreign news, Franklin wrote in one issue of his "Pennsylvania Gazette": "During the Peace ships were constantly dropping in at some Port or other of this Continent, and we had fresh Advices almost every Week from Europe; but now, by their waiting for Convoy, and other Hindrances and Delays, we are sometimes Months without having a Syllable. The consequence is, that a Series of Newspapers come to hand in a Lump together; and being each of us ambitious to give our Readers the freshest Intelligence, we crowd all the latest events in our First paper, and are obliged to fill up the succeeding Ones with Articles of prior Date, or else omit them entirely, as being anticipated and stale, and entertain you with Matters of another Nature" 2. The"freshest intelligence" to which Franklin alludes was often 4 or 5 months old. The editor of the "Illinois Intelligencer" (Dec. 13, 1822) headed the column of the "Latest from Europe" with this introduction: "By the arrival last evening of the fine packet ship New York Captain Maxwell from

1. "Illinois Intelligencer"(Vandalia) Dec. 28. 1822; it is now in the state collection at Springfield, Ill.
Liverpool, we have received our regular files of London and Liverpool papers, the former to the evening of the 29th of September and the latter to the 1st of October inclusive, also Lloyd's list to the 28th.

Even at this early date there was a good deal of rivalry for getting news. The journals would lift matters from their rival papers and make them appear as their own. Incensed at such "evil practices" a New York editor delivered this 'admonition' to his contemporaries: "'There be land rats and water rats', says our immortal bard, and while the commerce of the United States is a prey to the pirates of the ocean, our columns to compare great things with small, are, we lament to say, subject to daily depredations from the pirates of the press. Now, we should have no mercy upon 'water rats' and would cheerfully lend a hand to exterminate every one that is taken, we have more of the milk of human kindness in relation to the 'land pirates'; and believing that, have 'some touch of our condition' themselves, they will on proper representation, desist from their evil practices, we hereby admonish them, one and all, to keep their hands (meaning thereby the editorial scissors, that might substitute for industry and brains) from our columns".¹

Lack of News Made Up by Essays and Poems. Altho the editors of the newspapers keenly felt the poverty of news, they managed to fill their columns with a good deal of matter, which

¹ "New York American" - May 14, 1823.
was not, however, strictly news. Short essays on cardinal virtues and long poems on "Autumn Flowers", "Domestic Love", and the like found their way in profusion to the Sunday paper as well as to the daily. The newspaper readers must have had an insatiable thirst for poetry. The editors in order to meet this demand published poems not only in English, but in many foreign languages. A disappointed French poet, whose "poesie" was rejected by a newspaper editor, voiced this sentiment in a letter to the newspaper: "Gentleman Redacteurs - I astonish myself very much that you have not preïnt my poesie. You have great many French readers who shall be very much with such verses. What for you no given them one place. I must have liberty to say the reason, sairs. You not understand the beauties of the French language, and have not could feel the delicatess of its versification: but the world will judge - I have sent for my verse. I shall publish - I shall find another journal who shall be more sensible to merit. I have the honor to salute you - ".

Earliest Methods of Writing a Story. It is not necessary here at length that the earliest methods of covering the news were very much different from our own. The early newspaper writers told their 'story' in chronological order and injected in it such personal opinions as best represented their own views. Of course there was no headline. The New York Times, as late as Saturday, April 15, 1865, reported President Lincoln's assassination

giving the headline to the article "Awful Event" and the next day (Sunday) "our great loss". Any one wishing to get a piece of news from a newspaper, had to read an article straight thru, in order to know what it was about. But as the method of writing long stories had not developed then, it was not a great task.

SUNDAY NEWSPAPER AS A PART OF THE DAILY NEWSPAPER.

Four Kinds of Daily Papers. After this brief survey of the early Sunday newspapers, and the newspapers in general, we now come to the modern Sunday newspaper, which has much in common with the daily paper. As it is in fact a part of the daily paper, we must begin our study of the Sunday paper, by considering first the daily newspaper. There are in general four classes of daily papers; they may be called the Bread-winner, the Fighter, the Muckraker, and the Monitor.

(a) Bread-winner. The Bread-winner is to be found in small towns and villages. The editor, who absorbs in himself the office of the reporter, the printer, wrapper, mailman, pressman, ad solicitor, and janitor, makes in himself the whole staff. He is a great believer in the doctrine of "free-for-all", and is ever ready to pick up from other papers whatever he likes, even without so much as "by your leave". He seldom tries to write an editorial. He either quotes from a paper or else gets it from a news syndicate. More than half of his paper is filled with the material that he gets from the syndicate. It furnishes him with fashion plates, stories short, and stories long. But the life of his paper depends mainly
on the supply of local news. The doings of the Y.M.C.A., local school, local opera house, ladies' aid society, the births, deaths, weddings, surprise parties, constitute a large part of the news. The paper contains such items of interest as: "Carters spent Sunday with home folks"; "The Stewart family held a family re-union at the home of Stewart"; "Walter has a new granitoid walk in front of his residence"; "Viola Johnson is the possessor of a new handsome piano."

The bread-winner prints from 4 to 12 pages at every issue, with six of seven columns a page. This class of newspaper simply records mechanically all the little events that make up the round of country life. The great world with its kaleidoscopic whirl is never reflected here. It is simply a village register.

(b) Fighters. The second kind of newspaper may be called, for want of a better name, the Fighter. The Fighter represents the metropolitan newspaper of the decent type. It prints all the news it thinks fit to give. It starts crusades and suggests public improvements. It opens "Fresh Air Funds", subscribes to "Poor Relief", and patronizes the "Christmas Festival Association". It builds public theaters and donates public fountains. The Fighter may not be altogether unconscious of the material gains that come thru its fights, but it battles away ceaselessly for what it believes to be the highest in political, social, and industrial life.

(c) Muck-raker. The third kind of newspaper is the Muck-raker. It also fights, but it fights viciously and fights much oftener to stir up sensations and alarms, which more often

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1. The "Hull Enterprise" (Hull, Ill.) Nov. 3, 1908.
than not are false. With this class of paper, the fight is an end in itself; it is a circulation maker. The Muck-raker lives on excitement and thrives on scandal. Exaggeration and bombast, impudence and impertinence are its ear-marks. It pretends to guard the public purse, watch the public officials, and protect the unwary. It eagerly seizes the shocking, the extraordinary, as the rarest morsel and lets the good, the simple, the significant, go by. Muck-raking means, as a critic suggests, all that is "cowardly, mean, and contemptible". This estimate is none too harsh. A glance at the first page of a newspaper of this type will afford sufficient justification for such a remark; for there we fail to find an item of national or international import, any item that is really elevating or uplifting in its nature. Only shrieking reports of sensation and scandal assail us in each column. Here are a few specimens: "Police break into a Church"; "Police and Burglars in Pistol Battle"; "Brings Prince to Her Father"; "Elgin Society Women in Cell"; "Hunt Foe of 4 Slain"; "3 Killed 11 Wounded in Miners' Riot"; "Johnson Wins; Burns Battered"; "Canines Riot at Xmas Feast"; "Sugar King Near Death"; "Start War on Picture Shows"; "Mayor's Wife Flees Asylum", ad infinitum.¹

(d) Monitor. The last is the Monitor. It represents a small but very respectable class of papers. It feels called upon to admonish people of their faults, administer advice, and to caution dangers. It stands for the best and the highest in every department of life. Its aim is accuracy, honesty, and independence.

