

# THE BULLETIN

## OF THE AMERICAN SOCIETY OF NEWSPAPER EDITORS

### ASNE Statement beyond Grasp Of Most Readers, Analyst Says

WHAT does "world freedom of information" mean to the average American? To what extent do newspaper readers understand stories or editorials on this vital issue? As a possible clue to the answers, we submit an analysis of the statement which was adopted by the ASNE Board of Directors on Nov. 28 and released to the wire services.

Robert Gunning, who analyzes the 600 word statement, is a director of Readable News Reports and has been employed by several ASNE members recently to study the readability of their newspapers.

• By ROBERT GUNNING, Editor  
Every Week

THE statement of the ASNE about world freedom of information is interesting and important. I can only wish it had been written within the reading grasp of the mass of newspaper subscribers.

The statement would have been difficult reading for college graduates. Only a few newspaper readers would have waded through it. On the other hand, it might have been written on the average reading level of a high-school freshman. Then it would have been within the reach of the mass of the public. (The 1940 census shows nine years of school as average in the United States.)

Educational research of the past decade has shown some 20 factors of writing style to have important effect on reading difficulty. Formulas based on these findings give a reliable measure of the reading level of written material. What is more important—reporters and copyreaders who are acquainted with these principles can quickly and easily cut the reading difficulty of news.

It isn't necessary, mind you, to cut the intelligence level of written matter in order to lower the reading level. As a matter of fact, much of the best literature is fairly easy reading. Nevertheless the tests of which I speak are not measures of literary merit or of social importance of content. They merely gauge the number

of people who are likely to be able to read an article with understanding.

The lead of the original Nov. 28 release and a possible rewrite follow. Perhaps some shades of meaning have been lost in the revision. However, only a few newspaper readers would have been able to read and understand the original story. The suggested rewrite, on the other hand, hits about 9th grade level. This is the level of average material in the *Reader's Digest*.

### ORIGINAL AND REVISED TEXTS OF RESOLUTION

ORIGINAL—Difficult for college graduates:

Looking forward to the restoration of international communication on a peace basis, the American Society of Newspaper Editors today invited reciprocal declarations by the United States Government and all other governments, press, radio and other media of information, embracing the right of the people to read and hear news without censorship.

The Society urged the removal of all political, economic, and military barriers to the freedom of world information.

The Society notes with satisfaction the recent statement of Edward R. Stettinius Jr., newly-appointed Secretary of State, that the United States plans exploratory talks with other nations looking to international understandings guaranteeing there shall be no barriers to interchange of information among all nations.

In its deep conviction that freedom of information throughout the world is vital to an enduring peace, the American Society of Newspapers Editors . . .

Members are invited to report on any efforts to simplify reading matter in their papers.

POSSIBLE REVISION—9th grade level:

The American Society of Newspaper Editors today called upon all nations to speak out against news censorship after the war.

The Society hailed a recent step by Edward R. Stettinius Jr., the new Secretary of State. Stettinius has suggested talks with other nations with the aim of opening the way for free exchange of world information.

The editors are for this plan. They want statements from the United States and other nations pledging free radio and press. They call for an uprooting of all political, economic and military censorship.

These moves are vital to a lasting peace, the editors declare . . .

### Convention Dates

Thursday to Saturday  
April 19, 20, 21

MARK YOUR CALENDAR NOW.



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complete details.



# RESOLUTION ON WORLD FREEDOM OF INFORMATION

This is the complete text of the resolution released, Nov. 28, by the ASNE Committee on Freedom of Information of which Ralph McGill, Atlanta Constitution, is chairman. It was preliminary to the decision of the Board of Directors to send three members to confer with heads of governments abroad as an initial step toward achieving the goals set forth. The delegates appointed by President Knight to make the trip are Wilbur Forrest, New York Herald Tribune, who will act as chairman of the group; Mr. McGill; and Dean Carl W. Ackerman, Graduate School of Journalism, Columbia University.

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In its deep conviction that freedom of information throughout the world is vital to an enduring peace, the American Society of Newspaper Editors acclaims the statements of this principle which have been made by the President, by both Republican and Democratic parties and by the Congress of the United States.

In his historic speech of Jan. 6, 1941, defining the four freedoms, President Roosevelt said: "The first is freedom of speech and expression—everywhere in the world."

At its Chicago convention in June, 1944, the Republican party adopted the following platform plank: "All channels of news must be kept open with equality of access to information at the source. If agreement can be achieved with foreign nations to establish the same principles, it will be a valuable contribution to future peace."

In July, 1944, the Democratic party, at its national convention, adopted this platform plank: "We

believe in the world right of all men to write, send and publish news at uniform communication rates and without interference by governmental and private monopoly and that right should be protected by treaty."

On Sept. 21, 1944, both Houses of Congress, by concurrent resolution, made the following declaration of principle: "Resolved by the Senate (the House of Representatives concurring), That the Congress of the United States expresses its belief in the world-wide right of interchange of news by news-gathering and distributing agencies, whether individual or associate, by any name, without discrimination as to sources, distribution, rates, or charges; and that this right should be protected by international compact."

Several other governments and leaders by their recent statements show that they also recognize that freedom of information is a keystone to world law and order with justice based on the consent of the governed.

All these signs and statements are encouraging, but the ASNE never will relax in its campaign until freedom of information becomes a living reality everywhere in the world.

We believe that most Americans and their newspapers will support government policies and action toward removal of all political, legal and economic barriers to the media of information, and that our government should make this abundantly clear to other nations.

Specifically we urge that both the administrative and legislative branches of our government, and other organizations in this country and abroad, join us in a program to further freedom of information. This program should embrace the following goals:

1. Recognition that complete friendship with any other sovereign power is dependent, among other considerations, on the freedom, the abundance

and the exchange of information between people.

2. Recognition that any printed matter, film, broadcast or other media of public information paid in whole or in part, directly or indirectly by a government, organization or person, shall carry conspicuous labels as to source.

3. Recognition that any government or private monopoly of the media of information is inimical to the public interest and incompatible with freedom of expression and competition of ideas on which a well-informed public opinion is based.

4. Refusal to recognize the right of any government, organization or person:

- (a) to discriminate against any media of information.
- (b) to infringe upon freedom of information or expression.
- (c) to place any barriers, technical, political, legal or economic against the free exchange of information between the peoples of the world.
- (d) to censor information in time of peace, except for obscenity or fraud.

## World Itinerary Taking Shape

PROSPECTS are good for the early departure of Mr. Forrest, Mr. McGill and Dean Ackerman on their mission. Many of the necessary credentials have been obtained and they probably will be on their way this month.

All government branches, including the military which will provide transportation, have offered the utmost co-operation. The ASNE members will carry endorsements from high officials which will help immensely in making important contacts.

While the itinerary is still in the neuclear stage, it will definitely include Great Britain, France and other European countries. Moscow will be the next objective, then possibly Iran, Turkey, Egypt, India, China, Australia, New Zealand and South America en route home. Most, perhaps all, of the traveling will be by air.

The committee is naturally reluctant to outline specific objectives; as one member says, "We don't want to talk through our hats."

# NEW COLUMN A SMASH HIT

Vincent Jones Is Eager For Criticism  
But All Utica Likes His News Summary

SEVERAL MONTHS ago Vincent S. Jones read a suggestion in *Editor and Publisher* for a daily resume of the news, brief enough for people who haven't time to read lengthy dispatches, simply phrased for those who aren't equipped to understand them. Weighing the pros and cons of such a feature kept him awake half the night. At 3 A.M. he sat down at his typewriter and pounded out a column which has been appearing daily in the *Utica Observer-Dispatch* ever since.

"Reader reaction was instantaneous and almost 100 per cent favorable," Mr. Jones reports. "Most people tell us it was just what they had always wanted."

Lack of adverse comment perplexes him. He's convinced his column is good, but he knows nothing can be THAT good. (Samples on request if any member wants to look the feature over with a critical eye.)

And, he asks, if it's as good as *Observer-Dispatch* readers say, why don't other newspapers undertake a similar feature? Why don't they search for other innovations which might be equally successful? He believes depressingly little progress is being made in the basic things of newspapering, and would welcome suggestions from members on any new technics of handling news.

Mr. Jones heads his column: "How It Looks to Us—A Guide to Today's News—By the Editors." Written informally, it combines the traditional index with a news summary and promotion of the whole paper. It is confined to 60 lines of two-column, 10 point, in the lower left corner of page one. About a third of the space is devoted to the war, the rest to the most interesting inside material and a daily plug for the editorial page.

While Mr. Jones' style is brisk and easy, the column is in no sense directed to lip-readers only; it's a welcome relief to anyone who has ever gotten bogged down in lengthy, over-complicated stories.

The Utica editor writes the column himself, just before deadline, finds it

takes about an hour a day to do a polished job. He has two subs warmed up to take over when he is out of town.

## Klamath Falls Readers Also Appreciate Brevity

FRANK JENKINS, *Klamath Falls Herald and News*, commenced a somewhat similar column long before Mr. Jones and found the same enthusiastic reader reaction.

"I'm literally terrified," Mr. Jenkins said when the feature was well under way, "by the growing numbers of those who tell me they read nothing else in the paper (excepting always, of course, the local news and the scandals) because the general run of the news is too complicated for them to understand and too controversial and contradictory to believe, anyway."

While Mr. Jones sticks to a straight summary of the news, Mr. Jenkins adds interpretation. Reading of his columns indicates that his theme is: "This is what those news stories say, and to the best of our understanding, this is what they mean or portend." Just that in simple words and phrases, based on honest and intelligent judgment and (unlike the armchair generals and "low-down on Washington" columnists) no pretense at inside information.

## Which Needs Improving—Newspapers or Readers?

THERE IS plenty of evidence that many editors are concerned over what stories readers can or will read.

Erwin D. Canham, *Christian Science Monitor*, is planning tentatively to have a survey of newspaper readability on the convention program.

Not long ago J. Albert Dear, Jr., *Jersey Journal*, and Harry Boyd, *Cedar Rapids Gazette*, warned that easy substitutes for reading are menacing newspapers; their solution is to

teach the coming generation to read with greater ease and rapidity.

What's the answer, better newspapers or better readers?

One mordant editor foresees a third possibility—that eventually the reading of news stories will be confined to the upper educational level, while uneducated or less facile readers will depend exclusively on the radio for information. Of course the latter group would still buy newspapers for the comics or sports coverage, at any rate until television presents such features in livelier form.

## Education Chairman Is Southside Virginian

CONTINUING the series on ASNE chairman, here's Richard P. Carter, head of the Education Committee.

His interest in education is apparently hereditary. His grandfather, the late Dr. Eugene C. Powell long was superintendent of schools for Dinwiddie, Va. However, his real ambition was newspaper work and in that aim he had his grandfather's constant encouragement.

A Southside Virginian, born and educated in McKenny, Mr. Carter was graduated from Washington and Lee University and went to Columbia for his Master of Science degree. He worked on both Richmond papers and on the *Greensboro (N.C.) News* before going to the Associated Press, first in Richmond, then in New York.

Mr. Carter went back to Virginia in 1941, as associate editor of the *Roanoke Times* and *The World-News* until last January when he was made editor of the latter paper.

In a daily editorial, "Today on the War Fronts", Mr. Carter summarizes the news. He did not plan the column as a regular feature but the reaction encouraged him to keep it up; readers find it a convenient key to current developments.

Last month the Board adopted his proposal that the Society take part in a movement to accredit schools of journalism and he was appointed to represent ASNE in the project.



## MAIDENBURG'S LUCK STILL HOLDS AFTER SIX AMPHIBIOUS LANDINGS

A request for a report from an ASNE member in the Netherlands East Indies brought the following reply.

• By CAPT. BEN MAIDENBURG, AAF  
Detroit Free Press

YOU SAY you'd enjoy an item from this peripatetic soldier but, what could I say that would be different from the many other stories you've already read? Soldiering, I guess, is the same the world over. Hardest part of it is not the fighting, but in being denied the right and privilege of wearing polka dot blue ties, and two-toned shoes and a cream-coat - and - blue pants ensemble. Where in the world these items could be obtained in a jungle, I don't know. But it would be a relief from the khakis, the green overalls, and the spotted jungle layout that looks like a leopard green coat from the bargain basement.



I've seen quite a bit of the war in this neck of the woods, enough, I guess to agree with William Tecumseh Sherman. You know, though, as long as there has to be a war, it is as good a time as any to get a liberal education. I've learned lessons in these last two years that'll stay with me for all time. I've seen the whole concept of life change practically overnight—from living and saving for the future, to living for the next second, the next minute only.

All these "I's" I've been using give the impression that the undersigned is the only one in the war. But don't get that idea. One never really knows how small an item he is in the world until he gets mixed up with 100,000 soldiers. Boy! You really get lost and I don't mean maybe.

Just tonight I returned from my sixth amphibious landing in this campaign—the Philippine invasion. What a show that was! I'll never forget the picture (and I'll never forget how lonely I felt right in the middle of the hundred thousand as the landing barge struck out for the beach).

I know you'll ask, what in the Sam Hill is an air corps man doing in the infantry? I'm just a mental case when it comes to curiosity, and I like the infantry and its part in the war enough to wheedle my way into every item that I can. Along with being a captain in the air corps (they're down to eight cents a dozen now from the top of a dime), I rate a pfc. in one infantry division, and a epl. in another. A third has me rated as an honorary private.

Luck has been with me on all occasions. Sometimes nothing happened at all. Sometimes the God that takes care of newspapermen (and why God should take care of them is beyond me) has patted me on the shoulder and said, "You just lie down in that foxhole and I'll see that you live to get back to carry a paste-pot after the duration plus six." Actually my only damage so far was to get a few pieces of coral in the most embarrassing place—result of a misguided Jap mortar. I say misguided because why any Jap would want to puncture a punk soldier like me, when there are many good ones around, I can say from experience that flying coral is almost as painful as getting the wrong name in the divorce suit story.

### Miami Herald Concludes Contest on Free Press

THE widely heralded contest on "Why a Free Press Is Essential to World Peace", conducted by the *Miami Herald*, wound up on Dec. 16 with a luncheon in the Towers Hotel, Miami. Finalists, their parents, principals and teachers were among the guests.

More than 4000 students in Dade County schools competed for prizes ranging from a \$250. scholarship at the University of Miami to \$25. awards. The managing editor and associate editor of *The Herald*, Lee Hills and John D. Pennekamp, are both ASNE members. At the luncheon, John S. Knight made the principal address and awarded prizes.

## Robertson Pays Plenty for Deer He Didn't Get

SOME HUNTERS shoot deer or get shot.

Not so with Hugh W. Robertson, vice president of the Westchester County Publishers—deer are thrust upon him. After putting up the blinds and locking up the office one night recently, Mr. Robertson started for his domicile in Darien, Conn. While



traveling the Merritt Parkway at about 40, a big buck deer made a beautiful leap over a hedge and landed kerplunk on the radiator of his car.

The deer stopped the car dead in its tracks. Mr. Robertson was dazed but not injured. At the count of nine he managed to wobble through the door and out onto the parkway. The deer wobbled to its feet at the same time and giving Mr. Robertson the brush-off it started back over the path from which it had cometh.

A towman was sent for and with our member sitting at the wheel guiding the car with all the dignity of a southern gentleman (he comes from Arkansas) he finally reached his home in Darien.

There was about \$160. worth of collision when the garageman finished with the car, and Mr. Robertson thinks that's a fair-sized bill for the buck that wasn't there.

Over in Westchester the law only permits the shooting of deer with bow and arrow. Mr. Robertson's friends have taken up a collection and intend to present him with an archery set for Christmas, but the Westchester editor says any resemblance between him as a deer hunter or cupid is purely coincidental.

### Gratifying, Says Hanes

IN CHARGE of the Virginia Press Association newspaper awards, Tom Hanes, *Norfolk Ledger-Dispatch*, called on leading ASNE editors as judges. All accepted. "Our members," he reports happily, "are always ready to help a fellow member in distress."

## Stories of Editors Featured in S.E.P., Coronet and Fortune

THREE national magazines within the past six weeks have featured stories on ASNE members and their papers.

"Rise of the Washington Post—A Newspaper of Courage and Conscience" in *Fortune* is part journalistic history, part profile of Eugene Meyer. "In my first two years," Mr. Meyer is quoted, "I made all the mistakes in the book."

Beset by editorial problems that were new and perplexing to him, the story says, Mr. Meyer was able to devote himself to the larger problems of a publisher only when he acquired a capable news executive—Alexander F. (Casey) Jones, "cyclonic, convivial and incurably romantic." Illustrations include sketches of Mr. Meyer, Mr. Jones and another ASNE member, Barnet Nover.

In "Journalism without Jaundice," *Coronet* for December covers the growth of the *Christian Science Monitor* since 1908 when it was established, and distributed principally through racks in railroad stations and Science reading rooms. "Catering to a scant 144,000 subscribers," the story says, "it is an aristocrat in its field" and particularly outstanding for foreign coverage. All profits, according to the managing editor, Erwin (Spike) Canham, go right back into correspondents of whom 850 have been sent to all parts of the free world.

"A slim and natty Adolphe Menjou who acquired the *Los Angeles News* on a borrowed shoestring"—That's Manchester Boddy in the *Saturday Evening Post* of Dec. 2. He sold the Encyclopaedia Britannica on the Bowery! He came home from the last war gassed and tagged "100 per cent disabled," but he refused to accept the verdict. He ran the once sick little *News* up to 217,000 circulation; and he's convinced that feat could be duplicated on a borrowed shoestring in any large city by a young fellow with courage, a barrel of ideas and a philosophy.

Mr. Boddy has a ranch which is a paying proposition and a dream place. A private line enables him to run the paper from his farm with only two days a week at the office.

## FATHER AND SON TEAM



Members Walter Locke and Francis P. Locke.

WHEN Francis P. Locke, editor of the editorial page of the *Miami Daily News*, was admitted to the Society last spring it added one of the rare father-and-son combinations to the organization's roster.

Walter Locke, editor of the *Dayton Daily News*, has been a member since 1935. Both papers are members of The News League chain, published by James M. Cox, former governor of Ohio and 1920 Democratic nominee for the presidency.

After serving for 24 years as editorial writer and associate editor of the *Nebraska State Journal*, the senior Locke took over the Dayton editorship in 1927. His column, "Trend of the Times," is syndicated throughout the Cox papers. He is a member of the ASNE Editorial Page Committee. He has published two books: "A Cash Transaction" and "Whistling Post, Ohio," and was the subject of a chapter in Louis Adamic's book, "My America," under the heading: "Walter Locke of Dayton, A Free Editor."

The junior member of the team is an only child and found his way into parental bypaths, he maintains, only

because ineptitude at solving curve ball pitching frustrated a youthful ambition to become a professional baseball player.

On graduating from Harvard in 1933 he was impressed into the service of his father as an unsalaried assistant editorial writer. In the spring of 1934 he was "farmed out" to the *Miami News* as a cub reporter. After two years on the street, he succeeded to the editorial page position he now holds. In 1941 he left *The News* for six months to fill a temporary vacancy on the *St. Louis Post-Dispatch* editorial page, an experience which he describes as "most pleasant and valuable."

The Lockes, inveterate companions in so far as geography permits, and roommates at the 1944 ASNE convention, have reasonably similar points of view on national and international affairs and on newspaper problems and ethics. Son Francis says one of his pleasantest jobs is reading copy on his father's column, which appears on the *Miami Daily News* editorial page. "It keeps us in close touch," he writes. "It is like having a daily chat together."



## Capt. LaPrade Sees Our One Last Chance To Inform the People

CAPT. Lloyd S. LaPrade, editor of the *Durham Morning Herald*, is with the First U. S. Army and in a spot that occasionally offers leisure for thinking about the war, and newspapers and ASNE.

Summarizing first his military career, he entered active duty in December, 1943, went over early in 1944, landed on the continent soon after D-Day and traveled across it in the wake of the First as OC of Civil Affairs unit.

One of the newer members of the Society, Capt. LaPrade attended only one ASNE convention and on the basis of that experience is inclined to believe the meetings are pretty good. He adds, "However, I do not blush or apologize when I venture the opinion that they would be better, as a rule, if they were made more the 'property' of the editors and less the 'property' of the publishers, and I am fully conscious of the fact that there has to be a publisher for an editor to perform, at least for long."

Viewing the war and post-war problems in the light of his observations on both sides of the ocean he says:

"If I were back behind my editorial typewriter, with the experience and information I now have, I would be torn between shouting the good deeds my branch has performed and blasting the pants off certain folk for bungling the opportunity to do ten times as many good deeds. Then I think instead I would devote my energy and blunted talents to telling the know-all armchair Solomons that it is going to take more courage and intelligent leadership to win the peace than to win the war; and right now there is, at least on the surface, as little peace-winning courage and intelligent leadership as bedecked the gloomy skies in 1918-19.

"Yes, and I would tell my erstwhile colleagues of the newspaper fraternity that they, even as mankind, may well be moving toward their one last chance to earn and retain the right to wear the badge of men who inform and lead the people."



Capt. Lloyd S. LaPrade

### Do We Need to Be Jarred out of Ruts?

A LETTER from another ASNE member overseas echoes Capt. LaPrade's cry for intelligent leadership.

"The next 25 years are going to be very critical ones for the human race," he writes, "and I am hopeful they won't be too difficult for my own children because of movements so tremendous as to be absolutely beyond the control of those then grown-up children. How much newspapers in the United States will have to do with what the country does will depend, it seems to me, a great deal on the ability of editors to crack the walls of the ruts so many of them cuddle in, and of publishers to back them up in putting out honest-to-God news and frank editorial opinion for the people to pick and choose over. If the Bulletin can serve as a detonator for explosions that jar some of the brethren, more force to it!"

Editors in fighting zones have been forcibly jerked out of many mental ruts—as witness the letters in this issue. If they or any other members, have suggestions for touching off needed discussions of vital issues, The Bulletin will welcome them no matter how explosive they may be.

It takes only a moment to jot down an idea on which you would like other members' opinions. You provide the spark; we'll get the responses.

## CONVENTION TIPS

THE Greater National Capital Committee again is in full charge of finding hotel rooms for members at the convention in Washington, April 19, 20 and 21. In ample time you will receive a form from the GNCC asking your preferences in hotels. When it comes, answer it promptly to insure shelter for your stay.

Sessions will be held at Hotel Statler, and as many members as possible will be accommodated there. The rest will be assigned to other first-class, conveniently situated hotels.

### ASSOCIATE MEMBERS?

A SUGGESTION for associate memberships in the Society came up before the Board in November and met with rather favorable consideration.

The plan would permit members who become ineligible, through change of work or for other reasons, to continue on the rolls as associate members. They would, of course, pay dues but would have no vote. Creation of such a group has often been asked in the past by members who, under the by-laws, have been forced to relinquish membership but whose interest in and affection for ASNE continues.

As any change in the constitution must be made by the membership, the Directors suggested that the matter be brought up at the April convention.

### ABOUT RESOLUTIONS

SEVERAL members have asked that Resolutions to be voted on at the convention be prepared well in advance of the meeting, to avoid the confusion and misunderstandings that have sometimes accompanied their adoption in the past. Directors concurred in this idea.

It is not too soon to begin thinking now of the issues you believe ASNE should go on record as approving, so that you will have them ready when the Committee calls for suggestions.

Joseph Pulitzer, *St. Louis Post-Dispatch*, is chairman of the Resolutions Committee; William F. Maag, *Youngstown Vindicator*, is vice chairman.

## ★ ★ Notes on ASNE Members ★ ★

JAMES McGOVERN celebrated his 75th birthday in November. Associate editor of the *Bridgeport Post-Telegram*, he was Collector of Customs in Connecticut under Wilson, devotes a good deal of time now to the Elks. He is chairman of the Grand Lodge Activities Committee of the B.P.O.E. by appointment of the Grand Exalted Ruler. Congratulating him in an editorial, the *Hartford Times* said: "The lilt of spring is in his heart, if the snows of winter are on his head."

Thumbnail sketch of Palmer Hoyt, publisher of *The Oregonian*, contributed by another member:

"He started writing for the pulps as upper classman in the University of Oregon. College correspondent for big city paper and moved on to it naturally. Reporter, drama critic, city editor, managing editor, and publisher. He has done the amazing job of taking a rusty old once-famous morning 'Bible' and making it one of the most alive papers on the west coast. Incessant public speaker, was president of Delta Sigma Chi but refuses to run for United States senator."

Louis A. Weil, *Port Huron Times Herald*, and Mrs. Weil are taking a lengthy vacation in Coronado, Calif., to be with their son Granger, who returned last year from the South Pacific.

S/S. Benjamin F. Forrest, is ball turret gunner on the famous Fortress "Borrowed Time". Son of Wilbur Forrest, *New York Herald Tribune*, he has won the DFC in addition to holding the Air Medal with three Oak Leaf Clusters. His group is a unit of the 3d. Bomb. Div., cited by the President for its shuttle mission to

Africa when Messerschmitt plants at Regensburg were bombed. He has flown in attacks on Berlin, Schweinfurt, Merseburg, Bremen and other military targets and was in action on D-Day. The Berlin mission, he says, was the toughest.

A. Dewitt Smith, whose father is Col. Ernest G. Smith of the *Wilkes-Barre Times Leader and Record*, has been promoted to a captaincy. Overseas 21 months, he served more than a year in Liberia and is now in the Middle East. He has been decorated with the Soldier's Medal.

Both boys left Lafayette to enlist. Col. Smith is one of the best known Lafayette alumni, was graduated in 1894 and given an honorary doctor's degree last year. This fall he was elected a life member of the Board of Trustees of the college.

Maurice S. Sherman, formerly editor of the *Hartford Courant*, has been made publisher.

C. C. Hemenway, editor of *The Times*, is serving as president of the Automobile Club of Hartford.

That incurable romantic, V. Y. Dallman, waxed sentimental to the extent of a full column about a printing press, in a recent issue of the *Illinois State Register*. For years "Old Betsy" roared out regular editions of *The Register* and seems to take particular pleasure, Mr. Dallman thinks, in EXTRAS announcing Democratic victories. Refurbished, "Old Betsy" went on a 2400 mile boat ride and is now grinding out the "Peach" edition of the *Honolulu Star-Bulletin*.

Lt. Commander Barry Bingham, *Louisville Courier-Journal and Times* has been awarded the Bronze Star for meritorious service in organizing news coverage of the invasion of France. The Kentucky publisher volunteered for Navy duty in May 1941 and was commissioned a lieutenant, j.g., a year later. He has been serving on Admiral Stark's staff since August, 1942.

Add Walter P. Jones to the list of members who started as carrier boys. Now editor of the McClatchy Newspapers, he began with a route when he was only eleven. The paper was the now defunct *Sacramento Star* and he was still carrying it when, at 18 and in high school, he was hired as police reporter. Looking backwards, he thinks he must have been easily influenced or he'd have turned down the job and fulfilled his original ambition to be a doctor.

"Thank God it's here and not in America." That was the message

John M. O'Connell Jr. sent home to the *Bangor Daily News* when Metz was captured. Mr. O'Connell, managing editor of the Maine newspaper is a roving correspondent, has covered Rome and Southern

France and seen fighting at Aachen. At last reports he was in Metz but that was more than a month ago and there's no telling where he may be by this time.

William J. Pape, *Waterbury Republican-American*, and Mrs. Pape had planned a 46th wedding anniversary celebration on Nantucket last September. Casting an experienced eye at the weather, Mr. Pape called off the trip and was quite satisfied with his own judgment when, just a few hours later, the full fury of the hurricane developed.

Four years on active duty with the Navy, Capt. James G. Stahlman has returned to his desk in the *Nashville Banner*, of which he is publisher. Capt. Stahlman, who has been in the office of the Chief of Naval Operations in Washington, returned last year from a special mission to the Far East.

We're glad to have these notes on old friends in the Society but we want also news of newer members who are urged to forego modesty and tell us about their activities.



## SPONSORED FEATURES NO THREAT

Member Ends Discussion with Decision  
They're Impractical and Would Cut Revenue

• By ROBERT T. WALSH, Editor  
The Bayonne Times

THE PURPOSE of this little disquisition is to throw a pail of water on the "burning issue" of sponsored news which has some of my newspaper friends visibly disturbed.

The subject strikes me as being given more importance than it deserves, for is it not true of all newspapers that the news they purvey is sponsored by their advertisers to the same degree as their circulation income fails to meet total costs and profits. As a matter of fact newspapers "invented" sponsored news in that advertising revenue allowed the creation of improved news-gathering facilities, more lavish features and the like. Certainly American newspapers would not have reached the present stage of development if they had had to depend upon circulation revenue alone.

It is true that radio presents its newscasts under the sponsorship of some specific advertiser whereas in a newspaper, under present practice, it might be held that all of the advertisers sponsor all of the news since they make the production of the paper possible. As I understand the suggestion of the modernists, an individual advertiser would sponsor a certain standing feature or a particular news story for a consideration. That would require a very involved formula for computation of rates, it would seem to me. Thus we might have on Page One, under a one-column head; "This detailed description of the brutal murder of the beautiful Eva La Leech is brought to you through the courtesy of the Willawaw Fat Rendering Company, etc., etc." (set 1 col. 10 pt. bold indent). That treatment might call for a standard fee of \$42.

But suppose Eva is worth an 8-col. 96 banner. Does the news desk call the advertiser and sell him the idea of going for another \$42. or more for the streamer?

And what happens if the advertiser says no?

Does Eva still get the 1-col. billing? This sponsorship idea looks like a dodge to cut rather than increase ad revenue. It would doubtless be found that a regular account, plunging into the "modern" experiment, would reduce if not eliminate its present expenditure for display advertising. What's more, the advertiser would probably want to pay only for such space as his blurb takes up.

It doesn't look profitable to me, therefore, I have no fears this monstrosity will come to plague us.

Although I oppose such a departure for newspapers, I must say in fairness that I know of no instance where radio has shaded or distorted "sponsored" news. That of itself would seem to be the best argument for AP and other established news agencies to continue to sell to radio. Further, the increased revenue has served, as it should, to improve news coverage and distribution. Making AP and the other agencies more independent financially serves, too, to fortify our news sources against successful attack by partisan instrumentalities such as the federal government's Chicago foray on behalf of one of its favored organs.

• **WE'RE STARTING** the year with a new printer who promises prompt publication despite wartime difficulties.

If you do not receive your copy by the 10th of any month, please notify the Office of THE BULLETIN, as the next few issues will contain important announcements concerning convention arrangements.

## Pope Sees Chance To Regain Confidence

• By JAMES S. POPE  
Louisville Courier-Journal

PHILIP HOCHSTEIN is quite right, I believe, in saying that sponsorship of news cannot be right in one instance and wrong in another. It is wrong on the radio. What worse folly could the press fall into than to imitate this error?

On this very point, it seems to me, lies the great opportunity of the press to recapture the public confidence shown by surveys to have slipped away and favored radio commentators. Many of these bought commentators blatantly sold their masters' political doctrines in the recent campaign, and they undoubtedly destroyed much of their newly won confidence.

With most of the world a violently animated exhibit of what biased information causes, I think people are smart enough to respect and value what is unpurchasable. Let the newspapers recognize both their basic responsibility and their opportunity, and stick scrupulously to objective reporting, holding their news columns high, with pride, like a flag.

★

### "No News Today"

WILLIAM G. VORPE, *Cleveland Plain Dealer*, was amused when he read that magazine piece on Manchester Boddy, referred to elsewhere in this issue. Mr. Boddy wants some day to run a panel head on page one saying, "There is no news today."

"More than 40 years ago when I was half the staff of a small town daily," Mr. Vorpe recalls, "I often came back after several hours' rounds of the news sources with the only important item on my notebook detailing that Mrs. Get Rich was about to throw a party in honor of some out-of-town visitor. I often thought we might as well run a head on the first page saying that because there was no news we had decided we wouldn't bother to fill up all this space."

"I wonder how many of the editors who had to labor in a small town felt that way on several occasions."

# THE BULLETIN

OF THE AMERICAN SOCIETY OF NEWSPAPER EDITORS

## HOW FREE IS OUR PRESS?

Members' Views on Federal Encroachment Divided;  
"No Danger"; "None—yet"; and "It's Happened Already"

THIS IS the report on the questionnaire asking members whether the Federal government has encroached in any way on the constitutional guarantee of press freedom.

Three members asked, "What would be considered encroachments?"

As Molly says to Fibber, "That's my question." The sole aim of this survey has been to ascertain as accurately as possible how many editors are convinced there have been no encroachments by any definition; how many see evidence of a trend to curb press freedom and what they believe constitutes such encroachment.

This survey was not conceived as an eristic argument to bulwark any point of view. But if editors who see encroachments will note the number of members who detect none whatever; and if, in turn, those who answered with an unqualified "No" will give ear to the reasoned fears of their intellectual peers, this presentation will serve as a valuable dialectic. Probably more important than the zealots of either stripe are the middle-of-the-roads who, agreeing that our press is free, cite straws in the wind which they believe cannot be ignored.

The public has a stake in this discussion too.

Many people who are not quite certain what a free press is are convinced that whatever it is, editors and publishers form a solid bloc to preserve it for selfish purposes. To let them know that this is one more complex problem in a complex world, and that editors themselves do not agree on what constitutes encroachments upon the First Amendment, might have a salutary effect.

The reading public is quite naturally suspicious of the motive behind what

often seems to them to be a unanimous editorial front. Yet Americans, on the whole, are fair-minded, and ready to recognize the validity of honest difference of opinion. They are amazingly quick to understand a great deal that is beyond their immediate knowledge—if anyone troubles to explain.

154 members in 34 states answered the questionnaire.

118 checked "No."

36 checked "Yes."

Many in the first group wrote in "No" in large letters, underscored, with exclamation points and explanatory remarks for emphasis. On the other hand, 23 who checked "No" added "No, but—" or "Not yet".

Right there lies the danger in figures; they cannot record shades of conviction.

Statements on these pages accurately reflect every opinion submitted.

ALICE FOX PITTS

Quoting John S. Knight in the *Detroit Free Press*, Jan. 7, 1945: "Strong men . . . will frequently disagree but out of their conversations and exchange of views something constructive may well emerge."

## BOARD UNANIMOUS ON POSTPONEMENT

It is the unanimous opinion of the Board of Directors of the American Society of Newspaper Editors that the annual April Washington conference should be indefinitely postponed.

While we feel that our yearly meetings with leaders of government and the armed forces have been of inestimable value to the war effort, it is likewise our considered judgment that no exceptions should be made to the general rule.

JOHN S. KNIGHT, President

## Sulzberger Sees No Willful Interference

• By ARTHUR H. SULZBERGER  
The New York Times

I DO NOT believe that the Administration has willfully made any attempt to interfere with the freedom of the press, although wartime restrictions impose restraints upon the press and, naturally, these restrictions spring from the Administration. I am not critical of them.

I believe that the Government's action in the NRA days might have resulted in a limitation of the freedom of the press had the publishers not been active in defending it. I do not believe, however, that such action was directed at the press but was merely a part of a general plan from which the press, on certain points only, had to be excepted.

I should add in this connection that I think the Publishers' Association sought too great an exemption.

The more recent Department of Justice action against the Associated Press has some dangerous aspects respecting freedom of the press. There again, however, I believe it was stupidity rather than any desire to injure the press that prompted the action. The net of all this is that I do not think the Administration has made any deliberate attempt to interfere with the freedom of the press.



## THESE ENCROACHMENTS CITED

COMMENTS IN BRIEF presented here are representative of all the answers to the questionnaire from members who believe there have been encroachments on the guarantee of press freedom or attempts to encroach upon it.

**FRANK R. AHLGREN**

*Memphis Commercial Appeal*

**DIRECTLY**—By ordering union maintenance, which is enforced membership, into contracts between publisher and Guild. It is sufficient to issue a directive for the operation of the business during the war. Freedom of the individual is restricted and stultified, managerial prerogatives usurped and the median of performance driven to a common denominator which will be that of the least efficient.

**INDIRECTLY**—By encouraging CIO unionization of newsrooms through biased and partial agents (most of them union men) and decisions with the ultimate result every public question is viewed and transmitted by a union writer.

**DWIGHT MARVIN**

*Troy Record*

Attorney General Biddle attempted to get a bill through Congress making it criminal to divulge anything on a departmental paper marked confidential. The apparent intention was to mark them so freely that the government could control news from departments. The bill was beaten but the spirit behind it permeates many sections of our present government.

The OWI has sought to control, and has controlled, publicity passing from and to certain channels, thereby, using its machinery for propaganda and to prevent propaganda it opposes.

There is a prevalent disposition to attempt to confine news to handouts, if we may—and we can—trust our representatives in Washington.

**PAUL S. WALCOTT**

*Greenfield Recorder-Gazette*

Suit against AP, see *Chicago Times* brief.

Censorship, perverted to serve administration purpose; by no means clear that we ASNE members have not by acquiescence, sacrificed that right of the people which we should have been first to defend.

Legislation and opinions which enabled Newspaper Guild to attain present status; breach comes on forced employment and not on wages and hours.

**ROBERT U. BROWN**

*Editor & Publisher*

I believe the Department of Justice suit against the Associated Press is a threat that might ultimately lead to government control of that and other press associations which in turn would lead to attempts at other controls on publications themselves.

Wartime control of censorship and rationing of paper are potential threats but should be discounted in view of commitments to suspend them when hostilities cease.

**HAROLD HARTLEY**

*Toledo Times*

The New Deal government has thwarted freedom of the press at every opportunity. News which rightfully belongs to the public is withheld and often pro-administrations are given out in place of the straight facts. The administration maintains a vast propaganda machine designed to keep the New Deal in public favor. Only fearless and enterprising reporters can break through the news-control barrier and get the facts if they happen to reflect badly upon the administration. The withholding of the Pearl Harbor inquiry report is but one of many flagrant instances.

**CHARLES J. LEWIN**

*New Bedford Standard-Times*

"Voluntary censorship" may have been voluntary, in part, by the newspapers at the start of the war, but it has developed into a censorship that is far from voluntary. We have experienced numerous cases in which we knew of incidents the publication of which would not have affected military security but which we did not publish for weeks after they were known to us and to entire communities, or did not publish at all, because the military censorship rules against publication.

**JAMES STAHLMAN**

*Nashville Banner*

The AP case, if nothing else. Don't forget the NRA effort to license the press.

## Owens Sees Danger In Efforts to Control Sources of News

• By **HAMILTON OWENS**

*Baltimore Sun*

IT WOULD BE easier to answer the question in your circular letter if you had defined "constitutional guarantee." I have read several books on the subject and given it much thought on my own but I still am not certain where the line is drawn.

I know in wartime, it is necessary to put limitations on publication which go far beyond those which are desirable in time of peace. To what extent such limitations are a violation of the constitutional guarantee must be a matter of court decision. But since they are accepted even by the most radical supporters of press freedom, it is hard to get excited about them.

I do think there is a tendency in certain government bureaux to be more secretive about public business than is warranted. The setting up of press relations officers in these bureaux is often a device for suppressing information which some newspaper men regard as news. But it is a human reaction of bureaucrats to fear unpleasant publicity and do what they can to prevent it. Moreover the suppression of news is a different thing from prohibiting its publication.

What we have to guard against and fight continually, it seems to me, is not so much overt efforts by *force majeure* to limit our right of publication and discussion but rather the more subtle efforts of our rulers, elective and appointed, to control the source of news and to color, to suit their own ends, such news as is permitted to go out. Mr. Roosevelt's "request" to the news agency reporters to submit to him their accounts of his recent trip is a case in point. That made me boil. But was it a violation of "the constitutional guarantee"? It would be hard to find a court willing to rule that it was.

**LOYE W. MILLER**

*Knoxville News-Sentinel*

In upholding Guild, especially WLB maintenance of membership; in AP case, where even FBI was used to further *Chicago Sun's* cause; in keeping secret unnecessarily movements of the President—until he got desperate and toured Gotham to get votes.

## Typical 'Noes'

**WALTER LOCKE**

*Dayton Daily News*

IN 42 years in journalism, mostly as editor or editorial writer, I have felt the weight of pressure from every conceivable source but one. That one has been government—national, state, local. From it no finger's weight of pressure has ever descended, as far as I could know, on me.

**N. G. HENTHORNE**

*Tulsa World*

There have been, no doubt, many cases of partisan enthusiasm or bureaucratic zeal that have attempted to usurp power or authority they did not have, but they were not hard to handle if even elementary common sense was used.

**ARTHUR V. BURROWES**

*St. Joseph News Press & Gazette*

The closest to encroachment has been the petty annoyances at the Army Air Transport Command base here when a news story breaks. But that is the kind of stuff we have all the time from private business houses.

**ERNEST F. MARLATT**

*Kenosha Evening News*

I do not believe there has been any encroachment unless perchance some may consider the voluntary censorship, which we have all accepted, as representing such encroachment. I feel, however, that all of this has been necessary for public security reasons.

**EDWARD T. LEECH**

*The Pittsburgh Press*

Individual officials and bureaux have from time to time attempted acts or policies which might have interfered with press freedom if successful; but in my opinion these have been individual mistakes rather than official policy or government action.

**C. J. HARKRADES**

*Bristol Herald Courier*

Situation very satisfactory. Have no fears whatsoever.

**CLEMENT B. HALLAM**

*Wilmington News-Journal*

Not in any way that gives me concern.

## RECORDED UNDER 'NO, BUT—'

**L. R. BLANCHARD**

*The Gannett Newspapers*

SO FAR AS I can see there has been no example of outright suppression of a free press. What has occurred has been the increasing tendency of the Administration to belittle and hamper the press, always with the clear indication that if it dared attempt it, it would make the press part and parcel of the Administration. I think the closest we have come to suppression has been in the control of radio. The greatest annoyance has been in the withholding of news from newspapers, a practice of the President himself and one certainly encouraged in the Army and Navy. In this field, as in the larger field, the price of liberty is eternal vigilance. I think it is a good theme to keep before the editors.

**WILLIAM J. PAPE**

*Waterbury Republican and American*

No, but it manifestly intends to. When a tough looking bull dog follows me for 50 yards growling and snapping at my heels, experience tells me that he will bite as soon as he dares.

**KENNETH D. TOOILL**

*Toledo Blade*

No. However, I feel that the government as at present constituted is definitely unfriendly, would like to abridge the freedom of the press and even enslave it were it not for the fear of public reaction; and that ways and means of accomplishing control of the press are being sought constantly. It is a sword of Damocles hanging over American newspapers, engendering distrust of government and constant anxiety. It also has aroused more fight than editors have shown in a generation, more spirit of unity and more determination to preserve the precious principle of a free press.

### Parker Clarifies

**G. B. PARKER**

*Scripps Howard Newspapers*

I WANT to explain my vote (No): The Administration has frequently sought to undermine public confidence in the press. But it has not curtailed freedom of expression—which is what the Constitution guarantees.

**W. R. WALTON**

*South Bend Tribune*

In answering "No," I would like to say that I believe there has been a trend toward encroachment. Government handouts are becoming the rule rather than the exception and I have always felt that had OWI been allowed to blossom to its fullest, we would have received most of our news from it in the way the Administration (any Administration) wanted the story told.

**JAMES R. BENHAM**

*The Terre Haute Star*

I answer in the negative for lack of definite information upon which to answer differently. However, I have a strong conviction that the war has been unjustifiably used as an excuse for control of information at its source. I believe, too, there has been an insidious campaign to undermine the press and put it in a position where some control could be openly advocated.