¹ "Chicago American" - Dec. 26, 1903.
in its service. Once a policy determined upon, neither threat nor persuasion can drive the paper from it. 1 The Monitor has neither the popular features of the Fighter, nor the sensational stories of the Muck-raker. It is absolutely sane and sober. Unlike all other papers, its standard is far above the market place. If it champions a cause, it does not so because of its paying qualities, but because it is the just and the noblest. The Monitor is really the ideal paper.

Now, all these four classes of papers contain more or less: (a) Stories, (b) Pictures and Cartoons, (c) Poetry, (d) Humour, and (e) Editorials.

(a) Stories. In newspaper language, anything printed in a newspaper, except editorials, is a "story". The newspaper story is of two kinds: it may be pure news such as the account of a fire, an accident, a murder, a political event, or it may be a story of which the chief value lies not in its information, but in the humour, the pathos, and the general entertainment it provides. This class of story is called the "human interest story". It tells of a young Russian who came to this country to go to school, but died in poverty shortly after his arrival. The writer puts or touches and describes the young man's boyhood, his ambition, his thrilling escape, his struggle for livelihood, his final surrender and his lonely grave in the Potter's field.

1. The New York Evening Post, which is strictly a member of this class, was once threatened with the loss of a large number of its subscribers, because of the bold attitude that Mr. Godkin, its editor, took against a popular measure. His colleagues, having remonstrated with him, Mr. Godkin said, "Tell me when
The story always begins with the most significant, most startling part of the news. It is the opening line by which the readers are attracted or repelled. The writing of the first paragraph of a story requires the utmost skill. A seasoned reporter therefore tries to answer these questions in the first sentence: Who? What? When? Where? Why? After describing the most essential facts in the opening paragraph, he proceeds with the details, the non-essentials, not chronologically, but in the order of their relative importance.

Every good story when dissected will show these parts: introduction; cause; effect; attendant circumstances; and conclusion.

After the story is written it must have a headline to tell the busy reader what it is all about; to give in brief the essence of the whole article. It just "digs the heart out of a story". The heading may be only a line or it may be a 'display'. The first display headline came into use in America in 1852, in writing the account of Daniel Webster's death. It has ever since proved a powerful instrument in the hands of the editors. It is to be regretted, however, that this power is frequently abused by the thugs of the yellow press, who never cease to flaunt sensational news by giving it an enormous head, sometimes in red and green ink.

No matter whether the head be just a line or a 'display' only two subscribers are left, then I will consider what may be done". - Life of Godkin - Ogden, Vol.I.
in either case the first line covers the width of a column. Undoubtedly there are some exceptions in a few newspapers, when they have such headlines as "Struck!"; "Soaked!"; "Scared!"; "Heart's Blood"; "Crush"; but these are not examples of how to write a good heading, they rather illustrate the art of how not to do it at all. Even our English newspaper men across the ocean, badly fail to estimate the value of a good head; under such heading as "Imperial Parliament Convenes", they will print a long seven-column story, while almost the same subject is treated by American newspapers in a more illuminating and informative way. They begin:

NEW CONGRESS ON;
FIRE WORKS BEGIN.
---
Session to be Devoted Mainly
to Oratory and Handling
of Billion Dollar
Appropriations.
---
Brownsville Up Again.
---
Sponsors To Call Many Bills to Front,
But the Leaders Say Few, if Any
Will Be Chosen.

The writing of a good heading demands the best talent of a trained newspaper man. To the uninitiated the building of a head will be as hard as the writing of a poem. There are so many things that go to the making of a good head! As quote above, in an ordinary big head (not scare) there are generally four divisions; the first head gives the most important fact, the succeeding lines or the first "hanger" explains it; then comes the second head, in turn amplified by the concluding lines or the second "hanger". A good head asserts something, has a verb. It avoids the use of articles and seldom hyphenates.

(b) Pictures and Cartoons. An important member of the newspaper staff is the artist. The business of a newspaper artist is not concerned so much with the presentation of technique, romance or artistic beauty for its own sake, as with news pictures. He may be a great artist or he may not, but he is certainly a man with a "nose for news". The wreck following a railroad accident, the ruins of a big fire, or an earthquake, the scenes of a mine explosion, the place of a big murder, all should be illustrated in an up-to-date newspaper. Sometimes the artist is called upon to draw the picture of a place he has never seen and cannot reach. But blessed be his abundant imagination, he never fails. The day after King Carlos was assassinated in Portugal, the day after Messina was destroyed by earthquake in Sicily, the day after Hyderabad was devastated by flood in India — we all saw the pictures of these tragedies in our morning papers. Indeed, they were presented with such impressive details, with so much realism that an uninstructed person might have mistaken them for actual photo-
graphic reproductions.

It must be remembered, however, that in every newspaper office of any note, there is a department where the pictures of public men and public buildings of national and international fame are stored up. This department is technically known in some newspaper offices as the "grave yard", in others as the "morgue", and in still others as the "cabinet of biographical and obituary materials". Of course these pictures are sometimes 10 or 20 years old, but they continue to serve the paper faithfully as long as they last!

Besides the pictorial reporting, there is another kind of pictorial work done in the newspapers; it is that of the cartoonist. The cartoons are meant to represent the humourous, the serious and the interesting aspects of men and their affairs. To be a successful cartoonist one must be able to sympathize with the sorrows of the people, note the great movements of the times, and render them in deft lines.

The office of a cartoonist is perhaps second to none in importance on the newspaper staff.1 An able cartoon is as effective as a powerful editorial. Mr. C. G. Bush of the "New York World", who is regarded by many as the most eminent of American cartoonists, says: "I look on a cartoon as an editorial. To be successful it should point a moral. Exaggeration and keen sense of humour are only adjuncts of the cartoonist, for he must deal with

1. An average cartoonist gets about $25, but the leading masters in the art make from $100 to $200 a week.
real people". In describing the work of the cartoonist in relation to contemporary history, Mr. John McCutcheon, the Chief Cartoonist of the Chicago "Tribune", says: "The duty of a newspaper cartoonist requires him to make a hasty review of the world's doings, as chronicled in the press each day, decide which topic is uppermost in importance and interest and then construct a cartoon on that subject. Thus, in a measure, the cartoons of a period will constitute a fairly complete record of the chief events of that period, and any one who cares to save the files of a paper is enabled to grasp the trend of big news by merely looking consecutively at the series of cartoons".

All the newspaper cartoons can be roughly classed under three heads: first there are those that attempt to influence public opinion, then there are others which do not seek to influence opinion, but only to amuse people innocently, and last, there are some that not only wish to influence and amuse their readers, but also to vilify and degrade their subjects. It is the latter class of cartoons that the yellow press especially revels in.

(c) Poetry. It is a custom with a good many newspapers to print one or two poems every day. The "Chicago Record-Herald" has a column reserved for poetry every day. In most metropolitan papers, poems do not appear regularly. They abound, however, in country town papers. One reason for this is that

their readers like to read a local event 'turned into verse'. A painter at work on a high place "accidentally" drops a bucket of paint on a passer-by. The local poetic talent sees the point of the situation and turns it into a verse. Here is the finished product of one such poetic effort:

"The paint came down in awful flood,
And made of him a sandwich.
It gave his clothes a red hue,
And colored all his language". 1

One may read quite frequently "juicy jingles" on Love, Lone Stars, The Heart, and other sentimental subjects, but about ninety percent of these jingling rhymes are about cheerful optimism, which is so characteristic of the American.

(d) Humour. Almost every newspaper in the United States has a department of humour, which does not a little towards making a paper spicy, bright, and lively.

The subject of newspaper humour is taken from the current topics. Ex-president Roosevelt was announced to work for the "Outlook". The humourist asked -

"Hear about the terrific magazine explosion?"
"No. How about it? When did it happen?"
"Next March. Happened to the Outlook."

These humourous items are not only timely, but they are often local. An inventor of the humourous writes the day before Christmas in a Chicago paper:

"Peace on earth and good will to men may have to wait a while. Miss Margaret Haley is still fighting".1

(e) Editorial. The editorial is taken up last because an average reader does not turn to it until he has finished reading the rest of the paper. The writers of editorials select their subjects for discussion, to a large extent, from current news. The usual practice for writing an editorial is to re-write, in a brief, condensed form, a news item published before and to follow this with whatever appropriate comments the particular topic may suggest.

In most newspapers there is most decidedly a marked change in the tone of the Sunday editorial as compared to those of the week-day. Altho both of them are written by the same men, the range of Sunday editorials is much larger and wider than the daily; the former not only tends to be more didactic, more argumentative, but also more frivolous in the treatment of the subject-matter. Those editorials which appear in Sunday newspapers, are, as a rule, longer than those which are printed in the daily newspapers. This is perhaps due to the fact that more space is reserved for them on Sundays than on other days. The editorials do not seem to exercise a great influence over the people. They are therefore becoming less and less used. Nor is this to be much regretted. For the editors that are anxious to make their papers a factor in shaping public opinion will do so by other means. They will accomplish their purpose better by the judicious printing of news and the wise allotment of space. To give only one instance, the Chicago Daily

1. Miss Haley, an officer of the Federation of School Teachers, was then leading a furious attack against the Chicago Superintendent of Schools.
Tribune, which is now waging a war against the iniquities of the Aldrich Bill, does not print more than two short editorials a week on this subject, but it gives, every day in the week, from two to three columns of stories on it. This system of giving more facts and less editorials is an ideal one in developing public sentiment quickly and effectively. It of course offers also one of the most effective methods of misleading and prejudicing public opinion.

SUNDAY NEWSPAPER AS A SPECIAL PUBLICATION.

Three Kinds of Sunday Papers. We have briefly surveyed the general features of the daily newspaper. Let us now consider those special attractions that go to make the Sunday newspaper.

There are so many kinds of Sunday newspapers that it is extremely difficult to generalize with accuracy concerning them. To an observer, however, there will appear at least three types of Sunday papers. First there is the metropolitan Sunday paper, which aims to serve the 'people'. It has lively colored pictures, funny sheets, numerous jests and puzzles. The "Inter Ocean", the "Atlanta Constitution", the "New York Herald", the "St. Louis Post-Dispatch" belong to this class. Then there is another type of metropolitan Sunday newspapers, which is worthily represented by, among others, "New York Tribune", "Brooklyn Eagle", "Springfield (Mass.) Republican". These newspapers do not altogether ignore "popular demands", but as they attempt to reach the better educated and more intelligent portion of the 'masses', they omit the flaming colors, low jests and vulgar pictures. The third type of the Sunday newspaper is much like the second; only it is smaller in size and more local in
its contents. It furnishes from twenty to thirty pages of good reading matter, which is almost entirely free from sensational pictures. These papers avoid syndicate articles and shun colored supplements. A newspaper of this type may be found in the cities of from 50,000 to 100,000 inhabitants. In Illinois, "Decatur Review", "Peoria Star", "Danville Press-Democrat" naturally fall in this category.

Three Main Departments of Sunday Paper. The Sunday newspapers are meant for people of various tastes. They treat of subjects that are calculated to make the sober-minded serious and the light-hearted gay. They are a sort of olla-podrida in which everybody may find something to suit his individual palate. In view of this, all Sunday newspapers, irrespective of the particular type they represent, run in general three departments:

(a) Art and Literature.

(b) Home and Society.

(c) Color and Comic.

(a) Art and Literature. In the Art and Literature section we may include pictures of historic buildings, discussions of ancient and modern art. As for literature, there are book reviews, serial stories, short stories, and literary notes. The stories, it is to be noted, are not always fresh. They may be lifted from Hawthorne's "Twice-told Tales" or they may be only partly extracted from Johnson's "Rasselas". Besides fiction, this department prints special articles that compare well with similar work in

magazines. Here might be added a list of special articles taken at random: "A city for blind people only"; "How to reform a naughty boy or girl"; "Odd vacations of the busiest men in America"; "Do men ever understand women?"; "How the diplomats celebrate New Year"; "Science of breeding prize chickens"; "Are we becoming a nation of idol worshippers?"; "The Famous Washington Coach", and so on.

The special articles are fairly well written. They are full of dash and ginger. A person anxious to take his Sunday comfortably and yet willing to learn something useful without severe mental exertion, cannot but find these pages helpful and instructive.

Altho the special articles are more or less like the magazine articles, there are many Sunday newspapers that issue separate Sunday magazines. The most beautiful example of that is brought out by the "Associated Sunday Magazines". This is an organization started in 1903 by the publishers of the Chicago "Record-Herald" in conjunction with five others. At present the "Associated Sunday Magazines" counts among its members, St. Louis Republic, Pittsburg Post, Philadelphia Press, Minneapolis Journal, Rocky Mountain News, Denver Times, and Chicago Record-Herald. The Association is a co-operative concern. It saves much time and expense to the papers because the same magazine is used by all these papers, their several editions differing only in title page. It has a combined circulation of over a million copies a Sunday. Typographically this magazine is much on the style of Collier's Weekly and Saturday Evening Post (American). It is a handsome

twenty page affair, ten and a half by fourteen and a half inches. It has an attractive fancy cover. The magazine prints no news; it contains stories, articles, and poems by reputable authors. Sometime ago Arthur Conan Doyle published his "Sir Nigel" for the first time in the pages of this magazine.

(b) Home and Society. This department, devoted to the interests of woman, tells her how to cook, how to dance, how to dress, how to make an engagement, how to make home attractive. The subject of "paint and powder" is of perennial interests to feminine hearts. The Sunday newspaper therefore advises them how to "take care of their complezions". Besides all this delightful reading, it sometimes takes up serious subjects. The problems of the heart, the hat; the gown, all come in for grave consideration.

"What is the key to the social life of the four-hundred?" timidly asks the socially ambitious young woman. And forthwith comes the Sunday paper with abundant light on "How to get on in the 400". The article discusses what to do and what not to do at dinners, dances, and country houses. It tells women what to talk of and how to talk. When in a fashionable club, the paper explains, "Do not go into long or prolix discussion. Only a few remarks, such as: 'Hello! Deuced Cold! Have a drink? Who has a cigar? How about one rubber?'"

The Sunday newspaper does not neglect religion. It gives considerable space to 'sermons' and 'thots' from noted ministers. Great care, however, is observed in handling religious

matter.