**A. H. KIRCHOFER**

*Buffalo Evening News*

If a categorical answer is required, it might be no; but that does not tell the story. There have been direct and indirect pressures and the AP case, if decided adversely to the press, would make necessary an answer of yes.

**MELVILLE F. FERGUSON**

*The Philadelphia Evening Bulletin*

No; not yet; but its tendency in that direction calls for exercise of the utmost vigilance in opposition to attempted encroachment.

**DON SCISM**

*The Courier, Evansville*

My 'no' is qualified by this statement: I think the AP suit probably is an indirect threat to press freedom.

**GEORGE M. HARTT**

*The Herald News, Passaic*

No, not yet. There has been no overt act, but the stage is set for possibilities.

**WALLACE ODELL**

*Tarrytown Daily News*

No, but we often have had our suspicions.



## Who's to Blame if Columnists Behave Like Prima Donnas?

• By HAROLD W. SANFORD, Editor  
Rochester Democrat & Chronicle

I SEE by Jack Alexander's article on Drew Pearson in the *Saturday Evening Post* that the subject of abolishing columnists may come before our Society. I'm all for discussing columnists, but if the discussion roars around any such puerile point as abolition, it will bring out little more than the usual amateur banalities which mark some editors' discussions of the topic I have listened to.

Any editor who talks about abolishing columnists is claiming an Olympian omniscience which few of us possess and still fewer claim; or he is confessing an enormous inferiority complex if he uses the hoary argument that columnists are usurping the functions of the editor. He is, besides, revealing his incompetence as an editor if he has had a part in the process of making prima donnas of columnists, of which too many editors, publishers and newspaper promotion managers are guilty.

### Topics Should Outrank Name

In too many papers the editors like to kid the reader into believing that what Walter Lippmann, or Drew Pearson, or some other columnist says is important because he says it. Their columns are played up with the writer's name bigger than the subject; they are touted in promotion boxes, and in promotion ads as a galaxy of stars without which the newspaper vaudeville could not exist.

My rule is Never Give a Columnist More than a By-line. Play up his topic and not his name. If the topic isn't worth playing up, use the space for something that is. We have ourselves to blame if our columnists are prima donnas, or if we or our readers think our editorial columns suffer.

### Valuable but not Omniscient

What are good columnists? Well, any editor who claims he has an intimate contact with the men who do things in this and other governments, for so long a period as Walter Lippmann has, possesses an ego which no ordinary-sized hat contains. On the other hand, any editor who takes everything Walter Lippmann says as the pontifical last word on any subject

doesn't read enough good books or newspapers, or think enough himself. Walter Lippmann's opinions are valuable; our readers should have them. But if we aren't able to disagree with him, and say so editorially, when he makes judgments on his facts that we think are illogical; if we aren't able to cut down one of his long columns to a more readable length when he goes off into a too detailed background or side-issue exploration, then we don't deserve to be editors and someone more capable should have our jobs.

### Editor Provides Perspective

Columnists are all right in their place, and their place is on or near the editorial page when they have something to contribute to a discussion of public affairs. To abolish them would be to deprive our readers of informed, personal information and views to which they are entitled. But it is up to the editor in his editorial column to give his readers the right perspective on columnists and on everything else.

Columnists have improved the writing of editors who aren't too stiff and proud to adopt some of the columnists' devices for making their stuff more readable, or who are too lazy or timid to print their disagreement with a columnist alongside the column.

### No Place for Prima Donnas

Also, why don't more editors write occasional columns of their own in which they can give their personal views with more latitude than they may feel proper for the editorial columns which express the newspaper's corporate view?

I say, don't abolish the columnist. They are healthy gadflies for the editorial horse. But don't pamper them either; don't make them prima donnas. Keep them in their place.

*Mr. Alexander was wrong. Plans called for a pro and con discussion, which Mr. Sanford has now touched off.*

*A forum on syndicated columns, led by Tom Wallace, Louisville Times, had been planned for the April meeting. Instead, it can be carried on here.*

## COMPLETE TEXTS AND TIGHT PAPERS

• By ELMER CUNNINGHAM  
Wilmington Journal-Every Evening

SO WE ARE short of space. We ration advertising, reduce comic size and column rules, cut stories to the bone, and seek other ways to keep within our newsprint allotment.



Then along comes the full text of a campaign speech, the inaugural address, the message on the state of the union, the budget message, and

what we do we—most of us? Run it in full, of course. Haven't we been doing it for years? Doesn't the front office like the prestige that redounds to the newspaper?

Yet is there any valid reason why Reader Interest should not be the measuring stick for a 'complete text' as it is with other reading matter?

Is it logical to save inches by tight editing and then toss away columns on a text? I say 'toss away' because I feel few editors will deny that very, very few readers wade through any text.

I suggest that any document or speech can be covered clearly and adequately within two columns, usually well within; and that in many cases the synopsis will be better reading than the text from which it is taken.

Exceptions? Certainly. Perhaps some of the President's messages and talks on vital local subjects. But that leaves a lot of white paper taken up by a text that is run merely from habit and not for the average reader.

## Col. Hobby Honored

MEMBERS of the Society felt personal and professional pride in the announcement that the Distinguished Service Medal, third highest Army decoration, had been awarded for the first time to a woman in the armed forces—Col. Oveta Culp Hobby, editor on leave of the *Houston Post*. But pleased as we are with her decorations, it will be nice when she appears at ASNE meetings in those frivolous feminine hats again.

## Committee Takes Off With Good Wishes Of U. S. Officials

YOUR OWN newspaper reports the geographical progress of the Committee on World Information. Our only direct word came from eve Peterson, competent secretary to Wilbur Forrest, who lost her customary poise in the excitement of the take-off. She wrote, "We guess they got off—anyway, they didn't come back"; commented on Ralph McGill's charm and the roses he sent Mr. Forrest's staff for their helpfulness; and enclosed copies of credentials.

Letters taken along by the committee, the third member of which is Dean Carl W. Ackerman, include one from General George C. Marshall. Expressing entire sympathy with the purpose of the mission, he added that he would appreciate an informal report on whatever the group sees of the Army in its travels. He and Secretary of Navy James Forrestal offered the cooperation of Army and Navy officials on the journey.

Senator Tom Connolly, chairman of the Committee on Foreign Relations, wrote: "When I met with your Board of Directors, I offered the suggestion that while the legislators and the statesmen can do their part in working for international collaboration in freeing news transmission from restrictions, an important part of the task is of necessity left to you gentlemen of the press and to all citizens. If you can persuade your colleagues in other lands to work with you towards the ends that all of us desire, our task in Government will be facilitated."

Rep. Sol Bloom said that as chairman of the House Foreign Affairs Committee he is deeply interested in Senate Concurrent Resolution 53, unanimously approved by the Senate and the House last September, which expresses belief in the world-wide right of interchange of news and protection of this right by international compact. He added that he would like a report from the ASNE committee on its return "so as to acquaint the Committee with the result of your conferences with the representatives of the different countries that you visit, so that the Committee may have before it first-hand information to use for future legislation regarding this matter."

THE SECRETARY OF THE NAVY  
WASHINGTON

Dec. 26, 1944

My dear Mr. Knight:

The Navy congratulates the members of the American Society of Newspaper Editors for the manner in which the editors of the nation have kept the people informed of war needs and war developments during the critical year now drawing to a close. You have done a splendid job.

Best wishes to you and your associates for a happy holiday season and a productive New Year.

Sincerely yours,  
(Signed)  
JAMES FORRESTAL

## Staff Member Says Pulitzer's Motto Is 'Never Be Satisfied'

JOSEPH PULITZER, chairman of the Resolutions Committee of ASNE, has been editor of the *St. Louis Post-Dispatch* since 1912. He was educated at St. Mark's and Harvard, served his journalistic apprenticeship on the *New York World* and, during the last war, was a ground officer in the aviation section of the United States Navy.

Mr. Pulitzer enjoys running a newspaper, and especially enjoys managing the crusades for which *The Post-Dispatch* is noted. He generates ideas for all departments of the newspaper, jotted down on yellow notepaper which often covers the desks of his editors like a saffron blanket. One of his editors, emerging from a grueling session in Mr. Pulitzer's office, remarked that the boss had amended *The Post-Dispatch* platform. A clause in the platform says: "Never be satisfied with merely printing news." The amendment, said the editor, was to strike out the last four words.

For recreation, Mr. Pulitzer likes to fish for salmon on the Restigouche, sail off Bar Harbor and hunt ducks in Illinois and Arkansas. He is a collector of the art and literature of these sports.

Please send your suggestions for resolutions at once to William F. Maag, *Youngstown Vindicator*, vice chairman and secretary of the committee. They are wanted in case the Government unexpectedly asks for an ASNE war conference, or if annual affairs are handled by mail.

## Exclusive Series By McGill Offered Free to Members

AS SECRETARY of the Committee on World Freedom of Information, Ralph McGill is covering the ASNE representatives' tour abroad in a series offered to members for publication in their newspapers. Any member wishing to use them should write or wire Mrs. Virginia Schillinger, secretary to Mr. McGill, the *Atlanta Constitution*. Proofs of the first three articles are available now; a request will put you on the list to receive all of these exclusive features.

Mr. McGill's stories deal in part with the objectives of the trip. The first one, headed "Johnny Appleseed Arrives in London," concludes:

"Well, what I started out to say was that the American Society of Newspaper Editors had flown the Atlantic and had, in a modest manner of speaking, arrived.

"Ahead of it was the job of doing its job, which is to see editors and officials seeking an understanding so that when war is done information will be available to all peoples in all newspapers. Then never again there will be possible another Germany and another German philosophy of deception and falsehood.

"It won't be easy, but we will try on behalf of every newspaperman and woman in every country. All we have is an idea and all we are is newspapermen eager to work with newspapermen everywhere along the ideals of the American Society or any other ideals which may be found better."

Reporting on their first experience with a buzz-bomb which landed about a mile away, Mr. McGill says that Wilbur Forrest, chairman, walked to the hotel window and said, "I wish Jack Knight and Roy Roberts were here to join us in saying, 'Those dirty Huns'."

Much of the series covers life in war zones, not new but vividly described in Mr. McGill's vigorous style and from his fresh viewpoint.

These articles are free to members. Anyone running them is asked to use Mr. McGill's by-line and an ASNE credit. They will come at no stated intervals; Mr. McGill is writing them whenever he has the time and an inspiration.



## Continuity on Board Urged as a Factor In Society's Success

• By DAVID LAWRENCE  
United States News

I HAVE just finished an analysis of the terms the directors have served the Society. The subject was very properly raised at a Board meeting to ascertain whether we were electing each year the same directors.

We have had 51 directors since the beginning of the Society in 1923. Of this number, 45 have served nine years or less; 34 served six or less.

To express it another way, we have had the following: Six terms, 3; four terms, 4; three terms, 12; two terms, 17; one term, 15.

### Continuity Necessary

A certain amount of continuity is desirable and in fact necessary if we are to follow the requirement of our by-laws that officers must be selected from the Board of Directors. The success of our Society, it seems to me, has been due to no small extent to continuity on the Board.

If we are to preserve our present system of rotating officers, it is necessary that a member of the Board should be elected for at least two terms. If we are to train men as officers, they must know the work of the Society and be members of the Board long enough to become familiar with their duties.

We have not always followed that system of rotation. Thus, the late Edward S. Beck served as treasurer for 13 years. The late Casper Yost served 18 years as a director.

### Rotating System Approved

The late Willis J. Abbot and the late William Allen White each served 11 years. Both were founders of the Society, and it was felt they should continue on the Board for a long time to make sure their successors were imbued with the ideals of journalism that occasioned the establishment of our Society.

I believe firmly in the rotating system of choosing officers. I think that the membership chairman should automatically succeed after two years to the secretaryship. Likewise, I believe the program chairman should succeed either to the secretaryship or the treasurer'ship. This brings from the membership at least two new

**DIRECTORS** have always evinced a willingness to follow out the wishes of the membership; the difficulty has often been in ascertaining them. Mr. Lawrence's carefully prepared analysis gives the facts of the situation. Any member, old or new, is invited to express his opinion as to the best procedure for the future.

directors every year. I would like to see our secretaries and our treasurers serve at least two years.

I perhaps more than anybody else can urge the rotation system for I do not feel I am eligible to hold any higher office in the Society. This is because I am not the editor of a daily newspaper and I believe strongly that the president should always be an executive of a daily newspaper.

When, for instance, my present term as treasurer expires next April, I urge that Mr. Ben McKelway of the *Washington Star*, now assistant treasurer, should be elevated to treasurer and, after two years in that office, he shall be eligible for second vice president.

There will arise circumstances perhaps when it will be deemed advisable to select one man rather than another as president and hence, no hard and fast rule should be adopted.

### Suggestion, Not Mandate

I merely suggest that if this statement of our method in the past is well understood, it should be spread upon the minutes of the Board as a record of our discussion so that future chairmen of the Nominating Committee may know more about the reasons for the selection of our officers and the importance of at least two terms of three years each for our directors who, having served in the various posts of program chairman, membership chairman or chairman of the special committees will probably have rendered a distinct service to the Society and therefore, will be deemed worthy of membership on the Board of Directors.

The above statement in substance was made to the members of the Board, and it was the consensus of the meeting that the method was a sound one, and should be continued so far as practical without, of course, any resolution of the Board, so as to leave future Boards free to adopt any other scheme if they should deem it advisable.

## Will Plan Suggested Qualify as Helpful Or Lead to Raiding?

FROM John Day Jackson, editor and publisher, *The New Haven Register*, comes a suggestion for a specialized ASNE service.

He asks whether it would be feasible to insert brief notices in *The Bulletin* to provide employment opportunities either for members of the Society or for worthy young men under them whom they wish to advance but cannot on their own papers. He adds: "The question might arise whether this would tend to disrupt editorial staffs or not and perhaps it would not be feasible but I am asking the question."

Mr. Jackson's advertisements, currently for an editorial writer, have brought plenty of replies but none from applicants with the specialized training he requires or of sufficiently high calibre. This leads him to suggest that small ads. in *The Bulletin*, or a half-page insert every two months, would serve the senior members of the Society and also the oncoming men. He concludes:

"I cannot see that it would do any harm to the Society and it seems to me it might do a great deal of good. It is especially true in the cases of medium size newspapers. It is difficult for them to develop or advance purely editorial writers inasmuch as they cannot add to their staff and there is often someone on a staff reasonably well equipped whom the editors would like to see advanced in their profession."

An innovation such as Mr. Jackson suggests would require the okay of the Board of Directors or the Editorial Board. Opinions of members are invited before it is submitted to either board.

### New Dress Approved

DWIGHT MARVIN, *Troy Record*, writes:

"Just a word of unreserved approval for the new Bulletin. The printing and the format are to my mind superior to anything we have yet had."

Louis B. Seltzer, *Cleveland Press*, adds his congratulations on the typography and content of the January issue.

Other comments received have been equally favorable.

## BALTIMORE FATHER AND SON TEAM

Pattersons of Sunpapers  
Both ASNE Members

"LIKE FATHER, like son" on the Baltimore Sunpapers means the Pattersons—Paul Patterson, publisher of *The Sun* and *The Evening Sun*, and W. Maclean Patterson, managing editor of *The Sun*. Staff members distinguish between them by referring to Patterson pere as "P.P." and to Patterson fils as "Mac P."

Both men have been through the mill, as the phrase goes, starting as reporters. The elder Mr. Patterson began his career as a reporter for the *Chicago Tribune* in 1899. Maclean broke in as a district man for *The Sun* in 1934.

Paul Patterson was born in Jacksonville, Ill., Nov. 18, 1878, the son of James March and Mary A. (Hamilton) Patterson, and attended Rushville high school, then the University of Chicago for one year.

After his first newspaper experience on *The Tribune* he was successively reporter, copyreader and city editor for the *Chicago Journal* from 1900 to 1903; night city editor of the *Chicago Inter-Ocean* the following year; city editor of the *Chicago Examiner* and the *Washington Herald*, in the next three years. He stayed on in Washington for four years as city editor, managing editor, general manager and treasurer of the *Washington Times*, leaving in 1911 to become managing editor of the *Baltimore Evening Sun*. After two years in that post, he became business manager, secretary and treasurer of *The Sun* and *The Evening Sun*. Since 1919 he has been president of *The Sunpapers*.

He is a director of the Associated Press and a member of the ANPA, president of the latter from 1922 to 1924.

He and his wife, the former Elsie Jarvis Maclean, whom he married in 1910, have four other sons and a daughter, besides their son, Maclean. Three of the four other sons are now in the Navy.

Maclean Patterson, 32, was born in Baltimore and attended the Gilman Country School there, afterward studying for two years at the Sorbonne and Ecole Libre des Sciences Politiques. He spent summer vacations of 1933-34-35 as a reporter on *The Sun*, and



Maclean and Paul Patterson

the next year went to Japan to take a job on the *Tokyo Advertiser*.

Returning to Baltimore, Maclean Patterson served as copyreader on *The Sun*, then as night editor of its Washington Bureau, and still later as a member of *The Sun* editorial staff, as executive assistant to his father, and as city editor of *The Evening Sun*. In 1941 he spent six months as chief of *The Sun's* London Bureau.

In 1942 he was recalled to the home office and later became managing editor of *The Sun*. He was married in 1939 to the former Betti Anne Verleger; they have two daughters.

## W. R. Mathews' Mission Is Advancing Cause Of Military Training

BESIDES wrestling with the current problems of getting out the *Arizona Daily Star* in the warboom town of Tucson, William R. Mathews is doing what he can to advance the cause of universal military training.

"As an old soldier, a Marine of the last war, and as a reporter who has seen much of the world," he says, "I never again want to get caught as we have been in this war. If we adopt the policy of 'wait and see what happens,' we will slip back into that same old rut and when trouble shows up, hide our heads in the sand as we did before. It seems to me it is much better for men to put in one year of military, strictly military, training while they are young rather than several years when they are fathers of children. Consider yourself duly lectured. I am that full of my subject."

Leaving college to enlist, in the last war, Mr. Mathews was a platoon leader with the 5th Marines, 2nd Division, and saw action at Belleau

Woods. He was in the first wave of troops in the counter-attack south of Soissons on July 18, then in the battle of San Mihiel. He took part also in the battle of the Argonne but his military career ended when he was wounded at Blanc Mont Ridge.

Since then he has traveled extensively, over Europe and to Japan, always interviewing as he went and writing his observations for his newspaper. Since this war began he has spent several weeks in England and Ireland.

## Wallace Doubts that Pacts Can End Water Pollution

CAN our country's waters be purified by pacts between states menaced by pollution without a coercive federal law? Tom Wallace, editor of the *Louisville Times*, thinks not.

Addressing two Cincinnati Izaak Walton chapters recently, he pointed out that powerful lobbies and competition for taxpaying enterprises stand in the way of enactment and enforcement of good anti-pollution laws by states. "The odds," he predicted dolefully, "against all states becoming pact-members within a century would be, probably, 100 to one; the odds against all pacts being effective would be 1,000 to one."

Mr. Wallace has heard the Cincinnati Chamber of Commerce argument against Federal action,—that by sidling up to polluters sweetly, advocates of water pollution abatement can bring them into camp, but that if Federal action is proposed, polluters will fight like tigers. He still believes the Federal government must have power to step in if polluters don't do better than they have done, and if states don't coerce them.

A member of the executive board of the Izaak Walton League of America, Mr. Wallace is more deeply concerned in this matter than most editors, yet as a civic problem it faces everyone, everywhere. Any member interested in this cause is asked to write Mr. Wallace.

## What's on Your Mind?

'PERSONALS' are omitted this month; no one is doing anything but work. What members are thinking is a lot more varied and interesting than their activities so, on this page, two members tell what is on their minds. For the next issue, what's on yours?



## Major J. R. Wiggins Lauds Newspapermen Serving Overseas

MAJOR J. Russell Wiggins, managing editor of the St. Paul *Dispatch-Pioneer Press* on leave of absence, returned to St. Paul in November after 20 months with the 12th Air Force combat intelligence in North Africa and Italy.

He brings back an heroic account of the gallant role played by newspapermen in this war.

"In every part of the Mediterranean theatre, I found newspapermen, both those in the armed forces and those engaged as correspondents, doing a job that reflects credit upon the profession," Major Wiggins said.

"They have been carrying on their work in and out of the Army, in a way that makes a newspaperman proud of his old associates and friends. Some of them are distinguishing themselves as correspondents. I have looked upon the graves of some of these men and know from the cross-marked mounds I have seen that they, and their associates, have been engaged in efforts hazardous as any in the war."

Major Wiggins continued, "I have seen others at their work, attempting the task of reporting and interpreting the war to the American people, and I hope that there is some realization of the great difficulties with which they contend . . . not only the difficulties of getting accounts of war events and interpreting them, but the difficulty of making these reports as informative as possible, without exposing our own forces to danger."

"Other newspapermen are in military posts of every sort. Many of them have not found it too easy to adapt themselves to careers that require of them, temporarily, new disciplines and new restraints. They are to be found at every level of command, doing all sorts of military tasks. In many cases, this newspaper training in accuracy and speed, I am sure, has been of the greatest value to them and to the armed forces."

"However successful they may be in the Army, however, I have met few who are not anxious to return to newspapering. And I have a feeling that most of them, when they termi-



MAJOR J. RUSSELL WIGGINS

nate their military careers, will return to their papers, abler, more conscientious, more soberly determined to do a good newspaper job."

Major Wiggins is stationed temporarily at Fort Snelling in St. Paul, awaiting orders.

### Editors, Too, Are Hit By Cigarette Shortage

A REQUEST for an item for THE BULLETIN brought this topical alibi from Mat Gray, New Orleans *Times-Picayune*.

"All my spare time is wasted in efforts vain to get

"Specimens of the extincting cigar and vanishing cigarette.

"Such mental leisure as I have is used to contemplate

"The passing crown of columnists in whirling, growing spate.

"Can you give me an idea if and when it will abate?"

We promptly dispatched two oversized cigarettes, guaranteed for a 20 minute smoke each to Mr. Gray in the hope that the respite would allow him time to consider an idea for discussion in these columns. But to no avail.

Clement B. Hallam, Wilmington *News and Journal-Every Evening* has the shortage licked; he simply stopped smoking.

## Readers Plead to Be Chosen to do Job For Our Air Forces

BOX 1053 in the Wilmington post office was flooded recently with evidence of the power of "Letters to the Editor" in two members' paper and of the eagerness of Americans to do what they can for men overseas.

Staff members of 60 ASNE newspapers are doing yeoman's service in supplying clippings requested by three Air Forces. To enlarge the service, letters were sent to six editors saying, "If your staff is too busy to take on this task, will you print an appeal for volunteers among readers?"

Kenneth D. Tooill, Toledo *Blade*, and Louis LaCoss, St. Louis *Globe-Democrat*, each ran a stick about the clipping plan.

Businessmen, women in offices, mothers whose duties prevent them doing other war work responded air-mail, special delivery. One energetic Toledo woman wrote she'd find time to clip after she put her five children to bed! Here's a typical note: "I would certainly consider it a privilege to clip *The Globe*. Anything a civilian can do still seems so little. If it helps the boys, that's all we need to know." Forty-one letters from *The Blade*, 30 from the *Globe-Democrat*, by return mail. Still they come, and only one crank letter in the lot.

The four other editors appealed to decided to appoint someone in the office to clip their own papers.

Richard E. Evans, Casper *Tribune-Herald*, added: "Congratulations on your persevering campaign."

Robert S. Harper, The Ohio *State Journal*, wrote: "Chet Anderson, our telegraph editor, will see to the job."

Robert M. Blood, Manchester *Union-Leader*, said Mrs. Louise Walker will clip that paper.

John E. Person, Williamsport *Sun*, asked about the possibility of extending the service to other branches.

Gen. Doolittle and Gen. Eaker have given unstinted praise to ASNE members' generosity in providing much-needed clippings. Will any member willing to cooperate please write the Office of The Bulletin for details?

# THE BULLETIN

## OF THE AMERICAN SOCIETY OF NEWSPAPER EDITORS

### Reichler Devises Plan To Thrill Readers, Build Goodwill

A GOODWILL builder that rang the bell originated in a telephone call from a reader to the editor of *The Herald Statesman* in Yonkers, New York.

The reader said he was grateful for a story about his son that had appeared in the newspaper, as it was the first word he had

had about the nature of the boy's wounds and his condition, information he had been unable to obtain before. Oxie Reichler, widely known as the editor who insists that civics is page one news, proved that he also has quick wits and a warm heart.

He immediately offered to send the original copy of the story as a keepsake. This suggestion was received with such enthusiasm that it set Mr. Reichler wondering whether many families keep scrapbooks and would appreciate such items for them. A sampling proved that a large majority do, and would.

"They virtually jumped with joy at receiving the original copy," he reports. "Each day, therefore, we are sending out the day's overseas (only) batch, after rewrites are completed for publication—copy usually carrying censor's markings and official identification." A brief, personal note from the editor goes with each one.

These are excerpts from typical replies:

"Words cannot describe our appreciation for your thoughts in sending us

this news release. In his last letter, he only casually mentioned his promotion."

"It will be an added treasure in the scrapbook we are keeping for him."

"It's good to know there are people like you who think of the wives of our servicemen."

"We had had no news from our boy for over a month and it was a pleasant surprise, something we will keep and prize highly."

Mr. Reichler admits he's as pleased with the plan as a kid with his first ice cream cone. He doesn't know whether any other editors are doing this but he recommends it as "an easy goodwill builder in a period when all too many services are necessarily less than perfect."

Since Mr. Reichler started mailing out the news releases other Macy-Westchester newspapers have followed suit.

### ACKERMAN REJOINS FORREST AND MCGILL

DEAN Carl W. Ackerman is fully recovered from the sinus trouble which kept him in Cairo after Wilbur Forrest and Ralph McGill left on the scheduled itinerary. While they were gone, he went to Palestine to confer with editors of ten dailies there and on Feb. 23rd returned to Cairo to join the other two members and continue the tour with them.

Major Talbot Patrick reports the ASNE committee did "a nice job of talking briefly and to the point to a bunch of correspondents in Paris." With V-Mail brevity he sums up the conference as follows:

"Forrest kicked off with general background; Ackerman reviewed ASNE's resolutions beginning in 1934 and action thereon; McGill told of planks in party platform and Fullbright resolution."

### Editors Protest Abuse Of Army Authority And Get Prompt Action

PROMPT and spirited protest against abuse of military authority to hinder newsmen brings results beneficial to the whole press.

A recent incident proved this anew. Reporters and photographers for *The Courier-Journal* and *The Louisville Times* went to the scene of a military plane crash near Louisville, in Indiana. The plane was on a farm, where Army authority did not extend. Nevertheless, an over-zealous Air Force detail, under a major, peremptorily barred the newsmen from doing their job. Member James S. Pope, managing editor of *The Courier-Journal* and A. Y. Aronson, managing editor of *The Louisville Times*, sent a strong protest to General Surles as chief of Army Public Relations. The upshot was that service personnel and newspapers in that area now understand each other and no such conflicts are likely to reoccur soon.

It is important that editors resist all invasions of civil rights just now for a new reason: the return of combat officers unfamiliar with the setup on censorship. These officers, frequently young men with splendid records, do not always understand that the editor's responsibility is to the Office of Censorship alone, not the Army or the Navy. Until those who deal with the press can be fully refreshed on the relationship, a renewal of unfortunate incidents is probable in some places. The educational value of immediate resistance to overstepped authority is obvious, and is welcomed by higher-ups responsible for public relations.

Here's proof that something can be done to remedy a bad situation. Editors with similar experiences are asked to report them to THE BULLETIN.



# LONG-BURIED SECRET DISCLOSED

Piccolo-playing Editor Tells Dramatic Story  
Of Extra That Used up His Patent Insides

• By JOHN L. MORRISON, Editor  
Greenville (Pa.) Record-Argus

ON WHAT I pleasantly term my "suspense file," I have your letter of last August, in which you say a member gave you the following tip:

"If you want a great story, ask John Morrison to write up the covering of a murder by a half-wit about 1905, and how he published his first extra (still wearing the uniform of the Greenville Silver Cornet Band) and used up all his patent insides."

For the life of me I can't recall ever mentioning this world-shaking event to an ASNE member, inadvertently disclosing a secret I supposed as thoroughly buried as the victim of that murder.

My biographer is simply furious. He declares the account of that stirring incident would have been the best chapter in the book, and one that would have assured an enormous sale for *The Life and Times Etc.*, in three volumes, bound in buckram, complete with glossary and appendix

## About John Morrison

THE EDITOR of the Greenville *Record-Argus* attended his first ASNE meeting in 1936 as a speaker, subject "Irks," and was promptly elevated to membership. His extra-curricular writing has included humorous articles, syndicated to newspapers.

Among his irks were, and probably still are, spelling, punctuation and headlines. Complaining bitterly of the use of "youth" and "aged," he said:

"I saw a headline the other day in an otherwise splendidly conducted metropolitan paper, 'Aged man lost in woods.' And in the text I found that a man of 47 had wandered away from home. Now of course we know that a man of 47 should have his family look after him and not let him go out wandering anywhere, but what has that to do with the news item, any more than that he is a Presbyterian or a New Dealer?"

For complete text, still profitable and amusing, see the 1936 Proceedings.

if not removed before publication date.

Like most history and folk lore, that fellow member who evidently wormed the secret out of me and betrayed my confidence in this shameful manner is not accurate. The title of the band is wrong for one thing. My brief experience in the oompah, oompah, is one of the things I had always hoped to live down. It was worse than you think. What is worse than playing in a brass band? Playing a piccolo—soul-torturing and demeaning, struggling along in the parade just next to the drums, trying to read the little notes atop the telegraph poles away above the staff in the music book flopping around in its holder on your left arm.

"... the covering of a murder by a half-wit" (ibid) is phraseology creating a rather delicate situation, too, as the murderer is still alive and I might have to explain to him that the prepositional phrase refers to the covering and not to the murderer.

Now go on with the story. We were in the band room one fierce winter night, practising the overture to *Zampa* and just as I had utterly failed to torture a short obligato out of my literally ivoryheaded piccolo, who should crash into the room but Jim Hunter, my lightning foreman, with several drinks aboard, who snatched the piccolo out of my hand and whispered in my ear:

"Hugh Smenk has incised the internal economy out of Willie Hughes!"

These were not his exact words, but there was no mistaking what he meant. I seized my overcoat, hat and overshoes, glad to escape the impending re-run of the piccolo obligato. On the way down stairs, Jim confided that he had a sea-going livery rig awaiting and, pronto, we were on our way over a frozen country road as smooth as a profile map of the Andes Mountains. We arrived at the home of the hapless victim as they were undressing him and an hour or two later were back at the plant of *The Evening Record* as it was then called. While I started to write the story and stir up the coal fire, Jim



JOHN L. MORRISON

drove around town to the homes of the composers (all telephoneless) routing them out of bed and bringing them to the scene of operations.

*The Evening Record*, though a very young newspaper, had attained a circulation of almost 250 copies (publisher's statement) including those given free to the firemen and policemen and advertisers which latter privileged class you could count on your thumbs. As the journalistic gestapo who has informed on me has intimated, *The Evening Record* had patent insides. It was a six-column, four-page paper, pages two and three being ready print, vulgarly yclept "patent insides." They were indubitably insides but I could never figure out the adjective patent.

By six o'clock the next morning the first extra edition began rolling off the giant Campbell press, single revolution. A few lads had been rounded up for newsboys and the spectacle of an extra at six o'clock in the morning was too much for the workers on their way to the factories—the papers began to sell.

Imagine our surprise when the entire edition was sold out—250 copies. This meant that the next day's supply of ready prints had been exhausted but the customers were clamoring for papers, so, adding a brief bulletin or two to the murder story, we ran off a second edition of 250 (another day's supply of patent insides) and so it went until all our

(Continued on Next Page)

## WIGGINS WINS THREE TITLES IN ONE DAY

MAJOR J. R. WIGGINS, St. Paul *Dispatch-Pioneer Press*, became a civilian, an editor and a grandfather all on the same day.

On Feb. 21, orders became effective placing him on inactive status after nearly three years of duty with the USAAF, in Washington and the Mediterranean theater; he was appointed editor of the newspapers for which he was formerly managing editor; and a grandson, Michael James, was born to Mr. and Mrs. William James Wiggins of St. Paul. William Wiggins is a seaman on duty with a Motor Torpedo Boat squadron.

Herbert Lewis, editorial director since 1933 and acting managing editor during Mr. Wiggins' absence, has been named executive editor. Before that he had been Washington correspondent for these newspapers. He also has served as foreign correspondent in South America and recently in England.

Both Mr. Lewis and Mr. Wiggins are ASNE members. Fred S. Heaberlin has been named managing editor.

## Morrison's Secret

(Continued from Previous Page)

stock of ready prints for the ensuing week was exhausted, and it was only by the skin of our teeth that we were able to get a supply of insides from the ready print house (A. N. Kellogg) so that we could resume publication the next day.

While the actual news content of these bulletins didn't add much, the buyers of each later edition got a brand new, one-column story, an installment of a serial, and no end of information about tatting, crocheting and other fancy work, not to mention advice to farmers and condensation of various facts in art and nature. Extra sales of 600 percent of the basic circulation wasn't bad for a newspaper that started with 214 subscribers—brave souls who agreed to take it one week; no one would chance it for a month. The murder story made the community daily-paper minded.

This, children, ends the story of the little patent inside paper whose circulation is now at its all time high and so is the editor's blood pressure.

## Past President Sees Board Rotation Essential; Recalls Earlier 'Reform'

• By A. H. KIRCHHOFFER, Managing Editor  
Buffalo Evening News

I'D LIKE to add a few words to the David Lawrence article in the February issue of *THE BULLETIN*, discussing continuity of membership on the ASNE Board of Directors.

This is an interesting analysis but the summary overlooks a "reform" which some of us energetically promoted some years ago, antedating my term as president of the Society. There was a general feeling then that service on the Board was becoming too static; that not enough new blood was being drawn into places of responsibility and leadership in the Society's affairs.

This, perhaps, was inevitable because in the earlier years of ASNE we regarded the founders of the Society as elder statesmen who enjoyed continued membership on the Board. Whatever the feeling, it certainly was not directed against these men but against a condition. We all recognized their significant service to journalism.

When Paul Bellamy was elected president of the Society in April, 1933, he accepted with the understanding that he would serve one term only, because he believed new faces should be brought to the Board. Mr. Lawrence suggested forming an advisory council of former presidents. Then, at the November, 1933, meeting of the Board:

"The secretary reported the resolution relative to retiring presidents, the purpose of which is to retain for the Society the invaluable guidance of these men and, at the same time, create additional places on the Board of Directors so that new blood may be admitted. It follows:

"Resolved, That the Board of Directors of the American Society of Newspaper Editors submit to the membership of the Society for approval at the spring meeting, the following amendment to Article 3:

"8. That, effective with the 1934 meeting of the Society, each retiring president shall become an ex-officio member of its Board of Directors for a three-year term, it being understood that if his term of office as director has not expired, the candidate for director who received the next highest number of votes after directors to fill the usual

vacancies were elected at the annual meeting shall fill the retiring president's unexpired term as director."

That was ratified by the Society in 1934. The practise has been in effect since.

As a result of Mr. Bellamy's example and this change in by-laws, presidents with only one exception since then have served one term and there has been opportunity annually for an infusion of new personnel on the Board. Under this procedure, we have considerable continuity in office but there also has been opportunity for election of new men. No one can maintain that the Society has not progressed under this policy.

Presidents generally have had, and should have, considerable Board experience before election to that office and now are assured an ex-officio term after expiration of their presidential term. It not only is desirable but imperative that other officers, notably the secretary whose task is burdensome and whose efforts are not generally appreciated, should be retained in office for periods of time. But, while supporting this idea, we should not bar the way to new and younger men coming up. If we formalize the procedure of retaining a man in one office or a succession of them too much, it hinders recognizing the activities of those who make unusual contributions and show rare leadership.

All of which adds up to this: Some continuity is necessary but rotation is essential. The Society should provide constant opportunity for new talent in the leadership of its affairs, based upon ability and service performed.

## Germans Release Bryan

WRIGHT BRYAN, Atlanta *Journal*, only ASNE member captured in this war, has been released from a prison camp evacuated by the Germans when the Russians advanced on Szubin. In a dramatic story written for *The Journal* and the Associated Press, he told of the prisoners' joyous incredibility when they heard Russian voices.



## Dimitman Protests Ban on Early News Of Big Three Parley

RETURNING home from Washington early last month, E. Z. Dimitman, executive editor of the *Chicago Sun*, wrote President Knight that capital correspondents with whom he talked complained about our censorship and without exception they felt that newspapers should take some concerted action to improve the situation. The case in point at that time was the Big Three conference.

The fact that the President and his entourage had left for Europe was known to everyone in Washington, and was discussed in trolley cars as well as cocktail bars, Mr. Dimitman said. "The main complaint," he wrote, "is that the White House issued instructions that the only authority for movements of the American delegation of the 'Big Three' parley was the White House." He continued:

"As you know, the President declined to take along any correspondents, claiming there was no room. What earthly use General Watson or Anna Boettiger can serve at this conference that is more important than giving the American people a first hand account of the proceedings, I do not know."

Mr. Knight replied that he had asked ASNE Washington committee to take up the matter. He devoted his column the following Sunday to censorship. Generally speaking, he said, the code has worked well because of the intelligent administration of the Office of Censorship by Byron Price and the deep feeling of responsibility on the part of editors. "But we think," he added, "the time has come when the voluntary censorship code should be revised before it is made to look too silly." He pointed also to a greater cause for alarm in censorship on the fighting fronts.

Mr. Dimitman told Mr. Knight he felt there is no organization in a better position to correct the situation than the ASNE, but he offered no modus operandi. Will renewed protests succeed where past protests have failed? And if not, what is an effective alternative? It will take the concerted thought of the membership to evolve the solution before any concerted action can be taken.

## SIMPLE WRITING WINS READERS

An analysis of the Board of Directors' statement on world freedom of information, made by Robert Gunning in the January issue, has brought comments from several members.

FRANK R. FORD, The Evansville Press, says:

"It's unfair to single out the world freedom of information item. The papers are full of worse examples. But the ASNE Board probably won't mind acting as a goat for a good cause."

"Bob Gunning's grand rewrite job should help direct the discussion into wholesome channels. There will be little benefit from world freedom of information if we can't learn to write well enough for folks to understand."

Discussing the whole problem of readability, Mr. Ford expresses particular concern about stories out of Washington, "where correspondents describe some of history's most important and exciting events in dispatches as elegant and wordy as a D.A.R. resolution." He continues:

"The Washington corps includes some of the best in our business, men who can write and have written brilliant English. I don't know what's the matter except that they may be bored or may be writing to impress their sources rather than their readers. I do know that a great percentage of their output is largely unintelligible to professors, bank presidents and editors."

"Either radio is smarter than we are, or too new at the business to have learned all the big words and complicated constructions. Radio, in my opinion, is outwriting the average newspaper and teaching our readers to depend upon it increasingly as their sole source of news."

"Radio, of course, can only give them a smattering but, even so, it can tell them more than any headline. Obviously folks should be more fully informed. It's pretty trite to say that vastly important world trends depend upon the fullness and accuracy of their information."

### Rosemond Describes Method

JAMES P. ROSEMOND, Akron *Beacon Journal*, believes that one of the most outstanding recent achievements of that newspaper is a simplified style of news writing and editing. Crediting the improvement to Mr. Gunning he says, in part:

"A survey of local stories in the *Beacon Journal* in July before the staff was given the readability program, showed a rating of 12.5 above the average for material of the type used in the *Atlantic Monthly*. A survey in December showed that the local stories had a rating of 9.5, about the average readability of the material such as is used by *Reader's Digest*, which runs from 8 to 10."

"The rating scale is one worked out by Gunning for scoring any type of writing from the standpoint of sentence pattern, clearness of expression and human interest."

"Gunning had two meetings with the *Beacon Journal* staff to explain his program and outline to the members how to achieve a style in writing that would reach a larger field of readers. After that he submitted monthly reports."

"With his December report, Gunning submitted a brief memorandum circulated to all members of the staff. It said:

"'Most good writing is simple writing. The people you are writing for are in a hurry and they don't read as well as you do. Still, they are vitally interested in the facts about their community and it's your job to get them!'

"The first and most important result of the program prepared by Gunning was the shortening and simplifying of lead sentences."

### Groat Finds Improvement

CARL D. GROAT, The Cincinnati *Post*:

"The *Post* has had a survey made by Robert Gunning, and we are finding that our local is now more readable than many press association and columnar articles. Gunning's surveys are systematic and have the advantage of doing a thorough job that a city editor, managing editor or editor finds too little time to do. This isn't necessarily a 'plug' for Gunning. But it may be said he's challenging. And he's making at least a dent on journalistic 'gobbledy gook.' We should make it easy—not tough—on our readers."

## Fritchey Widely Known As Magazine Writer

EDITORS' interests are infinitely varied. Some are, or have been, authors, historians, lawyers, engineers. So far as we know, Clayton Fritchey is the only ASNE member who has been connected in any way with the professional theater.



Mr. Fritchey, executive editor of *New Orleans Item*, adapted Lion Feuchtwanger's novel, "The Oppermanns" for the stage. He has also written for most of the large magazines and for six years was a correspondent for *Life and Time*.

His newspaper career began on the *Baltimore American*, from which he went to the *Baltimore Post* as feature writer and assistant city editor. He moved to Pittsburgh as night editor and assistant to the managing editor of *The Press*. In 1931 he went back to the *Baltimore Post* as managing editor from 1931 to 1934, when *The Post* was sold by Scripps-Howard and he was transferred to the *Cleveland Press* as special writer.

While in Cleveland he won Pulitzer mention for *The Press* in 1937, and also won two prizes from the Cleveland Newspaper Guild for reporting in the public service.

In August of last year he went to *The Item* as executive editor, in charge of the news and editorial departments.

## BURGNER ACTIVE IN NEW JERSEY EDITORIAL AFFAIRS

FRED W. BURGNER, managing editor of the *Trenton Evening Times*, entered the employ of that newspaper in 1923 as a member of the reportorial staff.



In addition to general reporting, he was legislative correspondent at the State House in Trenton before and during his affiliation with the *Times* and also served as the newspaper's assistant sports editor.

THE late Edward S. Beck, *Chicago Tribune*, once said that before the Society was organized, he knew just three outstanding editors beyond his own city. He deplored such insulation and believed that the opportunity of getting acquainted at conventions was one of the finest privileges of membership.

Since we can't greet our new members in person this year, as many of them as possible will be introduced in these pages. Every member elected within the year, or even before, is urged to submit a brief sketch and picture.

## Oil and T. M. Hederman Aid Mississippi College

MISSISSIPPI College absorbs most of T. M. Hederman's extra-curricular time.

The editor of the *Jackson Clarion-Ledger* is chairman of the Board of Trustees of the college, one of the oldest educational institutions in the South.

A few years ago, the college owed about \$400,000. A continuous fight was made to keep up scholastic standards and liquidate the indebtedness. This was done, and the way paved for an expansion program besides.

About 15 years ago a 40 acre tract, valued at \$5. per acre, was acquired by the college. In November the Board of Trustees authorized the executive committee, of which Mr. Hederman is a member, to lease this land for oil at \$25. an acre, if they could get it. The committee leased it for \$500. an acre, retaining one-eighth royalty. Oil has now been discovered within three-quarters of a mile of the tract.