(c) Colors and Comic. As the father gets the news to read, and the mother the social gossip to talk upon, the children have comic pictures to laugh at. This part of the paper is known as "Comic Supplement". It is a four-page sheet, clumsily daubed with loud yellows, reds, and greens, and vividly illustrates the antics of "Foxy Grand Pa", "Buster Brown", or the "Blue Coated Teddy Smith". The Comic Supplement, altho it is intended to be comic, is far from being so. It can never bear comparison for a minute with such comical papers as Life, Puck, or Punch. The themes of the Sunday Comic are too childish, grotesque, and impossible. However, the Comic Supplement, in spite of its many short-comings, has a place of its own. And altho some men would have us believe that all comic supplements are "clownish, vulgar, idiotic", we can hardly join in such a wholesale condemnation. There are two kinds of comic supplements, - the one is innocent, good-humoured, entertaining, and the other, vulgar, cheap, maudlin. It is the vulgar sheet that must be done away with, but the good, the clean one must be retained and improved.

There is no newspaper which can satisfy all its readers in all its entirety. One class objects to its lengthy political reports, and wants a full report of all athletic events. Another class cares nothing for either of these, but demands a long account of the stock market. In the same way, one set of people has no use for the comic supplement. They insist on sermons and comments on the scriptures being printed in their newspapers. Now the newspaper publisher cannot follow the wishes of any one of these men ex-
clusively. He has to make concessions to all and strike what Mathew Arnold called the "Virtue's Mean".¹

If at any time it happens that the comic supplement has lost its usefulness, and its readers protest against its continuance, the newspaper publisher will have to abandon it. The Boston Herald has done it², and others will do it, when the majority of their readers object to it. But popular taste shows little sign of dislike for it. Of the four papers – New York World, Philadelphia Enquirer, Boston Post, Chicago Examiner – papers which have the largest circulation, not one goes without its funny sheet. The Los Angeles Times in California has a daily circulation of over 50,000 and its Sunday circulation 'exceeds 82,000 copies each week'. The Times uses the Comic Supplement and in answer to my query, "Can an up-to-date Sunday paper get along without a colored supplement?" the assistant general manager of the Times says: "An up-to-date Sunday paper could get along well enough without a colored supplement, but it is an attractive feature, the comic portion of which interests numerous subscribers, and publishers find it essential to furnish matters to suit all tastes."³ The opinion of the Times is doubtless shared by other papers using the comic supplement, and their experience will corroborate the fact that a vast portion of the people wish its continuance.

2. "Outlook" – March 6, 1909 (pp 527-528)
1. "Culture and Anarchy".
3. From Correspondence dated March 13, 1909.
PRINTING SUNDAY NEWSPAPERS.

The Sunday supplement of the Sunday newspaper is edited by the Sunday editor. Like the financial editor, religious editor, agricultural editor, telegraph editor, society editor, and several other members of the editorial board, the Sunday editor works under the direction of the managing editor. The managing editor makes suggestions to the Sunday editor as to the general plan of the paper and accepts or rejects such material as he sees fit. The Sunday editor is never at a loss even if some of his articles are thrown out at the last moment. He has a large supply of them from the members of the newspaper office and also from the outsiders. Most of the special articles, however, come from the reporters of the paper. When the reporters are not assigned to "do" the Sunday articles, they get extra pay for this extra work. The reason why the large percentage of the special articles come from the reporters rather than the outside contributors is to be found in the fact that the reporters, as a rule, are not only better writers, but they know from their daily experience how a particular subject should be handled and how it should be made in conformity with the policy of the paper. In some of the big newspaper offices, the Sunday editor has under him a regular staff of three or four "star" reporters and artists. They devote all their time to preparing special articles for the Sunday edition.

1. The amount of outside contribution varies. The publisher of Los Angeles Times in a letter to me says: "Ninety percent of the special articles used in the Times are secured from outside sources!" The managing editor of the New Orleans Item tells me: "Three fourths of our special articles come from outside"; and the Sun-
The various parts of the Sunday supplement are printed long before they reach the public. The colored supplements go to the press two or three weeks before time, the special articles are printed at least a week in advance. And the news-dealers get every part of the Sunday paper for the Sunday delivery, on either Thursday of Friday, with the exception of the 'news section'. The 'news section', when it is meant for out-of-town circulation, gets out of the press at about one o'clock. When it is for the local readers, it leaves the press at about three o'clock on the Sunday morning. The printing of the Sunday supplement a week or two before time is necessary because of the vast amount of time and effort necessary to produce it. Ordinarily, the size of the Sunday paper is about three or four times the size of the daily paper. On occasions when the special editions are printed, they swell to about fifteen or sixteen times the daily issue. On one Sunday in May last year, the New York World issued its special anniversary number, which was characterized by some as the "marvel of modern journalism". This enormous paper contained two hundred pages and sold to the number of half a million copies. This year the Chicago Tribune issued its Lincoln Centenary edition, which had one hundred and ninety-four pages with one thousand, three hundred fifty eight columns. The great size of this paper can only be faintly realized when one knows that "the white paper of the edition, if the sheets were laid end to end, would have reached eleven thousand miles, or from Chicago to Singa-

--day editor of the New York World, "About one half. But most 'outside' contributions are re-written, or largely re-written, by staff editors".

Six weeks before the edition was published, the matter was begun to be set. Night and day for five weeks, supplements were printed with twelve six-ple presses with color attachments and color press. We shall now take a typical Sunday paper and examine it in detail. Let us consider the Chicago Record-Herald, for example.

The Sunday editor of this paper is in charge of its Sunday issue; but he is not free from control in his department. He plans and works under the supervision of the managing editor. Of course it is not possible for a Sunday editor alone to produce a Sunday paper. He is therefore assisted by at least three agencies, partly to gather news and partly to put it in shape. They are: first, a special staff of Sunday reporters; second, outside contributors; and the third, the syndicates.

The reporters on the Sunday staff are selected with care in reference to their ability to write in an easy, graphic, flowing style, and their competency in turning in 'readable matter'. Most often they are told what to write about; frequently however, they get their own subjects and work on them. Many of their topics are suggested from interesting local events that have more than passing significance. They also find a good source of their Sunday material in the 'historical and traditional subjects of local and state interest'. The reporters, besides preparing their own 'stuff', have to polish and re-write the articles that come from the outside contributors.

The Record-Herald solicits articles from distinguished men in this country and abroad. Mr. Winston Churchill, of England, for example, has just been engaged to write a series of articles. There is also a steady stream of unsolicited articles. In fact, one half of the special articles that are printed in the Sunday issue come from the outside.

It receives a good deal of syndicate material. The McClure's syndicate and the New York Herald send it a large assortment of Sunday articles. The Herald takes from them such articles as it likes. It also receives its Sunday Magazine from the Associated Sunday Magazines at New York.

The Record-Herald has no scruples against colored comics. "The youngsters need that stuff" is the simple argument advanced in its favor. It receives its comics from syndicates. The New York Exchange syndicate and the Philadelphia Press furnish it with the material of comics, which are printed in its own office.

One of the great features of the Sunday Record-Herald is its numerous illustrations. There are ten times more pictures printed in Sunday paper than in any others. The newspaper artist is told what points are required to be illustrated and emphasized; yet he is not denied the chance of individuality.