## Thompson Edits Paper He Carried as a Boy

NEWS of his election to the Society came to Jack B. Thompson as "the grandest Christmas message I've ever received."

Born and schooled in Chester, Pa., Mr. Thompson had the rare satisfaction two years ago of returning home



and having Member Alfred G. Hill put his name in the masthead of the *Chester Times* which he had sold on the street corners as a kid.

After college, Mr. Thompson went into business paper publishing with *Manufacturers Record* and later into advertising

and sales work. He was made chief editorial writer of the *Chester Times* in 1942.

War factories are news in Chester these days and, in addition to his editorial work, Mr. Thompson finds pleasure in covering the plants in which he worked as a boy during summer vacations. He feels at home in Scott Paper, Sun Ship, Baldwin Locomotive and all the other local industries.

In 1930, Mr. Thompson married a former Swarthmore classmate, Lois Thompson, no change in name. He pays tribute to her as a partner because she regards a newspaper job more highly than greater financial lures in other fields. They have three daughters, twelve, seven and two.

Hobbies? Mr. Thompson collected old glass but gave it up after three irreplaceable witch balls and a fine blown glass candy jar were natural casualties in a house full of children.

Worries? Too young for the first war and at 40, too old for this one, he wonders a little whether he will be hampered as a newspaperman by lack of personal experience and understanding of the minds of 30,000 servicemen returning to Delaware county, many *Times* readers among them.

★  
NEXT MONTH: Abe D. Jones of the *Greensboro (N. C.) Record* and C. J. King of the *Florida Times-Union*, Jacksonville, Fla.



## Creager Contributes Books to Our Archives

DAVID LAWRENCE'S request in THE BULLETIN for back copies of the ASNE Proceedings was filled by Marvin H. Creager, Milwaukee Journal, who also turned over to the Society more than 100 copies from 1924 to 1939. These had been held by Mr. Creager for safekeeping from the years when he was secretary, then president.

In the past, storage of official documents was a problem to our rotating secretariat. Each new secretary was confronted with a dozen large cases of records shipped to him by his predecessor. In 1942, Basil L. Walters arranged with Dr. Ralph Casey, head of the Department of Journalism at the University of Minnesota, to provide permanent space for them in Murphy Hall, on the Minneapolis campus. Dr. Casey graciously agrees to continue in the role of custodian.

Mr. Creager added to the official archives 47 copies for the year 1928, and from one to nine copies of all other books between 1924 and 1930. He had none for the next four years, but supplied from one to four copies of each year from 1935 to 1939.

Secretary Dwight Young is eager to round up other extras members may have so they will be available when needed. Any member who can offer a copy of the Proceedings for any past year, or who wants a particular volume to fill out his own files, please write Mr. Young at the Dayton Herald-Journal, Dayton, Ohio.

## Grimes Goes West Again

GEORGE GRIMES has resigned as associate editor of *The Wall Street Journal* to be editor of the Oxnard (Cal.) *Press-Courier*. His partner is D. W. Calvert of the Omaha *World-Herald*, of which Mr. Grimes formerly was managing editor. He writes:

"Naturally I am excited and happy over the prospect of editing and publishing my own paper, even though it is—like the girl said about the baby—such a little thing!"

Charles J. Lilley, editor of the Sacramento *Union*, has resigned as first vice president of California Newspaper Publishers' Association because he is too busy to accept the presidency next year.

## Board Congratulated On Postponement

An editorial in *Scripps-Howard Newspapers*:

OUR CONGRATULATIONS to President John S. Knight and the directors of the American Society of Newspaper Editors. They have decided that the Society, which for many years has held spring meetings in Washington, won't hold one this year.

They might have argued, with much truth, that assembling in Washington and talking with leaders of the government and the armed forces enables newspaper editors better to serve their readers and the war effort. They might have contended, with less logic that freedom of the press entitles editors to travel to a convention, although the government has asked members of other organizations to stay home and spare war-burdened transportation facilities. But they didn't. They reached, in Mr. Knight's phrase, the "considered judgment that no exceptions should be made to the general rule" against conventions.

Good judgment, too, we think.

Abe D. Jones announced the postponement in his lead editorial in the *Greensboro (N.C.) Record* and added:

For gatherings of "direct war purpose" applications have to be made for special permits. The editors' group could no doubt obtain a special permit. But it was the unanimous opinion of the Society's Board of Directors that all priority travel should go to soldiers and their families.

Travel by plane, train, bus and ship is urgently needed just now by the men who are engaged directly in war purposes and by members of their families. Others who do not absolutely have to travel would do well to demonstrate their patriotic cooperation, as the editors' group has done, by not taking space that is badly needed for urgent war-time transportation.

Other members' comments:

HARRY M. AYERS, *The Anniston Star*: I am in hearty accord with the action of President Knight in postponing indefinitely the meeting of the ASNE. Newspapers have been accused far too often in the past of seeking a special dispensation with respect

## THE AMERICAN SOCIETY OF NEWSPAPER EDITORS

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to war restrictions, so I think we should abide by the embargo against travel both in spirit and in practice.

A. M. PIPER, *The Nonpareil*, Council Bluffs: I doubt very much if the rigid ban on conventions is necessary. In my opinion it may hurt rather than help the war effort. I have been my experience that conventions generate a great deal of enthusiasm for war activities.

However, the editors couldn't very well do anything but fall in line.

JOE W. SEACREST, *The Journal*, Lincoln: We would have brought forth the only act of non-cooperation in our great efforts of war activities had we gone ahead with the ASNE meeting.

OTTO C. PRESSPRICH, *Saginaw News*: I concur fully in the decision as I had just about concluded it would be unwise to hold any conference unless it resulted from a direct government-military request.

W. A. BAILEY, *Kansas City Kansan*: The directors acted wisely. While no one questions the necessity in the interest of public morale, of keeping people informed on the progress of the war, it would be difficult to convince this same public that it is necessary for all editors to assemble in Washington to learn how to do it.

# THE BULLETIN

## OF THE AMERICAN SOCIETY OF NEWSPAPER EDITORS

## Newspapers Are Archaic, Says Tooill, Tho' Editors Are Modern as an LST

Last month, A. Vernon Croop, *Rochester Democrat and Chronicle*, asked: "Aren't newspapers too stodgy?"

• By KENNETH D. TOOILL  
*Toledo Blade*

OF COURSE newspapers are too stodgy... with some exceptions. Journalism in America is just old enough to have accumulated a set of fixed habits and traditions. Most of them are archaic and completely out of step with modern thinking. Publishers and editors settle into this intellectual rut and the Devil himself can't pry them out of it.

Popular thought, custom and habit undergo periodical changes, but too many newspapers fail utterly to reflect these mutations. I know gay and lively communities whose leading newspapers are as drab and lifeless as a monastery bulletin. They give the impression that their editors are old boys in wing collars who suffer from painful inhibitions and frustrations, and who are determined to preserve the stuffy thinking and taboos of the middle '90s.

When you meet these fellows you find they don't look or think like this at all. They're as modern as an LST boat. They cuss a little, drink a little, enjoy pretty girl art, spice their conversation with slang and some generally accepted sly naughtiness. They laugh readily at good jokes, whether or not their grandmothers would have approved, patronize places of gay entertainment and are hep to what is going on in the community. In short, they are average, 1945 Americans.

But when these birds seat themselves in their editorial chairs a queer change takes place. They act like fluttery Victorian mothers trying to keep a 16 year old girl from learning the facts of life. The blue pencil goes to work on any story that is light and airy, they carve out good, descriptive



KENNETH D. TOOILL

words and substitute stupid euphemisms, and order the artist to paint long pants on Florida leg art. Stories written with dramatic imagination, stirring pathos or galluping humor go on the spike. Thus, the protective editorial wing is spread over the reader chicks.

These same editors have been known to cry in their beers because a vast segment of the reading public has

turned avidly to periodicals other than newspapers which more truly reflect the modern tempo of thinking; and this, my stuffy friends, does not resemble Grandpa's any more than the last Buick resembles the fringed surrey.

A great change has come about in the scale of news values. Wars and depressions have put economics, government, and sociology in the top bracket. These topics, just a few years ago, were of interest only to an upper stratum of society. But now they have a belly connotation. The common man has learned that a breakdown in government or economics has repercussions visible on his dinner table. We must print this type of news, fully, accurately, authoritatively, and in language understood by everyone. We must be on the side of social justice and against intolerance and prejudice. We have much to do in the struggle for a better world and the preservation of democratic principles.

But, important as these things are, they are solemn subjects. Americans take them in their stride, consider them solemnly... but demand comedy relief in their dramas. The good newspaper, I believe, provides it. To be dry, stodgy and stuffy denotes failure to comprehend the American mental processes, is not good, modern newspapering and a very poor method of fighting to hold newspaper prestige in the face of violent competition from that young, virile and smart rival, the radio.

## ABOUT OUR FIREBRAND FROM TOLEDO

KEN TOOILL'S father swore no son of his should become a newspaperman, and ticketed him for Harvard. At 13, contrary Kenneth got a job as office boy for the Ohio State Journal and later went to Columbia. Twenty years after his initial experience he was back on the Ohio State Journal as managing editor.

Meanwhile he had covered the Lindbergh kidnapping, Snyder-Gray

trial, Wall Street explosion, political campaigns and sports events for AP and INS, the New York American, Chicago Herald-Examiner and other newspapers. For more than three years he has been managing editor of the Toledo Blade.

The staff finds him "tough" in working hours, convivial once the paper is out. An amateur actor, he is a leader in the Little Theater.



## Ex-President Sentences Board To Serve Again

LET THERE be no pardons nor commutations of sentence for the officers and directors of the Society. Each should be compelled to serve an additional year, due to the exigencies of war.

Let the officers and directors meet in lieu of the membership; let THE BULLETIN publish the annual reports and such material as Erwin Canham has at hand, and above all, let the report of the World Freedom of Information Committee be published as promptly as possible, especially in view of the San Francisco conference.

It is quite possible that ASNE members attending that conference can hold a rump convention of their own. San Francisco lends itself to such. — DONALD J. STERLING, Oregon Journal.

## Casey Jones' Son Wins Award for Daring Exploit

CPL. Richard B. Jones, son of Alexander F. Jones of the Washington Post, is one of three soldiers receiving the Silver Star for gallantry in action for a daring feat which saved hundreds of American lives. The trio volunteered for a scouting assignment and gained a mass of information which enabled doughboys of the Rainbow Division to avoid minefields and attack enemy positions, speeding their progress through the Hardt Mountains in the Seventh Army's recent offensive. On a 78-hour patrol, they had practically no sleep, lived on chocolate bars. At times they crouched almost within arms' reach of German soldiers and once were caught between the Germans and shellfire from our own guns. Their closest call came when, returning to their own lines in darkness, a nervous GI tossed a hand grenade at them. The patrol was described by Maj. Gen. Harry J. Collins, divisional commander, as "the most effective this division has ever had."

Cpl. Jones was a sophomore at Dartmouth when he entered the Army in 1942. He won the Bronze Star last January at Kilstett for rushing two anti-tank guns into position under heavy fire from small arms, mortars and 88s.

## ADVICE SOUGHT

"WE ARE in a state of constant confusion in our news room trying to determine what is privileged and what is not in respect to OPA actions," writes Fred C. Christopherson, The Daily Argus-Leader, Sioux Falls, S.D. "It seems that in some instances we would expose ourselves to a considerable liability in the publication of OPA charges against a firm or individual that was subsequently found to be groundless. Of course, if the matter is privileged, that's different."

Experiences and practise of other members in regard to this problem are requested for the next BULLETIN.

## Gray Offers Master Plan To Solve Difficulties

MAT GRAY, New Orleans Times-Picayune, has solved the problem of the 1946 convention even if the ban continues next year.

"Why not walk to Washington?", he asks. "We all need the exercise so that removes the travel congestion handicap. As for lodgings: Since pretty nearly everybody has got a job in Washington, each of us must have a second, third or fourth cousin living there who would be glad to lodge his or her newspaper kin for the meeting's duration, if only to hear the loads of interesting news that, because of the newsprint shortage, we haven't space to put in the paper."

Mr. Gray evolved this plan while smoking two extra-length cigarettes sent him by this office recently to provide a little respite from standing in cigarette lines. In return he sent a box of snuff. He says we might as well get used to it now as it is the obvious answer to our current predicament and he foresees the possibility of serving snuff instead of cigarettes at future ASNE dinners.

## Scouts Honor Lewis Hovey

LEWIS R. HOVEY, Haverhill Sunday Record, has received the Silver Beaver award of the National Council, Boy Scouts of America. Justly proud of the honor, he says, "I rate this as one of the most satisfying in my life-time efforts in behalf of youth." He was cited for helping to secure financial support, for aid in obtaining a proper campsite for local Scouts, and other activities.

## Abe D. Jones' Hobbies Cover Wide Range

ABE D. JONES has been editor of the Greensboro Record for 14 years. He first got printer's ink on his fingers



when as a 'teen-aged lad he published his own petit newspaper with a miniature printing outfit. His background of newspapering includes news and feature writing on the staffs of Virginia newspapers, in Richmond and Norfolk, and on North Carolina

newspapers in Greensboro, Asheville and Charlotte.

Mr. Jones is a native Tar Heel, a Democrat and a Presbyterian. He attended Trinity College (now Duke University) at Durham, N. C., where he was a member of Kappa Sigma fraternity, sang in the glee club; and, so far as "book 'larnin'" was concerned, betrayed but scant interest in any subjects other than English and history. He enlisted early in the first World War and served 18 months overseas in the Army Air Corps, "on the ground." After the Armistice he was one of a group of newspapermen (then in uniform and part of army personnel) who, on invitation of GHQ, AEF, toured many sections of France and Germany. The trip was designed to give background for future writing about the war.

In the early 1920's, Mr. Jones returned to the Old World, in civilian capacity, and spent some time in the Mediterranean and Black Sea regions. On his return home he did some writing about his travels. Settling down to "base" newspaper work, in the middle 1920's he married a Virginian, Claiborne Bouldin of Roanoke. They have one child, Abe Jr., 15, who seems disposed toward newspapering.

Aside from his editorial employment, Mr. Jones' hobbies are his family, foreign affairs, the stage and gardening. He has long advocated an international court with police powers to enforce its decisions, as a means towards establishing a just and lasting world peace.

Next month: C. J. King of Jacksonville, Florida.

## IS SOMETHING WRONG WITH NEWSPAPER EDITORIALS?

Virginius Dabney, in Saturday Review, Says Influence Is Waning; Blames Publishers for Decadence

"TODAY newspapers are Big Business, and they are run in that tradition," Virginius Dabney, editor of the Richmond Times-Dispatch, wrote in The Saturday Review of Literature for Feb. 24. "The publisher, who often knows little about the editorial side of the operation, usually is one of the leading business men in his community, and his editorial page, under normal circumstances, strongly reflects that point of view. Sometimes he gives his editor a free hand, but far oftener he does not. He looks upon the paper primarily as a 'property,' rather than as an instrument for public service. There are brilliant and honorable exceptions to

these generalizations, but an American editor was disconcertingly close to the mark when he spoke not long ago of 'the blinker-wearing stupidity of publishers as a class—men with the vision of soap manufacturers and the souls of oysters because almost all of them come from the counting room'."

Citing "convincing evidence that editorials are not the force in American life that they ought to be, or that they were a generation or two ago," Mr. Dabney stated:

"The fact that the average American publisher is not only conservative, but frequently reactionary, the further fact that he often imposes his views upon his editor, is the greatest single

reason why the American editorial page has declined so sharply in influence."

The editorial page must be dedicated to the welfare of all the people, Mr. Dabney said in conclusion. More money must be spent on it, more talent allotted to it, to make it informative, stimulating, amusing. Vigor, freedom and perspective are among the ingredients necessary for an effective editorial page and... "We aren't getting any such combination on most of our pages today. Unless and until we do get it, the decline in editorial influence, which already is disturbing, will continue. The ultimate results are not pleasant to contemplate."

## STANLEY P. BARNETT TAKES ISSUE WITH VIRGINIAN'S CONCLUSIONS

STANLEY P. BARNETT, managing editor of the Cleveland Plain Dealer, challenges the Virginia editor's thesis. He found the article interesting and provocative; and he approved "the well stated goal for the good editorial page." But, in a message to THE BULLETIN he asked:

"Thousands of publishers all over the country have dedicated their newspapers unreservedly to support of the war effort including scrap drives, war bond drives, Red Cross and war

fund campaigns, and paper salvage drives. Would Mr. Dabney say in view of that the publishers are not running their papers in the public service?"

"Had they been run only as business properties under normal conditions, does Mr. Dabney believe newspapers could have converted their energies and their newsprint so quickly to the war effort and established such a remarkable record?"

"The Virginia editor argues that publishers' conservatism has caused

decline in editorial page influence. Some of the most conservative papers have first rate editorial pages and they are influential too. Would Mr. Dabney argue that a certain well known midwest thunder does not have a bell-ringing editorial page?"

"Generally speaking I would deny that there has been any such widespread decline as the writer describes."

Prior to publication here, Mr. Barnett's questions were submitted to Mr. Dabney for comment.

## DABNEY REITERATES CONVICTIONS IN REPLY FOR THE BULLETIN

VIRGINIUS DABNEY'S reply: The publishers who have given freely of their newspaper space for the promotion of Red Cross drives, scrap drives, war bond drives and so on, are entitled to full credit for it. This, however, impresses me as primarily a matter of patriotism, and nobody has accused the publishers of being unpatriotic. On the contrary, they are just as patriotic as any other group, and they seem to me to have done their full share in the war.

As I see it, this does not alter, in any appreciable degree, the validity of my statement in the Saturday Review that the average American publisher, with honorable exceptions, looks upon his paper primarily as a property,

rather than an instrument for public service. The fact that he is patriotic in wartime is not surprising; neither does it have any particular bearing upon what I believe to be his typical attitude towards economic and social issues, in war as in peace.

As for Mr. Barnett's statement that "some of the most conservative papers have first rate editorial pages," I refer him to the next-to-last sentence in my article, where I said almost exactly the same things, namely: "The effective editorial page may be either liberal or conservative." He speaks of "a certain well-known midwest thunderer" as being conservative and also as having a "bell-ringing editorial page." If it is the one I think it is, it

doesn't ring any bells with me, and I am not convinced that it rings them with most of its readers, who probably prefer its comic strips. However, I repeat that my own statement bears out his general view that a page can be conservative and also effective. I wish to emphasize, however, that I also said in my article that the effective page must be "put together with some consideration for style, it must be vigorous, independent and free, and its judgments must have perspective, while permeating the whole there must be a passionate concern for the truth." I'm afraid I must stand by my further declaration that "we aren't getting any such combination on most of our pages today."



## FOUR COLUMN COMICS FAVORED

Majority of Members Queried Will Not Return  
to Larger Strips Even When Space Permits

E. M. BOYD, managing editor of the Cincinnati Enquirer, is curious about the post-war fate of four column comics. "Will they still prevail after the Paper Panic is ended," he asks, "or will editors discard the prevalently used, four column cartoon strip of today and return to five columns?"

The Enquirer has maintained the five column size throughout the newsprint shortage, Mr. Boyd reports, "even though we operate on a daily budget of less than 90 columns news space." He has noticed that the Chicago Tribune has reinstated some five column strips and so has the Philadelphia Inquirer, another astute judge of comics. This coincides with his own judgment. "We of the Enquirer," he writes, "have always contended readers wished the larger size rather than heed the advice of syndicate salesmen who possibly squeezed in an extra comic or two during the emergency."

Of thirteen members commenting on their experience and plans, nine find four column comics so satisfactory they definitely intend to continue them even when they have more space. Among the replies:

DON SCISM, Evansville Courier—"We went to four column comics about two years ago and as far as I am concerned, we will stay with them after the war. They are acceptable

and why waste more space? There will be a big demand on space then, too, for things people ought to know about if we are going to come out of that period with the right answers."

GEORGE MINOT, Boston Herald—"The Herald has had very good success with four column comic strips, and I suspect that we will continue them after the war, if for no other reason than that it will enable us to get in half again as many more than we have been in the habit of using."

WILLIAM J. MAHONEY, Jr., Montgomery Advertiser and Journal—"I substituted four column comics as rapidly as they became available, and plan to retain them after the war. As space permits, it seems to me preferable to increase the number of comics. A larger display of strips and panels doubtless is of inestimable value—to the individual artist and syndicate. The same may be said for display advertising."

Similar views are expressed by Joseph Smiley, Tampa Daily Times; H. F. Corn, Washington Star; J. R. Benham, Terre Haute Star; L. D. Hotchkiss, Los Angeles Times; and E. Robert Stevenson, Waterbury Republican-American. Mr. Stevenson says his staff carefully examined four column comics but decided against them and cut in other places at first. Eventually they adopted that size and are now converted to it.

George E. Stansfield, Hartford Courant, thinks for that readability the five or even the six column strip is preferable, and he foresees the possibility of a return to five columns. However, he concedes that the retention of four column comics, with the use of additional strips, may be a development of the present situation.

James Lawrence McGovern, Bridgeport Post-Telegram, never has had anything to do with four column comics and doesn't intend to.

J. Vance, New Britain Herald, uses them but believes his newspaper will change back as soon as the paper situation is less acute.

If any member is interested in a wider survey of what members intend to do in the matter, please advise the editor of THE BULLETIN.

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### F. A. Miller Seeks Advice Of Youth on Delinquency

F. A. MILLER, elderly and benign editor of the South Bend Tribune, is responsible for a provocative series written by youthful readers. Curious to know what youngsters think about juvenile delinquency, he obtained the names of outstanding students in local high schools and wrote each asking them to give serious thought to the causes and the solution of this widespread problem. To bar snap judgments, he allowed several months for their replies. Forty-two letters received were printed in installments.

In general, the youngsters agreed with adult authorities that parental neglect is the major source of the trouble. They urged sterner discipline (even a return to the hickory stick!) and greater recreational facilities. They probed the responsibility of home, school, government and community.

Pointing to the malign effect on boys and girls in factory work of associating with people "twice their age and ten times their experience" who teach them to smoke, drink and worse, one student wrote: "True, this is a national emergency but after the war trying to build a peaceful nation from a lot of drunkards and harlots is going to create an emergency too."

# THE BULLETIN

## OF THE AMERICAN SOCIETY OF NEWSPAPER EDITORS

### REFLECTIONS ON ATROCITIES

Members on Tour Give Reactions; Seymour Stresses  
Difference between Political and POW Camps

• By GIDEON SEYMOUR, Executive Editor  
Minneapolis Star Journal and Tribune



GIDEON SEYMOUR

IT SEEMS of prime importance to me that the 18 American newspaper and magazine editors invited to Europe at General Eisenhower's suggestion, to view German concentration camps, make clear in their writing and speaking the essential difference between the concentration camps, which were for political prisoners, and the prisoner-of-war camps where American and other captured troops were held. I find this distinction made only vaguely, if at all, by 90 per cent of the American people, and it is basic for two reasons:

1. Americans who have had close kin or friends who were German prisoners of war—many of whom will not get home for weeks or months yet—have read about the German prison camp atrocities and have worried needlessly about the barbarities which they feared our own men might be suffering. The American prisoners of war were grievously underfed, and all too weight; they were marched long distances and many got frozen feet and some who fell by the way were not left to die; they were quartered, in many cases, where they would be most exposed to American bombing raids; they were frequently slapped, kicked and spat upon. But they were not subjected to the deliberate methods of starvation-to-death and systematic extermination or mass execution practised by the Nazis upon their political prisoners in the concentration camps, out of which the bulk of the atrocity stories came.

2. Unless this distinction is clearly made, it is not going to be possible to convince the American people—as they must be convinced—that the documented atrocity stories from the political concentration camps are false. For when the American prisoners of war get back and say that they

and their colleagues were fairly well treated, except for underfeeding, and that few or none of their number experienced such brutalities as have been reported from Dachau, Buchenwald, Belsen, Ohrdruf, etc., a lot of Americans are going to say, "Well then all those atrocity stories were bunk and propaganda." It must be made plain that the real pattern of barbarity was in the political concentration camps and not in the prisoner-of-war camps.

The truth is horrible enough, and has got to be got over to the American people and digested by them. We will only weaken our case by failing to be completely truthful. The average American, I think, will understand that the truth about the Nazi system, after all the rumors and exaggerations and misrepresentations have been stripped away, justifies our arraignment against it of all our resources in the name of human freedom and makes essential our continuing resolve that such a philosophy will not be permitted to arm itself against mankind again.

I think, moreover, that it is not enough for us who saw the concentration camps simply to narrate what we saw and to stop short of conclusions. The correct conclusion was best stated, for me, by General Dwight Eisenhower in his talk with us; he said in substance that this horrible brutalizing of human beings by the Nazis was based on the arrogance of the German people; that to that extent the whole German people share the responsibility for Nazi practices—in other words, that the Nazi system had German arrogance as its foundation and could not have been built on any other kind of foundation. That seems to me to be a fair statement of the ultimate and unforgettable moral.

It was, of course, a harrowing trip in many respects—but we had a lot of laughs, too. We were kept full of anti-typhus juice and dusted with DDT powder—I have been promised a Signal Corps photo of Joseph Pulitzer having DDT powder pumped down the front of his pants at Buchenwald, and if I get it I am going to ask him to autograph it for me.

We all came back, I think, with an enhanced regard for American's military leaders in Europe, especially Eisenhower and Bradley,—with a deeper understanding of the tremendous problems we face in Europe, especially vis-a-vis Russia, and of the absolute essentiality of solving instead of dodging them—and with gratitude for our good fortune at having been able to see Europe at first hand in the last crucial week of the war.

### Horrors Recalled

• By NORMAN CHANDLER, Editor  
Los Angeles Times

CHOOSING among atrocities to decide which were the worst we saw in the German political camps is difficult.

I recall with horror the 40 box cars of dead bodies at Dachau and the strangling rooms and "medical experiment building" at Buchenwald,

#### OFFICE OF DEFENSE TRANSPORTATION WASHINGTON, D. C.

Feb. 21, 1945

My dear Mr. Knight:

The action in cancelling your 1945 meeting is a very real and worthwhile contribution to the Government's travel conservation program. As a newspaper man you probably know as well as anyone the critical transportation situation the Nation faces.

I am sure your voluntary action will serve as an example to many other organizations.

Cordially,

J. M. JOHNSON, Director



where prisoners were subjected to toxin and antitoxin tests and actually became "guinea pigs" in vivisection.

The gas execution chamber at Dachau had a peculiarly false front. Twenty-five or thirty prisoners at a time would be told they could take a shower. They would enter a pleasant building where a matron welcomed them in a reception room. Flowers were on her desk and an atmosphere of serenity prevailed.

They would be handed soap and a clean towel in a practically unprecedented splurge of hospitality and would enter the shower room. The shower heads were false, however, and when the doors were sealed it was only a few minutes until the prisoners' bodies were ready for cremation—to destroy all evidence of the cause of death.

We didn't find a man in all Germany who would admit he is a Nazi. Yet my memory lingers with those adult corpses, down in height, down 60 to 80 pounds from normal weight. It lingers with those rescued prisoners being fed by injection after their stomachs had shrunk to the size of a baseball. The Germans would have you believe that some mythical hierarchy—the "vanished" Nazis—were responsible.

We should know that these Germans are the type of mentality we will have to deal with in the future. Peace terms we will offer cannot be too severe.

## Words Cannot Describe Horrors, Stone Says

• By WALKER STONE, Editor  
Scripps-Howard Newspaper Alliance

AMERICAN reporters had accurately and fully reported the atrocities of Buchenwald and Dachau. They went in with the liberating troops and had an opportunity to see at first hand much more than was left for our observation, since we entered Buchenwald about ten days after capture and Dachau four days after.

What we saw, however, was enough to convince anyone of the Nazi's systematic program of starvation, torture and debasement. If our reporters erred at all it was on the side of understatement, because words are inadequate to describe the utter horror and degradation of those establishments.

## McKelway Cites Demagogues' Deliberate Play on Prejudice

• By BEN MCKELWAY, Associate Editor  
Washington Star

SINCE my return to Washington from the tour of Germany and inspection of two Nazi concentration camps for political prisoners, some of my acquaintances have asked me to tell them confidentially, as man to man, whether what I wrote about the camps was true.

It annoyed me at first. And then I realized that these people were merely manifesting my own state of mind and what I believe to be the state of mind of many of my newspaper colleagues who took this trip—before we saw the camps.

Several generations of Americans have grown to maturity or have grown older in an era which witnessed the repudiation, as mere propaganda, of some of the atrocity stories printed during the last war.

My own disillusionment in that respect after the last war left a deep impression. In the minds of all of us, I think, there has been a lingering suspicion that many of the atrocity stories of this war, including the rumors about what went on in concentration camps, were more of the same sort of propaganda.

I can speak only for myself. But I am convinced that no newspaperman who saw what we saw at Buchenwald and Dachau, or who read what he had time to read in Paris from the 13 volumes of SHAEF evidence concerning Nazi atrocities, has any reason for doubting the worst of what we are told about Nazi depravity and their considered policy of debasing what Mr. Churchill has called "the stature of man."

We thought we were pretty hard-boiled and correctly skeptical as newspapermen when we got to Buchenwald. And the newspapermen were inclined to resent the obvious propagandist activities of some of the Czech, Austrian and other prisoners whose ability to speak English established their authority as spokesmen.

I remember a remark by Malcolm Bingay, as we were being shown through barracks that had received the benefit of two weeks' cleaning up under American supervision,—"I've seen worse than this in some county

jails in the United States."

That particular tour was not well arranged, because the Army people didn't seem to realize what newspapermen wanted to know and how they proposed to verify what they were after.

The army people were very frankly told that we wanted to see more—we wanted to see a camp that had just been freed by the troops and to make an inspection in our own way. So they promised us Dachau, and the 45th Division took it and we were given what we asked for.

And as we went through that place—I couldn't make myself go near enough, because of the stench, to check the estimate of over 1,000 bodies piled here in the incinerator building—there came over us an overwhelming consciousness of what this business really meant.

I remember the usually cool and collected E. Z. Dimitman saying, "I've got to get it down on paper now, while I feel it," and sitting up half the night with Bingay in a cold room of a ruined hotel in Munich, trying to put it down on paper.

There was the usual wise-cracking among ourselves about everything we did or saw on the trip—as there is on every newspaper junket. But I heard no wisecracks about Dachau.

I think we all must have felt a curious new hate toward the Nazis, after seeing this place, that the soldiers felt when they saw it—a sense of burning indignation and shame that, for one, I wish the editors of America could in some manner transmit to their readers.

I did not find any particular indication, among the editors, of wanting to take it out on the people of Germany. The thing is so much bigger than that. The impression that many of us, I am sure, took away from that hurried visit was that here, spread before us, was the final, horrible result of what began as a deliberate play, by clever demagogues, on the prejudices of men; a shrewd and successful effort to stifle the spiritual effort in man's makeup that lifts him above the animals and makes him "a little lower

than the angels"; a step-by-step process of taking away from people the liberties and freedoms with which, as a result of grim experience through the ages, they had built up for themselves.

I think the concentration camps gave us all a glimpse of what lies in store for a people who lose respect for the dignity of the individual human being. I wish all the members of the ASNE could have been on that trip.

## Bingay Sees Fertile Soil Here to Spawn Nazi Curse

MALCOLM W. BINGAY'S reflections were covered in an "It Could Happen Here" editorial in the Detroit Free Press, syndicated by the Chicago Daily News Foreign Service.

He drew a parallel between the alibis of Germans who explained they hated Nazi policies "but had to go along to save themselves from torture or imprisonment or loss of business" and incidents here at home. He thought of Gov. Richard Lesche at Huey Long's tomb cynically jesting about "the second Louisiana purchase"; of Seymour Weiss, "one of the chief lieutenants of the Long gang explaining, ever so plausibly, the whole corrupt mess of the first Fascist state in America"; and of Frank Hague, "accepted by respectable society because he has plenty of money and is willing to spend it, though his only known income is his small salary as mayor of Jersey City."

Calling for a rebirth of conscience, which must come from the heart of every American, he said: "This writer has too deep and too profound a faith in America, and the ideals that are planted in the very marrow of our bones, ever to believe that we too will drift without any sense of moral responsibility, as did the Germans until we are destroyed. But it is going to take more than pious platitudes to save us."

## Dimitman Finds Hope That Springs Eternal

"THE STORY of the children is one of the most horrifying stories of Buchenwald," says E. Z. Dimitman, editor of The Chicago Sun. "American physicians who examined them doubted that any of them would live to

## Frank Tripp Renews Bond Drive Plea to ASNE

AS THE Seventh War Loan drive goes into its final weeks, Frank Tripp again asks editors to consider that space, front page space when possible, will help immeasurably towards putting the campaign over.

Chairman of the Editorial Advisory Committee of the Treasury, he addresses a personal plea to ASNE members, urging that they "strive hard to overcome the paper shortages against which they are working to the end that the newspaper news space showing in the Seventh War Loan redeems the slump in the Sixth War Loan."

In his long experience with these campaigns, Mr. Tripp is convinced of the efficacy of the daily wired messages from generals, for which half-column cuts were sent in advance, and asks that they be used on Page One regularly, or at least when possible.

## Chummy Atmosphere Noted As Members Meet on Coast

AN ASNE observer at San Francisco last month reports nearly a score of members attended.

Donald J. Sterling of the Portland Journal, wrote a daily piece and also gave a radio broadcast nightly. Ralph Coghlan's editorials in the St. Louis Post-Dispatch were quoted more than once in the San Francisco newspapers. Erwin Canham headed a staff of five for the Christian Science Monitor, including a 16 year old boy to write for 16 year old minds.

Hamilton Owens was there, for the Baltimore Sun papers. So were JS Gray, Monroe Evening News; Louis A. Weil, Port Huron Times-Herald; Edward Linday, Decatur Herald and Review; David Lawrence, United States News; Sevellon Brown, Providence Journal and Evening Bulletin; Ernest Kirschstein, St. Louis Star-Times; Palmer Hoyt, Portland Oregonian; Robert U. Brown, Editor & Publisher, Grove Patterson, Toledo Blade; N. R. Howard, Cleveland News; and Philip Parrish, The Oregonian.

Frank A. Clarvoe, San Francisco News, was on hand of course; and two members from Los Angeles—Manchester Boddy of The News, and L. D. Hotchkiss of The Times.

"Most of us," our correspondent fills in the details, "came out on either the New York or Washington special train, de luxe de luxe, full of staterooms, beef steak and lamb chops. About half brought wives, and JS Gray his son Whitfield also, the smartest person I have met in all San Francisco. We are chummier by far than we generally get at meetings in Washington or New York."

reach manhood. The faces of boys of 14 and 15 were the faces of men of 30 who had been through some great ordeal. These children, however, still had hope of a brighter future. Two weeks of American care had rekindled their hopes, had enabled them, for the time at least, to push into the background of their minds the three years of horror at Buchenwald."

Adult displaced persons seeking their homes were equally hopeful. They had no maps. Asked how they would find the way, they would point in the general direction of their country, smile and say, "In that way."

Mr. Dimitman gave a K-Ration, one meal for an American soldier, to two Frenchmen and the wife of one of them, "feeling rather silly giving one meal to three people." The profusion of the woman's thanks was embarrassing, even before she smiled and added, "This will last all three of us for several days."

No one knows what's to be done with Germany, Mr. Dimitman says, but "Generals to G.I.'s look to us, to the United Nations, to find a solution. All the people of liberated Europe look to San Francisco much more than we do." One officer admitted the best solution is impractical: To put to death every official of the Nazi party, every member of the S.S., Gestapo and the General Staff; and to put into concentration camps all Germans between ten and 30 because they have been poisoned beyond rehabilitation. His alternative recommendation is that Germany be carefully policed for at least ten years, possibly 20 years, or even longer.

"The G.I.'s" Mr. Dimitman concludes, "feel the same way."



## No Time for Fishing And Woollies Scratched, Wilbur Forrest Reports

• By WILBUR FORREST  
New York Herald Tribune

YOU HAVE never traveled 40,000 miles by air around this mud ball we call the earth or have encountered all altitudes, temperatures and conditions aloft and all kinds of food and sleep or the lack of each aground over a period of almost four months. If you had, you would know that asking me to sit down and do a piece for THE BULLETIN just now is something like asking a fellow to eat another beef steak. The first one was fine but it will take a little time to digest it.

One of my greatest temptations on the trip, however, was at about 2 A.M. on an island in the Pacific en route to Honolulu from Australia. It was just a small blob of sand surrounded by an outer rim of coral reefs. A cool gentle breeze was blowing through an attractively built A.T.C. air station. Barracks near by were open to show comfortable army cots yawning for the weary traveler. And to make matters worse, the chaplain announced that there was excellent fishing inside the reefs—king mackerel, tuna and all—and that they had great sport every morning before breakfast. I would have liked nothing better than to have "vegetated" and fished there for a week. But McGill and I—Ackerman had remained behind in China—crawled aboard our noisy converted Liberator bomber and droned on to Honolulu.

Again at Honolulu we would both have been better off if we had spent a few days at regular sleep and regular meals in that beautiful setting. But we spent a few hours there—missing Palmer Hoyt and Mark Ethridge who were reported due to arrive during the day—and droned on to San Francisco. While I remained a few days, where sleep and regular habits were again impossible, McGill was a glutton for punishment. He boarded a plane almost immediately for Atlanta to get home to his wife and new baby, the advent of the latter being known to him only when he reached Honolulu.

Anyway, we had a most interesting and we think a successful trip. But when you have worn your wool underwear in a temperature of ten below zero in Russia for a couple of weeks, it

PRESIDENT KNIGHT has called a meeting of the Board of Directors, June 9 and 10, in Hotel Statler, Washington, D.C.

New members will be elected, and affairs usually brought before the membership at the annual meeting will be considered.

The Board also will receive the report of the World Freedom of Information committee, which will be made available to members of the Society as soon as possible. The official report has been prepared by Ralph McGill, historian. On this page the other two members of the committee provide personal recollections of the historic trip.

is rather disconcerting to fly into Calcutta where it was 107 in the shade without a chance to get the wool off. Such is modern aviation. I imagine they will have private dressing rooms and shower baths on airplanes in due time. They will also do away with those fifty pound parachutes they insist upon your wearing when you fly over the Hump into China. They will probably have a parachute for the whole plane. If we had insisted, we could have flown over the Hump with a cargo of Missouri mules. That is the way mules get to China nowadays.

The most comfortable leg of our entire trip was 3000 miles over water from Colombo, Ceylon, to the west coast of Australia. An Army Air Corps colonel who boarded the plane at Calcutta had scrounged some Army cots with blankets, sheets and pillows. Our C-54 became probably the only sleeper plane in the whole A.T.C.

Of course we had some experiences with Russian pilots which I will be glad to tell you about when I recover.

### L. K. Nicholson's Doctor Prescribes Month's Rest

THE physical rigors and emotional strain of the tour of concentration camps were understandably wearing on everyone who made the trip. On his return, L. K. Nicholson, publisher of the New Orleans Times-Picayune, was completely exhausted. Under his physician's instructions, he is taking a month's rest from personal affairs as well as business.

## Burrows Matthews' Skill as Cook Amazed Ackerman

• By CARL W. ACKERMAN, Dean  
Graduate School of Journalism

WE MET several members of the American Society of Newspaper Editors in our journey around the world.

The greatest surprise I had was when we stepped out of the airplane in Paris and saw the beaming countenance of Colonel Burrows Matthews, editor of the Buffalo Courier-Express. From that time until we left France we were with him every day. We discovered that he was a cook. Perhaps other members can claim this distinction but he is entitled to special honors for his ability to light a gasoline stove on the frozen surface of a Belgium road and heat army K-rations, serving them in tin cans and making them taste as good as a Ritz dinner. Service with a pen-knife is not quite as good as knife, fork and spoon, but when you are hungry it is the cook and the food you respect not the implements.

At the San Francisco conference, I think it might have been possible to hold a rump convention of ASNE members. On the day I arrived from Manila after a three day airplane journey across the Pacific, I met Sevellon Brown of the Providence Journal, Nat Howard of the Cleveland News and Grove Patterson of the Toledo Blade, and from that time on I met others. I told Grove Patterson that he had laid the ground work for this mission in 1934 when he, William Allen White, and Casper Yost presented the first resolution on the subject of world freedom of news at the Society's annual meeting and—Grove Patterson said that he had forgotten. So, even editors do forget but eleven years is a long period in anyone's life in our time.

### Problems, Not of Journalism

ASKED for a suggestion for discussion in THE BULLETIN, Arthur L. Fagan, Jersey Observer, Hoboken, replied that he has no unusual problems at the moment. "Our immediate one is the shortage of newsprint. Our chief one is the world in general. My personal one is rearing eight children."

## Walter Jones Discusses This and That, Particularly Extraneous 'Thats'

WHEN APRIL CAME, Walter P. Jones suddenly realized how much he had looked forward to the annual meeting. So he did the next best thing. He dashed off a letter as chatty as those over-the-highball shop talks members enjoy between sessions at the convention.

Editor of McClatchy Newspapers in California, Mr. Jones has been particularly interested in BULLETIN discussions of readability, editorial page influence and related topics. He heartily applauds Tom Wallace's "Simple Formula" for the editorial page, cf. last issue. "No frills or fancy trimmings," he says, "but just plain, down to earth editorials—and letters, too—on subjects which are interesting and understandable to the garden variety of readers. He expressed my sentiments 100 per cent."

Mr. Jones reports gratifying reader reaction to short editorials and articles culled from newspapers every-

where used on the editorial page, with credit of course. He finds they cover an amazing variety of subjects, make wonderful fillers and are inexpensive as well as informative.

He is still hammering away at a solecism which annoys him:

"I wish something could be done about newspaper and press association writers—and magazine writers, too—who seem to be inoculated with 'THAT' virus. Read almost any piece of wire copy and you will find it overflowing with an excessive number of 'that's'. They use 'that' in the same careless manner gabby women say 'anda', 'anda', until you would like to choke them. Rarely, if ever, do they think of using 'which' for change of pace.

"We have a standing rule on the three McClatchy newspapers to cut out all unnecessary 'thats' and to substitute 'which' now and then when it can be used. It would open your eyes

## Parrish Maintains Editorial Writers Need Protection Against All Comers

• By PHILIP H. PARRISH  
The Oregonian, Portland

IN THE Standard Oil Development Company's silver anniversary forum, now issued in book form, occurs the following comment by C. E. K. Mees on the proper direction of research activities:

"No director (of research) who is any good ever really directs any research. What he does is to protect the research men from the people who want to direct them and who don't know anything about it."

The suggested procedure is extreme, of course, but patently for purposes of emphasis, and fundamentally it is correct. And fundamentally it likewise is true that editorial writers, who are supposed to be doing pure research in the field of the humanities, can only do well if they are protected and encouraged rather than "ordered." Get good men, intelligently chosen as to range of specialties, and give them the maximum in responsibility. They probably know more than you do anyhow, as is the case with the men

on my staff. Protect them against all comers. Then there will be an editorial page satisfactory to readers, whether or not it is satisfactory to anyone else. Otherwise you will be doing what so many of the editors and publishers are trying to do—trying to find a solution in short words, short paragraphs and general degradation of the thought process.