A word as to mechanical details of printing illustrations. "There are two kinds of pictures printed - line drawings made from pen and ink sketches, and half tones, which are reproductions of photographs. In preparing plates from either, the photo-engraver proceeds in the same manner. The picture which is to be printed is tacked on a board and under the glare of an electric arc.
light, photographed. Then the film-bearing plate is taken from the camera and developed in the usual way, after which the film, after being toughened by application of chemicals, is stripped from the glass, reversed and deposited on another piece of glass. The second piece of glass is now placed in a printing frame with its film side tightly pressed against a polished plate of zinc, the face of which has been sensitized. An exposure of a few minutes to electric light prints the picture on the zinc, which, after being taken from the frame, is rolled with ink, and then subjected to a bath which removes most of the coating, having the reproduction of the picture in sticky lines. Then the plate, after drying, is covered with a chemical known as dragon's blood. To complete the process, the plate is immersed in a bath of nitric acid, which etches the zinc away when it is exposed. Coming from the acid, a photo engraving can be sent to the make-up men as soon as it can be mounted on a block.

The Record-Herald, tho it prints its different parts at different times of the week, goes to the news dealer all at once, instead of piece-meal, like some other Sunday papers. The Sunday magazine comes printed from New York early in the week and the comic is printed at Chicago on Tuesday. The men's sheet and the women's sheet get thru the press by Friday. The small advertisements, editorials, and foreign sheets are not done till 10:30 Saturday night; the news sheet, which is changed frequently all thru Saturday night, leaves the press at about 2:30 on Sunday morning.

The size of the Sunday paper is largely determined by its advertisements. The following table indicates the various departments that are covered by it and their variable sizes which are
caused by the supply of advertisements:

1. Magazine -- 20 to 24 pages
2. Comic -- 4 " always
3. Sporting -- 4 " 
4. Men's Sheet -- 8 to 12 "
5. Women's " -- 8 to 12 "
6. Small Ads -- 8 to 16 "
7. Editorial and Foreign 8 to 12 "
8. Part I (News) 8 to 12 "

Total 60 to 96 "

Thus the Sunday Record-Herald contains from 60 to 96 pages at every issue. The difference between these two figures, other things being equal, is mainly due to insufficiency or abundance of Sunday advertisements.

The Record-Herald tries to reach "all classes of decent readers". Hence it has something to "catch" all. It tries to interest men by its news, women by its "social guffaw" and children by its comics. Notwithstanding the ambition of its enterprising publisher to gain as large a circulation as possible, it is not sensational. The Sunday Record-Herald is snappy, lively, educating, and entertaining.

1. Years ago it used to give away pictures and dolls. The practice has been stopped. "It does not pay".
2. The one reason why the Sunday Record-Herald is much superior to most Sunday papers is because it pays the writers of its special articles more on an average than other paper. The Los Angeles Times pays from $1.00 to $10.00 per column, the New Orleans Item $3.00; the Chicago Tribune from $6.00 to $10.00; and the Record-Herald from $5.00 to $25.00.
3. All the statements regarding the Record-Herald have been secured
CAUSES OF MODERN NEWSPAPER DEVELOPMENT.

As we have now considered the Sunday paper in practically all its details, let us turn our attention for a minute to a few of the deep underlying causes which have contributed to the development of American journalism.

(a) Public Opinion. The chief cause of modern newspaper development in America is the force of public opinion. "Public opinion", as defined by the Encyclopedia Americana, "is the aggregate of private opinion. It is what the mass or majority believes or feels". A democratic government is based on public opinion. Whatever is the will of the people is the law of the land. And this will find its ready expression thru the press. When the press is strong, popular government is a success, and when the press is on the decline, the government is weak and decaying. The freedom of the press is in equal ratio to the progress of the representative government. "Publicity", says President Eliot of Harvard University, "is the greatest security for democracy, the best weapon for political, social, industrial or commercial wrong-doing, and in the long run the most trust-worthy means of political and social progress".

Writing in 1855 De Tocquevill observed, "A newspaper can drop the same shot into a thousand minds at the same time". A newspaper now carries the same shot into a million minds at the same time. According to the latest statistics there were in America over twenty-three thousand daily papers, and in the aggregate they issue in a special interview with Mr. Cornelius McAulliff, the managing editor of the Record-Herald.

every day above 'fifteen million papers, enough to supply one copy to every five citizens'. What an exhibition of the tremendous energy of public opinion that makes the publication of these papers possible! Would such a thing conceivable under a despotic government, when there is no freedom of press and no freedom of speech? Take the press in Turkey, for instance. Until very lately there was no public opinion and no strong press. By a drastic censorship, all newspapers were forbidden to chronicle violent deaths that might foment discontent and excite rebellion. "President McKinley, the Emperor of Austrasia and the Shaha of Persia all died of 'an affectation of heart'. The assassination at Lisbon was reported as follows: 'It pleased the Almighty to recall to Himself the soul of King Carlos of Portugal and his elder son". ¹ Now with the abolition of the old regime and the establishment of a representative government, the Turkish press is gaining in numbers and strength. The dum office millions, conscious of an irresistible power, have suddenly discovered a new voice and it thunders forth its judgment from day to day thru an ever increasing popular press.

(b) News Organizations. Another cause of newspaper development in America is the ability of the newspapers to collect the news from a wide area and do it quickly. The early newspapers, as we have seen, suffered from poor, uncertain news service. Benett had apony service and would send fast ships out at sea to meet the boats coming from Europe. All this disorganized, spasmodic effort at getting news has given place to a systematic, well-organized news

bureau, which has almost become an international concern. It is the Associated Press. Every city in the world has its agents and every up-to-date paper in America receives its service. The Associated Press is a co-operative organization. It makes no profit, serving its members with news at cost price. It has about seven hundred members, but it also serves twenty-five hundred newspapers with its minor reports. The Associated Press daily receives and transmits "no less than fifty thousand words, or thirty columns of ordinary newspaper print". It sends its news over its own wire. It maintains an aggregate of thirty-four thousand, three hundred seventeen miles of leased wire, connecting the offices of the newspapers with the central bureaus.

As an instance of one of the most wonderful news agencies in the world, its methods of operation are worthy of careful study. The Associated Press administers its business thru a board of directors selected from among its members; under them there are about six thousand employees. The association has four main divisions: the Eastern division has its headquarters at New York, the Central at Chicago, the Southern at Washington, and the Western at San Francisco. These divisions are again divided into numerous subdivisions. But they all work together as a part of the organic whole. Each member of the association is furnished with all the news of his own division and the important news of all the other divisions. Then this member in his turn contributed to the local press agent his share of whatever news he has collected thru his own reporters.

1. "Practical Journalism" - Shuman pp. 75-76.
and correspondents without any compensation. The local agent sends the news to the chief distributing centers in his own divisions and from there it goes to all other divisions and sub-divisions at other distributing points.

In large cities the Associated Press has its own office with its editors, reporters and telegraph operators. This office is connected with various newspaper offices by pneumatic tubes, thru which it shoots underground its news on tissue paper right up to the telegraph room of each of the newspaper buildings. The Associated Press in gathering its news from foreign countries follows also the principle of co-operation. It is in close connecting with all important foreign news organizations such as Harvas, Reuter, Wolfe and several others. They all work together thru a system on interchange of news. The plan for it is this: the news gathered by the foreign agencies in Europe, Asia, and the other parts of the world are made accessible to the representatives of the Associated Press. These men cable to the headquarters of the Associated Press in New York, whatever news they think the American people will be interested in. Similarly, the men of the foreign news agencies in America look over the American news at New York and send home whatever they wish.

The work of the Associated Press in gathering fresh news from the four corners of the globe would have been next to impossible had it not been for the submarine cable and telegraph. In 1877 when Pope Pius IX died his death was reported in many New York papers in a ten-line article, but when his successor died the "foremost American papers" printed a whole page of telegram direct from
Rome. Telegraph and telephone are important adjuncts to modern newspapers. Realizing the value of large telegraph service, Mr. Hearst has leased wires connecting all his papers located at such widely scattered points as New York, Los Angeles, Boston, Chicago and San Francisco. Most newspapers, however, have 'uninterrupted connections' with the telegraph companies that are close to their office.

(c) Mechanical Progress. It is never enough merely to collect the news. The great problem that confronted the publishers in the middle of the nineteenth century was how to print enough of newspapers. In 1835 when Mr. Bennett entered journalism, papers were printed by slow, tedious hand-presses, one side at a time. Five hundred was regarded as a large circulation. No paper could afford to have a circulation larger than one thousand; they could not print more. As late as 1860 a press that could print four thousand papers an hour was regarded a great wonder. Today a New York paper issues half a million copies daily and the city of New York produces three million papers every twenty-four hours.

Among the great mechanical inventions which have revolutionized the newspaper business are the multiple press, the stereotyping press, and the type-setting machines. In 1871 R. Hoe & Co., invented the rotary press that printed on both sides 12,000 copies an hour. In 1889 the New York Herald built a sextuple press that could "print, cut, paste, fold, 24,000 papers of 14, 20 or 24 pages each, 36,000 papers of 16 pages each, 48,000 of 10 or 12 pages each, and 72,000 of 8 pages each during every hour of its operation."
In 1900 this machine was again surpassed by three octuple presses that were installed for the New York Journal. "The running speed of this press is 96,000 papers an hour, four, six, eight, ten, twelve, fourteen or sixteen pages, or 48,000 eighteen, twenty, twenty-two, twenty-four, twenty-six, twenty-eight, thirty or thirty-two page papers, all divided, folded to half-page size, pasted and counted". All up-to-date papers are now equipped with large printing machines. An average press in a large newspaper office turns out 192,000 eight-page papers every sixty minutes. But the output of a printing machine could hardly be so large if it were not for the type-setting machine. It furnishes the printing press with "composed types in solid lines" at a maximum of speed an a minimum of cost. It has been estimated by one that a linotype "can produce as much composed type in an hour as was done in a day by the compositors".

It must be noted here that the Sunday newspapers that issue colored supplements need extra equipment. They have generally a separate five or six cylinder color press combined with a full black press. This affords them great facilities for printing colored pictures with their texts. In this connection, while we are considering some of the causes that have tended to the enormous growth of the newspapers we must bear in mind the low price of the paper. It is a great element in reducing the cost of the newspaper. Till 1861 the newspapers used to pay thirty-two cents a pound and now they get huge blank paper rolls weighing about half a ton at two cents a pound.

2. "Making a Newspaper" - Given.
Had there been no cheap paper the price of the newspapers would have increased at least eight or ten times, or else the size would not have increased. It is this low price of the paper, among other things, which makes it possible to sell for five cents a Sunday newspaper that weighs about a pound.

In old days the newspapers were made out of rags, and as the supply of rags was limited, the price of the paper was high. The improvements in paper making were set on foot in 1860 by Henry Voetner, who invented a method for grinding soft woods into paper pulp. Now all the newspapers in America are printed on wood-pulp paper.

(d) Advertisements. A vast enterprise, such as the modern newspaper, involves an enormous outlay. The mere subscriptions to the newspaper do not pay more than the postage and for the white paper; the publishers must have more money to finance the paper for this they are compelled to solicit advertising patronage. It is estimated that the people of the United States spend one hundred million dollars a year for newspaper and magazine advertising.1 The advertisers are the patron saints of American Art and Literature. Without their patronage no newspapers can be run in this country except at a dead loss to the publishers. As the newspapers depend on the advertisers, so do the advertisers depend on the newspapers to get them returns. The first thing necessary for a paper to secure a large number of advertisements, is to have a large circulation. But who reads the advertisements? Men or women? "Man", the pub-

1. Practical Journalism - Shuman pp 20?.
lisher of a large Boston paper said, "is a poor inconsequential creature at best. I am printing a newspaper for women".\(^1\) The newspaper must interest women to get advertisements. This accounts for column after column of reports on society, dress, music, and beauty of person; and this accounts for the fact that the Los Angeles Times, which prints more "advertising than any other paper in the world",\(^2\) gives more space to women and her affairs than any other paper on this continent.

The women, however, are not the only readers of advertisements. The American people in general have a habit of reading advertisements. Hundreds of men and women will sooner turn to the "classified ads" than they will to the news index. The advertisements themselves are sources of news to a great many people. There is scarcely anything under the sun that a person cannot get thru advertising. We see in Sunday newspaper advertisements about schools, colleges, theaters, situations, clairvoyants, opium, whiskey, cats, dogs, husbands, false teeth, and what not.

There is four times as much advertising done in the Sunday papers as in the week day (See Appendix B.) Two reasons, at least, may be given for this. First, the people have more time to read advertisements on Sunday; second, because they wish to post themselves on market prices for the next day, which is known in the newspaper office as "bargain Monday". In some instances the big advertisers, by withholding their advertisements from Saturday issues

\(^1\) Outlook - April 3, 1909, pp 793-794.
\(^2\) Mr. H. Craig Dare, editor of Newspaperdom, in a private letter to the writer, addressed March 1st, 1909.
for Sunday editions have forced the publishers of the daily papers to put out a Sunday paper regularly. 1 The Sunday magazine of the Associated Sunday Magazines originated mainly from the desire to secure high grade advertisements containing half-tones and other illustrations. 2 These pictures do not show off well on the ordinary rough pages of the daily paper. They needed good hard finish paper such as the Sunday magazine now affords.

NEWSPAPER PROBLEMS.

(a) Language. The American newspaper men are praised for their enterprise, their gift of organization, their ability in gathering news. They are, however, scorned by some for the style in which they serve the news. Their light, slangy, unclassical way of writing offends the critics. The American newspaper style, to be sure, is not classic, but it is extremely clear and vivid, and that constitutes a great source of its strength. It tells the news of the day in a way that even the man in the street can understand it. For what good can a newspaper serve if it continually shoots over the heads of its readers?

An English church dignitary in a sermon on kindliness and gentleness to a group of small public school children once used this pompous sentence: "Let the coruscations of your wit be like the scintillations of the summer lightning, lambent but innocuous". 3 This may be an excellent sentiment, clothed in classical style, but it entirely failed in its purpose, as its meaning could never be

3. Fortnightly Review (English) - Vol. 85, pp 739.
grasped by the children. The modern newspaper writers must take warning from this English divine in the use of their language, if they wish to be effective.