One of my prized items is a scrawled note from John Patric, strange legman for the Reader's Digest, known to most editors as a result of his mad rushing around the country. He scrawled that it had just occurred to him why our editorial page stood out—because we had better men and worked harder at it. Possibly we did not deserve the compliment but no one who really thinks it over will quarrel with the idea. All this trickery as a substitute for brains is just paving the way to editorial nonentity. I don't think anyone could have achieved Shakespeare just by putting together a lot of short words in 12 point blackface.

how many extraneous 'thats' can be cut from copy."

As for the convention:

"I didn't think those 'crabby old editors' had so much drawing power. Or maybe highballs have a tendency to humanize them. Whatever it is, I missed them this spring, and I don't care who knows it."

## Teeters Says Editors Need Triple Dose Of Sound Criticism

• By BERT A. TEETERS  
Springfield (O.) News and Sun

IN THE May issue of THE BULLETIN, W. W. Waymack of the Des Moines Register and Tribune, has a brief discussion on a subject which I believe warrants greater attention on the part of the newspaper editor. That is "Greater Accuracy."

No doubt exists in anyone's mind that the post-war period is going to provide some rather tough going for many a newspaper unless it is on its toes to the utmost. Not only will there be greater competition—radio, television, facsimile, etc.—but the public itself will have many novelties to engage its attention and thus reduce the incentive for keeping abreast of the news via the printed word.

Mr. Waymack touches on a situation that is particularly distressing during these war times because of the necessity for use of inexperienced personnel, but the trouble is by no means a war-time ailment; the current situation has merely aggravated a problem long existent.

But aside from the distressing "trivial inaccuracies" stressed by Mr. Waymack is a tendency on the part of rewrite men, copy readers, and even the top editors to distort, intentionally or otherwise, certain news. I have seen statements which should have been fully clear to a junior high school pupil, changed in thought entirely by the head or lead which has been attached in the newspaper. I think that in a great many cases, it is purely a case of haste and carelessness, but that does not alleviate the evil thus created.

What the newspapers need now more than ever is a triple dose of good constructive criticism leveled at themselves, and those editors who cannot take it or apply it, are in for serious trouble.



# BAN LIFTING ON HORROR PICTURES OF OUR MEN AT WAR

"We're Getting Tougher" Is Typical Comment but Personal Reactions Vary;

Park and Tabor, with Sons in Pacific, Disagree on Effect on Readers

IN THE FALL of 1943, THE BULLETIN recorded an editorial outcry against publication of pictures showing dead or dying Americans on European battle fields. Even editors who conceded that some gruesome sights must be depicted in the interest of complete war coverage, admitted a fairly restrictive limit on what they would print. Typical quotations:

"As a matter of decent taste, this newspaper does not propose to add to the heavy burden they (relatives of men in battle areas) bear by any attempts to jar a lethargic minority into hysterical awareness of the horrors of war."

"I have always given thought to the man or woman at the breakfast table who opens the newspaper and, with his eggs, finds a horror picture that offends the appetite. . . We have published a limited number of the recently released pictures because we feel our people should know, and want to know."

"Some are dramatic and effective; others are too bloodsoaked and undignified to do any good and are not proper for delivery into American homes."

Palmer Hoyt, then Director of the Domestic Branch of OWI, pointed out that it was that agency's obligation to submit all news and pictures, no matter how unpleasant, for editors to use or not as they chose. But, he reminded, in the last war no pictures of American dead were permitted while the war was on. "Fifteen years after that fateful November 11, 1918," he said, "the country was flooded with 'war' pictures that had been turned from 'war' pictures to 'horror' pictures because they were no longer news. . . The result was that pictures that might have put the war into perspective while it was still being fought were used to throw it out of perspective when the war was finished."

If any members were swayed by his arguments at the time, they failed to

report it. Yet recently many newspapers, including the New York Times whose taste in what is fit to print is scarcely open to challenge, have published pictures and stories of the neglect and ill treatment accorded our boys by the Nazis, and of the deliberate murder and torture of men captured by the Japanese.

This indicated it was time for a re-survey of policy. "Did you use the picture of the sword murder of a captured Allied airman by the Japs? The story of the Marine whose eyes they gouged out before crucifying him? Anything of that nature, other than Nazi political concentration camp atrocities which were quite generally used? Do you think the public is now geared to take almost anything?"

While one member is still firmly against running anything along these lines, the trend is noticeably towards a more realistic coverage of the war and the brutality of the enemy.

## McCAW FORSEES WORSE JAP PICTURES—TIMES WILL USE THEM

MY PERSONAL thought in the matter of printing atrocity pictures is:

In the early days of the war there was a tendency on the part of many editors, including myself, to avoid the use of pictures of American dead or dying on the battlefields for the simple reason that the publication of such pictures would upset, and possibly cause unnecessary worry to the parents of thousands of others who were still moving on to victory. There was no way of identifying any particular unit which was suffering

these casualties.

As for the atrocity pictures (in political concentration camps) in the first years of the war—such photos that we received came chiefly from round-about sources, and it was hard to judge whether or not they were propaganda. After our own boys and even Congressmen and publishers went into the German theater there was no longer any doubt about the authenticity of such pictures. That's when we began to use them.

Some of the older editors will recall

that some of the atrocity pictures in the first world war were phonies and I think everyone was inclined to hold back a bit this time until they were sure the pictures were genuine.

As for the pictures from the Pacific, I think we are still to see the most revolting of these. When and if we get authentic atrocity pictures from that area I am sure we will use them often to show our readers just what kind of enemy we have there.

RAYMOND H. McCAW  
New York Times

## SAYLOR SAYS RECORD STRIVES FOR TRUTH, SHORT OF OBSCENITY

NO, WE DID NOT carry the pictures of the murder of an Allied airman by a Jap.

Yes, we did carry the story about the Marine whose eyes were gouged out.

If the answers to the above questions seem contradictory, it is because I do not have, nor do I know of any

other newspaper editor who has, a definite policy as to the publication of this type of news and pictures. Perhaps I can explain our position better by saying that we consider each picture and story separately. Some of the torture pictures are so obscene that we of The Record would not want to publish them for that reason.

Yet, at the same time, we feel it is necessary to tell as much of the truth as we possibly can, without barging over the bounds into obscenity. The only way we can meet that rather vague distinction is to consider each picture and story separately, as stated above.

Frankly, I don't see how any news-

paper can possibly have a complete definite policy unless it decides (a) it will print all horror and torture pictures, or (b) it will print none of them. Both policies would seem extreme to me. In finding a middle ground all of us will be guilty of inconsistencies.

As to your last question: "Do you think the American public now is geared to take most anything?"

I frankly don't know the attitude of "the American public." I know that people such as you certainly do not need to be told of the horrors of

Comments of other members on horror pictures appear on the following page

war. On the other hand, there are a good many people of my own acquaintance who seem to have no conception whatever as to the dreadfulness of combat and the brutality of our enemies. Perhaps those people can't be changed, even by the most ghastly pictures and stories.

I do know, however, that Public Relations officers of both Army and Navy in Washington feel that the public generally has become more conscious of the war as a result of some of the "horror" pictures that have been published.

HARRY T. SAYLOR, Editor  
Philadelphia Record

## Pooley Bars Little

WE SEEM to be getting tougher about pictures as the war goes on. There are very few the services send that we will not print. The recent pictures coming out of Germany have probably done as much to prolong the peace as any other one thing. It seems to be good policy to let the people know just how depraved their enemies are.

E. M. POOLEY, Editor  
El Paso Herald-Post

## PARK, RALEIGH TIMES, BELIEVES EFFECT STRENGTHENS HOMEFRONT

TWO YEARS AGO, John Park, editor-publisher of The Raleigh Times, believed in art for art's sake. He objected to a picture of a woman, noted but not beautiful, on the front page of his own paper: "It was a jar to see the homely critter who was really not worth a picture on the front, back or elsewhere." To him, battle pictures were repulsive, therefore ineffective. An honest man, and forthright, Mr. Park now admits a complete backtrack.

"Yes, I do sincerely believe that newspaper publication of what are

referred to as horror pictures has effects more helpful than harmful," he writes.

"For instance, when there appeared in The Raleigh Times the two-column picture of a Japanese swordsman about to behead a captured airman, I am sure that in many families—including my own—that have sent boys to the Pacific, there came a firmer determination to definitely suppress those murderers for all time."

He also approved publication, as an impressive lesson to wrong-doers, of the pictures of the hanging of Musso-

lini and of Germans being forced to bury their death camp victims.

"Another horror picture I want to print sometimes," he says, "is one showing German prisoners in a camp over here dressed in neat pajamas, smoking American cigarettes and eating chocolate bars as they lounge in comfortable quarters such as we have been providing for them. My own son in a foxhole on Okinawa doubtless would go out and risk his life again to dispose of some Japs which he recognized as fellow murderers with the Germans."

## VODREY STATES REPOSITORY POLICY: USED IF NEWS VALUE DEMANDS

FIRST, on the subject of pictures of atrocities in German concentration camps, I believe you probably are correct in your belief that they were quite generally printed. Their publication was necessary in order to make the

United States fully aware of the nature of the German enemy. Additionally, those pictures were not single, isolated "shots" but were tied in with one of the important news stories of the war.

We, at The Repository, think that when pictures are coupled with outstanding news stories that they certainly should be used. We don't believe that it is necessary to publish a picture just for the sake of depicting death, gore and suffering.

Our practice is to judge each picture on its own merit and also consider its relation to accompany a news story. We do not feel that we have a definite policy which would call for the elimination of a certain type of photos.

In line with that thought, a picture might have such outstanding dramatic qualities that it would demand publication. This would not necessarily include a particularly horrible, butchery photo. We still would try to avoid publishing such photos but certainly would let the particular circumstances surrounding each picture determine our judgment on it.

JOSEPH K. VODREY,  
The Canton Repository

## Tabor Considers Strain on Mothers

THE DAILY CAPITAL has not changed policy on printing no pictures of dead and dying on the battlefields. We did print a few of the Nazi atrocities. We did not print the Jap sword scene, as it would needlessly worry mothers with sons in the Pacific.

My idea of two years ago still stands: "It is cruel to remind mothers of the gruesome side of the war needlessly." Even though the German war is over, the casualty lists still are coming in and will for a long time. The Japs will continue killing our boys and the strain upon parents with boys in that theater is too great to justify The Capital adding to their worries. I know, for my 18 year old went through Iwo Jima and Guam and Bougainville.

MILTON TABOR, Managing Editor  
The Daily Capital, Topeka



## ELLMAKER SAYS WIDER USE POSSIBLE NOW

WE STILL FEEL that the word offensive (the measuring stick for decision originally reported) is a good one to use as a limit on what horror pictures we will print. Like all other things the degree of the offense may be tempered by the progress of the war and the state of mind of our people.

I do know, and I do not think I am alone, that much more can be done with horror pictures now without offending sensibilities than was possi-

ble a year ago.

If offense will help shorten the war I am for it too. Frankly, I do not think its purpose can be as great in relation to this war as to make certain that we will not permit further wars. One way to do that is for this country to be able to prevent them, and to be able means that our people must know all the horror of this one.

LEE ELLMAKER, *Publisher*  
*Philadelphia Daily News*

## POTTER FAVORS USE AS POWER FOR PEACE

EARLY in the war our policy was opposed to atrocity pictures. Now we have indisputable proof of the full horror of Nazi "culture" and Jap fanaticism.

I don't like to see my young son and daughter gazing at them, which they do, and ask questions, which they do. But I think it is better they

understand the beastliness of the enemies we had to defeat in World War II. They may be more concerned in helping to keep America strong and a powerful force for peace. We are printing these pictures now and will continue to do so.

JOHN W. POTTER, *Editor*  
*Rock Island Argus*

## Col. Stehlin Says Full Truth About Japs Needs to Be Told

LT. COL. Joseph C. Stehlin, PRO, Thirteenth Air Force, is not an ASNE member but he has deep convictions on what newspapers should tell folks back home about warfare in the Southwest Pacific:

"I am increasingly dismayed by the manner in which war news is reported by our newspapers. The war out here is treated as some sort of a football game or circus sideshow. Victories are played up and difficulties played down to such an extent by most newspapers that the folks at home would suppose it is all very simple and easy. I cannot feel that this is the right propaganda for the homefront. . .

"If the ruthless, maniacal fanaticism, the unhuman beastly torture and atrocities perpetrated on our lads by the Japs would be forcefully brought to the attention of the American people, they would rise as one—increasing war production, stimulating enlistments, buying more War Bonds, making sacrifices cheerfully, complain less, with fewer cocktail parties, as their answer to those cowardly, slant-eyed beasts: a people inculcated from birth with a barbaric determination to destroy the American individually and as a nation."

## Cincinnati Enquirer Tries To Avoid Extreme Pictures

THE Cincinnati Enquirer hews fairly close to its original practice.

E. M. Boyd, managing editor, previously reported that The Enquirer has always had a policy of not using horror pictures of any nature and had not deviated when war came. And now:

"The Enquirer uses horror pictures from concentration camps, but not extreme pictures. Some of our pictures have included starved prisoners, rows of dead, etc. We have avoided extreme pictures, especially close-ups."

## Herald and Review Weighs Bad Taste and News Value

THE Decatur Herald and Review uses about the same measuring stick as formerly. Edward Lindsay, editor, said: "If a picture appears to be in bad taste, I would hope it would not be used. On the other hand, if it tells something important, I hope it would be used."

While he does not comment now on stories concerning American boys, he did use the Nazi concentration camp pictures, saying, "The story they tell could not be put into words without raising the question as to the reliability of the writer."

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June 1, 1945

## John R. Herbert Honored By Jewish Advocate

THE Jewish Advocate recently selected John R. Herbert, managing editor of The Quincy Patriot Ledger, for its "award of the week."

The citation read in part:

"Popularly termed 'an ambassador of goodwill,' Mr. Herbert gives freely of his time and energy to all worthy while causes, especially those which help develop better understanding among all groups in the community. A man without prejudices, he is liberal and progressive in his thoughts and actions; and time and again his paper has carried powerful editorials on the subject of promoting good will among all peoples."

He was cited also for leadership in community affairs.

Mr. Herbert is chairman of publicity for the Quincy Committee of the Institute of American Democracy, as well as taking a leading part in salvage drives, the Chamber of Commerce and Rotary, and in other civic organizational activities.

He is also interested in promoting closer relations between newspapers and schools of journalism and annually invites journalism students at Boston University to take over the Patriot Ledger plant.

# THE BULLETIN

## OF THE AMERICAN SOCIETY OF NEWSPAPER EDITORS

THE BOARD of Directors of the Society met in Hotel Statler, Washington, D. C., April 9 and 10.

This was formally declared a special 1944-45 meeting, thus deferring election of officers pending action at the fall meeting. Directors also will hold over until such time as it can be determined when the Society can hold a convention. Board members agreed that a meeting of the membership, with regular elections, should be held at the earliest date possible.

One full session was devoted to a reading of the report of the World Information Committee which was adopted and plans made for its distribution. Other business conducted is covered in this Bulletin.



WILBUR FORREST AND RALPH MCGILL arriving in Ankara on their historic ASNE mission

## Depleted Treasury Is Index Of Increased ASNE Activity

COSTS are rising out of proportion to the Society's income, David Lawrence told the directors. In evidence he mentioned his report at the last convention when the balance was \$16,329.98 as of April 1, 1944 but exclusive of the expenses of that meeting. When they were paid, the treasurer said, the true balance as of that date was \$10,571.88. This year, with expenditures for the World Freedom of Information tour, the account is at the low figure of about \$6,500.

Mr. Lawrence suggested that the directors consider the advisability of trying to bring the balance up around \$10,000.

Ensuing discussion indicated the problem is not one of simple arithmetic based on normally rising costs. The Society, whose original activities were confined largely to exchanging ideas and resolving, is now engaging in various activities that cost money, and other plans are in the making. President Knight appointed Dwight Marvin chairman of a committee to

study the entire problem—of potential activities and their suitability to an ASNE program, and the best way to raise needed revenue. As a past president and treasurer for five years, Mr. Marvin is familiar with every angle of the situation. W. S. Gilmore, also a past president, and Mr. Lawrence will serve with him.

First item on their agenda will be

MINDFUL that in meeting with President Truman they were accorded a privilege denied the membership at large, the directors plan to do the next best thing. Arrangements have been made for the White House to furnish a transcript to be sent to members.

This will be a special mailing, by the Washington committee, to members only. As the conference was off-the-record, the report will be strictly confidential.

the advisability of maintaining in Washington an ASNE representative to watch for encroachments upon press freedom. Dozens of instances which escape attention are continuously cropping up, Mr. Lawrence said in suggesting this measure.

The problem of rising convention costs—when at long last we can meet again—has already been met by action of the Board at its last meeting when it was decided to raise the price of banquet tickets to \$7.50.

Other expenses in the offing include presentation of scrolls, medallions or medals to the offices and next of kin of war correspondents and photographers killed in action, which the Board approved at its fall meeting; publication, in a volume to match the Problems of Journalism, of the report of the World Freedom of Information committee; extension of the work begun by that group; and participation in a plan to establish an accrediting system for schools of journalism.

The directors entrusted the entire matter of honoring journalism's war heroes to N. R. Howard, who will further investigate suitable forms—scrolls vs. medals, etc.—costs, and other details.



## ★ ★ Notes on ASNE Members ★ ★

citizen of that state and conferring the colonelcy was presented by Ralph McGill at the Directors' meeting. Similar honor was accorded Ogden Reid, publisher of the Herald Tribune, for granting his assistant editor leave for the world tour.

THREE SONS of N. G. Henthorne, Tulsa World, have each been in the armed forces more than three years. N. G. Henthorne, Jr., Navy, has been all over this country but is now under orders and is en route to the Pacific.

John R. Henthorne is in England where he has been stationed with the Eighth Air Force for a year and a half. Charles Thomas Henthorne was a machine gunner in the Second Division of the First Army; was wounded in the Runstedt push in December.

### DR. JOHN S. KNIGHT

PRESIDENT KNIGHT was the speaker at commencement exercises at Akron University and received the honorary degree of Doctor of Laws.

An APD, or speed attack personnel destroyer, named after 1st Lt. Rogers Blood, USMC, was launched at the Bethlehem-Hingham shipyard, June 2. Lt. Blood, son of Robert M. Blood of the Manchester Union-Leader, was killed in the landings at Eniwetok in February, 1944, and was decorated posthumously with the Purple Heart and the Silver Star. An older son of Mr. and Mrs. Blood, 1st Lt. Nickerson Blood, AAC, was killed in a plane crash the previous year.

Jonathan Daniels returns to active status in the Society as associate editor of The News and Observer, Raleigh, N. C. He is planning another book and will also write some magazine articles as he did before he went to the White House secretariat. Asked for his reflections on leaving public life, he says he has none and adds, "I would not give up for anything my experiences as a bureaucrat but I am happy to be back at the typewriter."

It's Col. Forrest now. A proclamation by the governor of Georgia making our New York member a



ally tell what they know about developments on law enforcement. This fire-horse spirit towards the news is almost first-nature with the 38-year-old, slightly-balding Cox because, first: it was born in him; and second: it's been his life from the very start. He was born in Mobile, January 25, 1907, son of the late George M. Cox, Sr., generally conceded one of the best and speediest

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## NEW MEMBERS SERIES: GEORGE COX OF MOBILE

WHEN the sirens scream or any kind of news starts breaking around Mobile, Ala., reporters of the Press Register act quickly, to protect themselves from being scooped by the boss—George M. Cox, executive editor.

To Mr. Cox, the most difficult part of his job as director of news and editorial forces of the two newspapers is to stay put in executive conferences or his office when there's hot police or other news "cookin'." Still a reporter at heart, he knows most of Mobile's policemen by their first names, and can generally tell what they know about developments on law enforcement.

This fire-horse spirit towards the news is almost first-nature with the 38-year-old, slightly-balding Cox because, first: it was born in him; and second: it's been his life from the very start. He was born in Mobile, January 25, 1907, son of the late George M. Cox, Sr., generally conceded one of the best and speediest

machine typesetters in this part of the South. Then, too, there was other newspaper blood in his Irish veins—his grandfather, Frederick S. Cox, having been publisher of earlier newspapers in Mobile.

With such a background, Cox headed into the industry as a boy of eleven, back in 1918. Starting as a street salesman, keen and curious as to the activities of the men who get the news, he made his way to the newsroom via the office boy's job. In 1923, his ambition to become a reporter came true. They assigned him to a beat—night police—where there's little doubt, from hearing him talk about it, he had a whale of a time.

Inheriting the quick eye, mind and hand of his father, Mr. Cox became a speed demon in gathering and writing news. Then they assigned him to the desk as city editor, first of The Register, then of the News Item.

Later, he became managing editor of The Mobile Times, a post in which he served before joining The Press Register as Sunday editor. Within a short time, he became managing editor of The Press, serving in that capacity until 1939, when he was elevated to his present position as executive editor of The Press Register.—C. E. MATHEWS, City Editor.

# THE BULLETIN

## OF THE AMERICAN SOCIETY OF NEWSPAPER EDITORS

## TWO VIEWS OF ASNE CAMPAIGN FOR FREEDOM

• By TOM HANES, Managing Editor  
Norfolk Ledger-Dispatch

THE BUSINESS of polling members of the ASNE on freedom of the press makes as much sense as asking members of the ministerial association if they are for or against sin.

Since the ASNE seems to be committed to this vague policy of campaigning for freedom of the press I'd like to ask the directors a few questions.

In the first place, how much freedom for what kind of press does our organization favor?

Do we favor freedom to print filthy literature to send into respectable homes? Do we favor freedom to wreck the lives of harmless people to sell a few extra papers? Do we favor freedom to use the press's power to satisfy desire for revenge? Do we favor freedom to distort stories and publish innuendos for political purposes? Do we favor freedom to magnify vices and to minimize virtues to build circulation?

If our policy-making group favors these freedoms, I'd like to know about it. If the ASNE is opposed to these freedoms, it ought to do something about cleaning its own house while it is engaged in world missionary work.