The journalists furthermore, writing under such a heavy pressure as they do, can have little time for elegance of expression; they cannot be expected to use the "jewel-like form of an essay". They are of necessity concerned more with the matter than with the manners.¹

Granting that the newspaper men had all the time they need to write in classical diction, would that be advisable from the newspaper standpoint? A metropolitan paper that has a large constituency to serve cannot but remember that a great proportion of its readers do not go to the newspaper for classical literature; in fact they do not care for it. In this connection, what Mr. D.G. Croly, a great newspaper man of his day, said a generation ago is true even today. "Of the millions of possible readers," he remarked, "perhaps five thousands may be college graduates, a hundred thousand would be men and women of superior education and intelligence; while the rest would be such materials as the common schools turn out year by year; whose literature at best is the story paper and the cheap novel. . . . . What the working classes do not want is fine writing; they like plain common sense expressed in clean language - yes, and if you please, common place observations with homely illustrations. We can never please them by shooting over their heads into the regions of transcendental didactics; and I doubt if a working

¹ F. B. Sandborn of "Springfield (Mass.) Republican", in an essay on journalism, read before Boston Radical Club.
man is entertained with the finest quotations from the poets, of which he does not apprehend the drift and cannot perceive the application". The working people, what Abraham Lincoln used to call the plain people, make up the majority of the newspaper readers. They cannot be ignored by the newspaper publishers. And the taste of this people being now as it was when Croly uttered these words, his remark still holds good.

In spite of these discouraging circumstances, we have a few newspapers that are veritable models of literary excellence. Among several others the New York Tribune, the Boston Evening Transcript, the New York Evening Post, have maintained a high standard of pure, dignified English. They are worthy of all commendation. But such newspapers do not secure a large circulation, as every metropolitan paper should expect to do. The New York World, before Joseph Pulitzer took hold of it was a very unsuccessful paper, altho it was noted for its high literary tone. It is now a common saying among the New York journalists that "Mr. Pulitzer found the World the best written and the least read of any New York newspaper and made it the worst written and the most read".2

If we are to understand thoroughly the apparent failures of newspapers in attaining a high literary quality, we must go below the surface and must know what literature means. The literature is something more than the whole body of written words. It is "an expression of personality thru craftsmanship which we call genius".3

Testing by this definition, the newspaper, by its very nature, cannot

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have a literary aspect. The business of the journalist is to record,
to comment on public events, and to speak for the public, not alto-
gether for himself. Journalism in this sense, is a trade and not
an art.¹ It cannot embody the principles of universal beauty, pas-
sion, feeling and truth.

Exception, however, is to be made in the case of the
Sunday supplement. The Sunday magazine of the Sunday newspaper
forms, as it were, a twilight zone between the daily journalism and
the "higher journalism". The writers of such special articles as
"Nature and God's Providence", "Poetry of the Book of Isaiah" and
"Aspects of Modernism"² or the "Making of a Man", "Empress of All
the Russias", "Organizing Congress"³ - articles that are the distin-
guishing features of the Sunday supplement - enjoy a liberty of ex-
pression unknown to ordinary writers of the daily press. Their ar-
ticles have a touch of the finality, the beauty, which eventually
make for higher literature. Dickens and Kipling were once students
of daily journalism, but only by working at special 'stuff' did they
finally graduate to 'higher journalism' and become masters of the
literary art.

(b) Personality. To come back to our daily newspaper,
there is certainly no opportunity for individual expression of opin-
ion, which alone makes the creation of literature possible. Impersonal-
ity is the dominant note of American journalism. Some people
regard this impersonality as a mark of its decadence. It is, however,

   See also Arena Vol. 40:554.
difficult to see in what way this decadence manifests itself. All
the great newspapers express their views today just as vigorously
and emphatically as they did in the early times when the papers were
known not so much by their real names as by the names of their edi-
tors. To the popular mind there was no Times, Herald or Trumbune;
they were known as Bryant's paper, Greeley's paper, or Raymond's or
Bennett's. The influence that the personality of these names exer-
cised was great indeed, but it is doubtful whether that personality
could accomplish anything if it existed today. The reason for this
is that with the lapse of time, our ideas of newspapers and newspaper
men have undergone a radical change. The newspapers of the olden
days were the personal organs of the editors and not public institu-
tions, such as we now demand them to be. When a publisher had a
grievance against a public man, he would heap insults upon him; when
the times were dull and the news was scarce, the editor would treat
his readers to an account of his private affairs. Mr. Bennett was
one day thrashed in his office and the next morning there appeared
in his paper a vivid description of the encounter under these lurid
headlines: "Horse-whipped again". The following choice selection
of epithets which Park Benjamin, then the editor of the Signal,
launched against the Herald, affords an insight into the personal
journalism of that day: "infamous blasphemer; loathsome and leprous
slanderer, and libellous reptile; wretch; profligate adventurer; ven-
omous reptile; accursed sting; pestilential scoundrel; instinct of
brutes; ghoul-like propensity; polluted wretch; prince of darkness;
caitiff; monster; foul jaws; black-hearted; dirt; gallows". 1

1. Bookman - Vol. 14:578. For an account of animated tilting between
It seems evident that the more personal the newspaper becomes - that is the more there is known about the editor and writers and the less they are kept from public view - the more vulgar and violent they are liable to be in their treatment of each other and the more is their attention given to personal controversy. Personal journalism has now happily lost its office. The personality or the individuality is suppressed with the view to promoting greater public ends. If any distinguished newspaper man begins to fill his paper with his personal opinion, he would have very few readers left for his paper. In speaking of impersonal journalism, Mr. John Cockrell, editor of the New York Advertiser, rightly observes: "The newspaper influence of today is abstract, disconnected with the identity or personality of any individual; this tendency to impersonality, to the constitution and exercise of any one or any one dozen men, will, I believe, be one of the marked characteristics of the journalism of the future".

Impersonal tho the newspapers are, they exercise a great influence in moulding the public opinion. That personality in newspapers will spell no diminution of its strength is proved by the fact that the Times, acknowledged the most influential journal

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2. The unfortunate result of personal journalism is also strikingly illustrated in the history of the French newspapers about the middle of the nineteenth century. When Napoleon came to the throne in 1852, he forced every writer of the press to sign his name to every article he wrote for it; very soon the whole press degenerated into a "sink of stupidity and nastiness - a calling from which the most decent men retired, and in which a writer's career came to be made up largely of an exchange of billingsgate and pistol-shots with his brother writers. See Nation Vol. 5:12 and 12:235.
of the world\textsuperscript{1} is and has always been impersonal. The Times is conducted by what Colonel Watterson of the Courier-Journal calls the "scholarly dummies". Even in its palmy days under John Walters, the Times instead of attempting to force its personal opinion on the public, used to send out men in disguise to find out what the leaders of public opinion thought about certain political and social questions.\textsuperscript{2} It then reproduced their views and had the credit of independent opinion.

The Impersonality in journalism is in vogue today not only because personality is revolting to modern taste and therefore less effective, but it is a physical impossibility. The increased uses of telegraph, telephone, wireless, railroad, and steam boat have enlarged the departments of the newspapers; especially is this true of the Sunday paper. A journal in the early fifties could have been run by only one or two men, now it is not uncommon to find a hundred or two hundred men employed in the production of a single metropolitan daily. The result is that our newspaper, instead of being the oracle of one or two men, has become a vast organ of "popular sentiment and the untiring vehicle of universal intelligence".\textsuperscript{3}

The question may be asked that if the newspaper loses its personality completely, will the public have much confidence in the "instruction of an unaccredited tutor?" It is well to remember that the public confidence is inspired in a paper by its sincerity, honesty, and fearlessness. When the people see printed in a paper an article that has these qualities, they will know that the paper

\begin{enumerate}
\item Library of Universal Knowledge - Vol. XIV - pp417.
\item Life of John Sterling - Thomas Carlyle - pp237.
\item J.G. Bennett Jr. "Views and Interviews on Journalism" - pp 200.
\end{enumerate}
per is reliable and that the teacher is "accredited by the very fact that a reputable publisher gives a place in his publications".  

(c) Ethics. This brings us now to the vexed problem of newspaper ethics. Can a newspaper be sincere, honest, and truthful? "He lies like a newspaper" seems to be more than a common proverb. The moral aberration which such a condition indicates, is to a great measure due to a misconception of the purpose of newspapers. A veteran editor of a Chicago paper ruled the other day that the purpose of a newspaper is to give the "striking and exceptional"? It is this mania for printing "nothing but extraordinary" that easily lends itself to deception, dishonesty, and prevarication. Two years ago Professor J. L. Laughlin of the University of Chicago, in an address before one of the graduating classes of the University urged the students "to seek a sense of form dress, manners, speech and intellectual habits". The wide-awake, original, dashing, Chicago reporters at once sent the following telegram to all the New York papers: "The wiggling, swaying movements of American women on the streets and the stage have been made the ridicule of Europe. They have a glide and a wiggle that make them both undignified and ungraceful. American women live too much in a state of slouchiness in dress, manner, intellect, and language. What we need is a sense of form. It is something that is very scarce in American women. It is indeed the rarest thing in the country". Dr. Laughlin never said such a thing. Nevertheless the paragraphs were placed within

1. Frederick L. Seely, publisher of the Atlanta Georgian, in Chicago Evening American, Vol. IX (Feb. 27, 1909.)
2. Inter Ocean - Vol. 37 (Nov. 9, 1903.)
3. Nation Vol. 84:55 - See also "Disclaimer from Münsterberg" in the same periodical Vol. 84:103; and the "American Newspaper: Its Sec-
the quotation marks and were purported to be extracts from his commencement address!

If the inaccuracies of the newspapers are simply due to unavoidable haste and confusion, which are incident to modern journalism, they are not unpardonable sins. But a willful distortion of facts out of an abnormal desire to secure 'a beat' in 'extraordinary' is most outrageous, most damnable.

The misrepresentation of truth in a paper also arises from its lack of moral freedom. The journals being looked on merely as "things of commerce", cannot defy the dictates of the counting-room. For their profit, they are dependent entirely on the goodwill of the advertisers. The advertisers, conscious of the helplessness of the newspapers without their aid, presume to dictate their policy. Incredible as it may seem, it is true, nevertheless, that within the last three years, all the department stores of New York combined and "modified the policy of at least three New York papers" with respect to their attitude towards certain political questions.¹

The influence of the advertisers over the newspapers is one of the most lamentable features in American journalism. The advertiser has gagged its mouth, robbed its liberty, and is holding it in perpetual bondage. The lack of independence is one of the glaring vices of journalism in this free Republic.

Another most serious evil that menaces honest journalism is the owning of the papers by the joint stock company. The

stock holders, and the bond holders, the "men of wealth who have gained their wealth in evil fashion" - to violate Ex-President Roosevelt's copyright on that phrase - have come to be the real controllers of the newspapers. These "criminally rich" men (Roosevelt again) use the newspapers as paws for pulling their chestnuts out of the fire. The editors write not what they honestly believe, but what they are bid to do.

Missionary efforts at creating a demand for clean journalism are being heroically made by a few papers. Their names, however, can be counted on the fingers of one hand. After a long, painful search among 23,000 American newspapers, one cannot find more than the following seven papers that will always be honest, will tell the truth and refuse to be dictated to by private interests: Springfield (Mass.) Republican, New York Evening Post, Sacramento Bee, Milwaukee Daily News, Dubuque Telegraph, and Oregon Journal. But what has been their reward? We will take one as the typical example. The New York Evening Post does not pay more than two percent interest on its capital; it never did pay more than four percent. Whereas, if the money the money was taken out and invested in bonds or "speculation" it would bring the share holders from five to ten percent interest. For years and years, the Post was maintained at a loss, just for the purpose of giving correct news; but its efforts must have had poor success, judging by the small number of people that it reaches.

Now for a general proof that honest clean journalism

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is not appreciated in America, we turn for a moment to the circulation list of those seven papers. The list:

- Oregon Journal - 28,219
- New York Evening Post - 26,114
- Milwaukee Daily News - 25,620
- Springfield Republican - 16,511
- Sacramento Bee - 15,322
- Dubuque Telegraph - 4,865

Compare this circulation with the circulation of the following sensational papers:

- New York Journal (Evening) 700,000
- New York World 344,246
- Boston Post 239,056
- Chicago Examiner 171,423
- Los Angeles Times 50,579

It is clear from this that the demand for sane, sober newspapers is not very wide-spread in America. The newspapers must reform; but if there is to be a reform, the movement toward it must first begin with the newspaper readers. Improbable as it may seem, it is self-evident that no fountain can rise higher than its head. For truth, for honor, if there is no public thirst for honesty, no newspaper on earth will be able to create them.

LOOKING FORWARD.

With all its faults, the American newspaper stands unrivalled in the world for its enterprise, mechanical equipment, and resources. America is the select home of the newspaper. The Ameri-
cans are a nation of newspaper readers. Like themselves, whatever faults their journals may suffer from, they are the faults of the excess of youth. The mellow age will bring in the future many changes, moral and ennobling. We cannot look for a perfect press, until we have a perfect nation. As the communities grow old and their standards of education and intelligence are raised, the newspapers will inevitably follow them in their wake.

Our ideal newspaper is not that of the past, but of the unborn future. The ideal newspaper will be larger in size, cleaner in tone and impersonal in its conduct. As the quality and the quantity will increase, so will the price. The price of the daily papers instead of being one cent and two cents, as it is now, will be five cents and the Sunday paper ten cents. One effect of the increased price will be the partial emancipation of the newspapers from the bondage of the advertisers.

The newspaper has a great mission in America. Its office, to use the words of Milton, will be "to inbred and cherish in a great people the seeds of virtue and public civility, to allay the perturbations of mind and set the affections in right tune; to deplore the general relapses of kingdom and states from justice and God's true worship". It is a great task. It is meant -

- - - - not for the mean;

It requireth courage stout,

Souls above doubt,

Valour unbending.

2. Areopagitica.
America is not lacking in these virtues. With 'deepest purpose, the most active spirit, the broadest thought and culture, the most tolerant heart' which generally characterizes this nation, its journals will go forward, be a credit to America, and an example to the world.

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## APPENDIX A

A Study in the Old Newspapers.

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<td>1861</td>
<td>4</td>
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<td>1861</td>
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The figures, except when otherwise specified, indicate number of columns.
APPENDIX B.
A comparative study between a Sunday and a daily papers in relation to different departments and the amount of space given to each department.

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<td>Chicago Tribune (Week-day)</td>
<td>20</td>
<td>140</td>
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<td>2</td>
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Figures, except where otherwise stated, indicate the number of columns given to each department.
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