The Canons of Journalism adopted 23 years ago by the ASNE haven't been amended or repealed. They have been ignored.

Programs of our meetings have been packed with a lot of grand strategy, off the record talks (previously printed in Life magazine) and high-sounding phrases, but nobody has come down to earth long enough to consider the lice whose professional conduct makes a travesty of our code.

Nobody in our organization lifts a voice of protest against the flagrant abuse of the freedom acquired by decent journalism.

It seems to me that if we intend to continue to prate about the freedom of the press, we ought to do something to make ourselves worthy of that freedom.

WHEN, as president in 1943, Roy Roberts asked whether ASNE should assume leadership in advocating worldwide press freedom, Past President Donald J. Sterling was in favor.

Tom Hanes objected to the plan then. He wrote the accompanying piece when The Bulletin asked how many members detected any encroachments on press freedom but put it on ice and submitted it recently when mention of "press freedom" stirred him up again.

Both members' reassertions of faith are timely now that President Knight has appointed a committee to study possible ASNE activities, primarily maintenance of a Washington representative to watch for encroachments on press freedom, and the Board has empowered Mr. Knight to name a special committee to continue the work of the World Freedom of Information committee.

• By DONALD J. STERLING  
Managing Editor  
Oregon Journal, Portland

THE WORLDWIDE trip of Messrs. Ackerman, Forrest and McGill appears to me as the most constructive endeavor of the Society and one that could only be undertaken once the Society had established itself as a medium of exchange of ideas between newspaper editors.

There is nothing more important in the maintenance of world peace than freedom of communication and freedom of news at the source. The committee's report is just the beginning. Freedom of communication and freedom of news are easier to talk about than to achieve, and no organization is better equipped to eternally drive toward these goals than is the American Society of Newspaper Editors.

## Even Letters to the Editor Were Censored When Knoxville Kept War's Greatest Secret

At some time during the war, every editor in the country has kept some military secret strictly under his hat—from spies on the east coast to balloons on the west. Meanwhile Knoxville editors had been quietly sitting on the biggest story of all. Just how much did they know, for how long had they known it, and what difficulties in keeping the secret confronted them? These questions, addressed to a Knoxville member, brought the following response.

• By GUY L. SMITH, Editor  
The Knoxville Journal

SITTING on the war's most explosive news story, especially when comprehension of just what the Army had in mind at CEW crept up somewhat gradually, was not so nerve-trying as might be imagined. A large percentage of the compulsion to get today's big news story published springs from the fear that the other fellow will print it first. In the case of the Oak Ridge story, this fear was not present; the voluntary censorship code took care of that.

Aside from that, however, suppres-

sion of the atom bomb story was handled with intelligence by the Engineers. The first officer who came to town called personally at our office and that of the News-Sentinel. We were told this was the secret of the war, this plant to be built within 18 miles of Knoxville; that only three men in the service actually knew what was being undertaken. The appeal was to patriotism and naturally it got results.

It got results even when it appeared to us, on a few occasions, that the suppression of certain news stories went far beyond the demands of military or any other kind of security;



## In Memoriam

CLAUDE A. ROWLEY

IT IS with great regret that the Society records the death of Claude A. Rowley, publisher of four Ohio newspapers—the Ashtabula Star-Beacon, the Conneaut News-Herald, the Painesville Telegraph and the Geneva Free Press.

Following an illness of several weeks in the Cleveland Clinic Hospital, he seemed to rally, but was taken in death August 10.

Mr. Rowley was born into the newspaper business. He was the son of F. A. Rowley, owner of the Lorain Times, the first newspaper in that city. As a boy he worked in his father's office, but prior to becoming regularly associated with his father in newspaper work, he served as a reporter on several Ohio papers, including the old Cleveland Leader.

Thus well grounded in what proved to be his life work, his success came as a matter of routine. He was indefatigable in the management of his properties. But he was never too busy to turn his time and attention to the welfare of all newspapers. He was active in a number of organizations, including the American Society of Newspaper Editors.

He set a notable example of the constructive influence of the press for community betterment. His personality and work were admired and respected by men in all walks of life. The Society extends to his widow and sons its deep sympathy.

MEMORIAL COMMITTEE,  
Stephen C. Noland, Chairman.

## ASSOCIATE MEMBERSHIPS PROPOSED

WHEN the Society meets again the membership will vote on this amendment to the Constitution, already ratified by the Board in accordance with the by-laws:

RESOLVED, that a membership classification to be known as Associate Members shall be created. This classification is reserved exclusively for former members of the Society who no longer are eligible for active membership because of retirement or changed status in newspaper work.

Participation in the Society's activities by associate members shall be limited to attending open sessions of the Society and paying the customary dues and fees required of all members. Associate members otherwise shall be bound by the constitution and by-laws of the Society and all governing rules and regulations affecting the membership. All elections to associate membership shall be by application to the Board of Directors through the Membership Committee.

Under the by-laws, the Secretary now automatically strikes from the rolls any member who, by change of professional status, no longer meets membership requirements. Many are members of long standing whose interest in and devotion to the Society continue when they retire or go into other work. The most striking example was the case of Edward S. Beck, a founder of the organization, for many years a director also serving as treasurer, who was forced to resign from ASNE shortly before his death because he retired from the Chicago Tribune.

Although it may be next spring before the Society can vote on the amendment, the Board requested presentation of the issue at this time to permit full discussion.

For instance, should the amendment, if adopted, be retroactive to include all former members forced from the rolls in the past 23 years? Or should it apply only to members leaving newspaper work after its adoption? Opinions on this, and any other factors involved, are urgently invited as the amendment is the most drastic change in the by-laws proposed in many years.

## MEMPHIS PAIRS ON ACCREDITING

Ahlgren Replies to Meeman of Press-Scimitar  
Who Last Month Played Schools of Journalism

• By FRANK AHLGREN, Editor  
The Commercial Appeal, Memphis

THE BULLETIN just received has two suggestions from Ed Meeman, whose ability, forthrightness and candor I have long admired:

1. A column of letters. Splendid. I will think even better of it if mine is published.

2. That the American Society of Newspaper Editors should NOT participate in accreditation of schools of journalism. I object.

I have never thought puckeriness to be one of Ed's indulgences, yet his opposition to schools or departments of journalism does not true with his otherwise progressive outlook, so I am wondering if he isn't trying to stir up the animals. If he is, I am fair game because I feel very strongly that the ASNE should participate in the accrediting of schools of journalism.

We can assume with reason that there will be fly-by-night organizations set up under the guise of journalism schools to get the returning veteran trade. It seems to me that newspapers should be especially concerned.

Moreover, I was deeply chagrined when the Sixth Circuit Court of Appeals in the Jackson Sun case held that "newspapers reporters have not generally been recognized as members of the learned professions."

I have never been enrolled in a school or department of journalism, but schools and departments of journalism have for their primary purposes the training of future newspaper men and women, and I want them to be the best. The law schools and the colleges of medicine have the responsibility for training lawyers and doctors for professional status. The writing and editing of news is a science. There is too much of the hit-or-miss approach to news writing today because the men and women haven't been properly trained.

Ed says: "I have groaned when I have heard teachers talk about 'degrees' and 'credits.' I have groaned when I have contemplated the kind of education of which

'degrees' and 'credits' are the measure. I groan when I see the possibility that this beloved business should get that way."

I wonder if some of the barber-dentists of by-gone years didn't feel that way about their more enterprising brethren who concentrated on the skills and science of dentistry. Now I know there is nothing more "professional" and lofty than a freshly turned out dentist, and I don't want to leave the picture of news rooms through which starchy young men and women stalk with superior airs. I am aware this professional business can be overdone, but I would rather have it on that side than toward incompetency.

Degrees and credits, of course, cannot properly evaluate the worth of a young newspaper man of woman, or a young doctor or lawyer. They do indicate, however, qualification. Ed's plea for instruction by example is very good except the ratio of exposure is sometimes low.

One vote for the accrediting ticket. (That about pairs Memphis, eh Ed?)

## Corn Suggests Stress On Sound Foundation

I AM in favor of any plan to improve the standards of journalism courses in colleges.

I would like to suggest to the membership of ASNE that any such plan lay greater stress on background subjects and less on the actual technique of writing or publishing a newspaper. I seriously doubt the value of a course of training in journalism at the expense of the same time spent on a sound foundation of history, politics and English.

Why not make the requirements for journalism cover four years of selected subjects, topped off by a finishing course in technique—something acceptable for a degree in journalism which would have some standing?

HERBERT F. CORN,  
Washington Star

I HAVE just read Ed Meeman's "Atomizer" on schools of Journalism, in the ASNE Bulletin, to which I say Amen and Amen!!

Give me a wide-awake kid, with a liberal arts education, one who has been taught to spell in grammar schools, and I'll turn him over to a managing editor who will make a newspaperman out of him, if he wants to learn the old way. The average school of journalism is the bunk.

JAMES G. STAHLMAN,  
Nashville Banner

## H. B. Snyder Sees Need For Broad Education

I HAVE had no experience with schools of journalism, yet I strongly favor the broadest possible education for newspapermen and women. I should think schools of journalism can do a good job if they are conducted by newspapermen. Unfortunately some products of the schools do not measure up.

Greatest weakness of news and editorial departments is emphasis on technical problems and failure to realize the broader meaning of the newspaper's job.

Newspaper workers need a great deal of education and a great deal of experience.

H. B. SNYDER,  
Gary Post-Tribune

## Brown Asks Recognition Of Other School Groups

I THINK a note of warning should be sounded to members of the Society and others interested in an accrediting procedure that they should recognize not only representatives of the American Association of Schools and Departments of Journalism, but also representatives of the other group of journalism schools, the American Society of Journalism School Administrators, and also whatever unaffiliated schools there might be. It is going to take the best brains among all journalism educators to work out this problem.

ROBERT U. BROWN,  
Editor & Publisher.

when even letters to the editor had to be censored to see that CEW workers did not inadvertently give anything away. A special fear, incidentally, of the Military Intelligence people was that the name of some scientist who could be identified by the enemy might be printed in connection with the Oak Ridge item.

News gathering by the staff of correspondents we were able to form from regular Oak Ridge workers was thus a very tedious process, even when the news reported was of a trivial character. All of it had to be cleared with the same exactitude that would have been demanded in case of a bomber raid. To prove the G-2 people were right, however, the secret was kept!

You can't build a city of 75,000 population, however, without exciting people. If they don't know what the manufactured product is, then they will guess, even though all citizens were asked by the Army to report rumors heard with the implied threat that those passing them on would be investigated. What puzzled everybody, of course, and Oak Ridge employees particularly, was the fact that while trainloads of materials were shipped into the project, even after "production" was known to be started, nobody ever saw anything being shipped out.

Naturally active imaginations provided all sorts of explanations, many of them humorous in character. There was the one about the manufacture of campaign buttons for the Fourth Term, and there were others even better.

One amusing incident was the visit made to an AP staff member here some months ago by an FBI man who wished to inquire the source of a shrewd guess he had made to some acquaintance on what went on at Oak Ridge. Thereafter the AP man had "no comment" when Oak Ridge was mentioned.

Yes, I had known for more than a year what the real purpose of the plant was and I will admit there were times when the secret was heavy to carry. The temptation to share a secret, especially when the news is world-shaking as it was in this case, is strong enough in any human being and I suppose is especially so in the case of a newspaperman.



## EDITORS' LETTERS TO THE EDITORS

THE August Bulletin says William R. Mathews of the Arizona Daily Star was one of the first two newspaper publishers to visit Okinawa, the other being J. David Stern of the Philadelphia Record. The date was July 12.

Frank D. Scroth, publisher of the Brooklyn Eagle (and an ASNE member), with Henry J. Luce of Time and Life, landed on Okinawa on June 7 after having been catapulted from the deck of a carrier. The fighting on Okinawa was still going on at that time. Organized Japanese resistance did not end until June 22.

EDWIN B. WILSON,  
Brooklyn Eagle

★

I HAVE been trying to find time ever since the UNCIO opened at San Francisco to suggest that the ASNE appoint a committee to work out more satisfactory press credentials for future meetings of this magnitude.

My seat mate in the upper gallery of the opera house on the opening day was the owner of a radio station in Wyoming who was in the seed and grain business. He didn't broadcast. He couldn't write a line. My seat mate the second day was a young woman from Texas who was teaching school but representing a Texas newspaper. One man actually crashed the gate and represented no paper whatever. He had credentials, the best of them; but he had bluffed his way through.

The crowning insult to most working newsmen was when a special section in the opera house was opened to brass hats by marking a red cross on their credential cards. The next day everyone was writing red crosses.

I think press credentials need a thorough working over, and unless the newspapers confine themselves to the working press and properly accredited representatives they are going to deprive their own men of the opportunity to cover top news events as they should be handled.

I want to make clear this is no complaint against Michael McDermott or the press gallery representatives. They were given an impossible problem to handle because no com-

mittee representing the newspapers sifted the issuance of credentials before they were sent out. Had this been done, as it was later in the conference, many who pretended to be working press would have stayed home and cut down the rail, hotel and restaurant congestion during the meeting.

CHARLES J. LILLEY,  
The Sacramento Union.

★

NOW that the war is over, it is interesting to look back through the news reports, and the dispatches of special correspondents, and note the varied and remarkable things our troops did. I have noted the following:

They battered, blasted, blazed, burst, carved, charged, churned, crashed, crunched, dashed, drove, forged, galloped, gouged, ground, hacked, hammered, hurled, hurdled, hurtled, jabbed, jammed, knifed, laced, lanced, lashed, lunged, mauled, plowed, plunged, pounded, poured, probed, punched, plummeted, prod-ded, pummeled, pushed, raced, raged, ripped, rampaged, roared, rammed, rumbled, rolled, slashed, smashed, spurted, surged, snaked, sped, speared, stabbed, stormed, streaked, sprinted, slammed, sheared, swept, swooped, sliced, slugged, shot, toppled, tore, thundered, whipped.

It is noteworthy that it was only American troops that did these striking and picturesque things. British and Russian troops did very few of them; Germans and Japanese practically none. Those various foreigners seem to have done nothing more interesting than just to advance or to attack. It's a wonder that our enemies lasted more than a week.

STUART H. PERRY,  
Adrian Telegram.

★

"Surrender Week: It was a tough grind in the newspaper world but it produced some memorable editions." Under this title, the Utica Observer-Dispatch devoted a Sunday page to tell its readers, by picture and text, just how the staff, headed by executive editor Vincent S. Jones, handled the job.

## Hochstein Sees Merit In Flexible Space For Editorial Column

IN A SERIES of editorials that began last April, Philip Hochstein has flayed the behavior of the New Jersey Racing Commission and its chairman. "Their issuance of a license for New Jersey's fourth and most valuable racetrack reflects only contempt for public opinion," he said, pointing out that protests against the location selected for the track have been registered by educators, clergy, industrialists and others.

The initial editorial drew fire from Governor Edge who answered with an open letter to the editor of the Newark Star-Ledger which concluded "Of course, as an ex-newspaperman, I realize the futility of arguing with an editor. You will have the last word." By August Mr. Hochstein was still pursuing the campaign begun in the spring.

Editorials as thoroughly spiked as Mr. Hochstein's suggest that the writer probably has some theories regarding writing editorials. Asked for them, the editor of the Star-Ledger replied:

"I don't know what I could tell you about my editorial writing except that I haven't missed a day in about 20 years and I have quit smoking to atone for this bad habit.

"The only claim I can make to the development of an idea in the technique of editorial writing is the flexible column the Star-Ledger features. We try very hard not to write to fill space; we shorten the column frequently and there have been times when we have reprinted an old editorial in preference to writing a new filler."

★

## Random Thoughts

EDITORS can write but apparently they can't count.

"Here's the 200 words you asked for," they say. But the accompanying copy runs 300 and upward.

Maybe that's one of the troubles with newspapers.

Sometime a couple of cuts are going to be transposed, with no apology from The Bulletin ensuing. Amazing how many newspapermen send pictures with no identification.

## Ward Confides Innermost Emotions Of Editor with No Paper to Edit

• By CLIFFORD B. WARD, Editor  
The News-Sentinel, Fort Wayne, Ind.

FORT WAYNE, July 27—What does an editor do when his paper is struck? The editor of The Bulletin wishes to know. Does he clear up the accumulated mail he's been neglecting? Does he catch up on his reading, his golf or his fishing? Does he do that profound thinking he's been intending to do, but never did because of deadlines crowding him? Or what?—she asks.

The entire syndrome of an editor whose paper has been struck as mine has been for nearly three weeks is that of a man gradually but quickly going nuts.

The first day, one adopts the usual editorial mask of "I've seen everything and one more thing won't make much difference." It is entirely a phoney nonchalance assumed to keep the staff from biting its collective fingernails down to the cuticle. You start wondering whether it will be a day, week or a month that you must loaf. You envision a holiday with pay besides, but you soon discover it is similar to the several days rest they impose upon you in a hospital before removing your gallstones, if such you have. As a rest it isn't.

You feel like a good Havana cigar which after having been born to be smoked has been chemically fire-proofed by the local underwriters or like a Hildegard who has suddenly been stricken with laryngitis or been made to patronize a rummage sale for her gowns. It is distinctly a feeling of where am I, how did I get here and when the hell am I going to get out of it? The capital-labor relations of which you have been writing all your life suddenly become something more than academic matters in a stratospheric region.

After getting the accumulated mail answered, the reading done and the heavy thinking accomplished, you go out to the club for a round of golf to forget your cares, but as you are on the first tee about to lay one out for 200 yards, one of your opponents pipes up with, "When are you going back to work?" and you slice off 50 yards into the club's first tee flower-



CLIFFORD B. WARD

bed. This goes on for nine holes and you decide to retire to the grill for an euphoric beverage but Frank, the bartender, says, "When are you going back to work?" You give him the routine and grab a dice-box to shake some friends for what they will, but they demand to know what the strike is all about. Patiently, scholarly but tiredly, you explain about a Mr. Randolph, an organization known as the I.T.U. and its 45 or 46 by-laws. After a while you feel as if you wrote those by-laws yourself in a literary nightmare and that they are a degree or so more important than the Decalogue or anything of a similar nature in either the Koran or the Talmud.

In an effort to obtain surcease from questions you can't answer, you retreat on the third or fourth day to the backyard or the front porch, but the eldest son comes home from his place of steady summertime employment and says so you can hear, "Hey, Mother, when's Pop going back to work?" You threaten to send him to Yale, instead of Notre Dame, but he isn't to be blamed. The neighbors, seeing you trimming the bushes for the first time in 15 years, ask how you are feeling with a look that questions your sanity. A friend tells you of a store window where the proprietor

displays the last edition, of several weeks ago, with a sign over it, "This is a newspaper."

Then there is the weeping mother whose daughter was married on the day we suspended and who now must go through life without having her picture run as a bride. The temptation is to become a reporter again and tell the lady, "Madame, whether your daughter's picture ever gets in our paper is the least of my worries at the moment," but you remember you are now an editor employed to give soft answers, and you commiserate with her.

There probably isn't an editor anywhere who doesn't wonder at times why he didn't choose a more honest way of evading the doorstep Lupus, but a strike convinces him of his lack of wisdom where once he had only doubts.

If and when we go back to printing daily newspapers, reporters, desk men, printers and everyone else on the paper will have time off with pay for misspelling the name of Randolph any time it becomes necessary to use it. Not that we have anything against the gentleman personally, but only that we feel about Mr. Randolph at the moment like a buggy whip manufacturer must have felt about Henry Ford.

★

## About the Author

LONG BEFORE Clifford B. Ward was appointed editor of The News-Sentinel, he was well known and respected among its readers for the vigor and fairness of his writing and as author of its "Good Evening" column. He still finds time to maintain this feature, which rates higher in reader appeal than the columns of nationally known writers in the same paper.

Mr. Ward graduated from Notre Dame in 1923 and went to The News-Sentinel where he was, successively, reporter, political and feature writer, editorial writer and columnist, managing editor and editor. On leave in 1928, he was state publicity director for Hoover's presidential campaign. In 1938 he spent two months studying political and economic conditions in France, Germany and England.

He is one of the newer members of the Society, elected in June of this year.



## MEET TWO NEW AKRON MEMBERS



**James S. Jackson**

WHEN James S. Jackson, associate editor of the Akron Beacon Journal, popped back into the newspaper business after popping out to make more money in insurance (and didn't) it was a good "break" for the readers of the Beacon Journal. Because Jackson went on to win a reputation in Akron for his accuracy and fairness as a labor reporter and later as an editorial writer.

Of unhurried disposition and unexcitable nature, Jackson phlegmatically pursues the pure truth for his writings. The results have won him praise even from those whom he has attacked.

A native Akronite, Jackson's intimate knowledge of the city, its people and history not only give his editorials a strong localized background, but also makes him a walking information bureau for the Beacon Journal's young reporters.

After graduating from Middlebury College, Middlebury, Vt., he worked for two years on the Hartford Courant, covering the state capitol. Then followed four bleak and non-prosperous years in the insurance and printing business in Akron.

Joining the Beacon Journal as a cub in August, 1933, he started from scratch on the labor beat. This turned out to be the hottest assignment from the city desk, as the rubber unions had just begun to strike. Out of this baptism of fire came a cautious but reliable and capable reporter.

Jackson turned editorial writer in 1940 and became chief editorial writer in 1943. John S. Knight then must have decided he was good, for he made him associate editor in 1944.

LYNN H. HOLCOMB.

WHO'S covering whom:

Lynn H. Holcomb contributed the sketch of his colleague, James S. Jackson and, in turn, is covered by a Beacon Journal staff member.

Arthur V. Burrowes, editor of the St. Joseph News-Press and Gazette, has been an ASNE member several years and, on this page, introduces his boss, Publisher Bradley.



**Lynn H. Holcomb**

THERE ARE two perfectly good reasons why Lynn H. Holcomb slipped easily into the role of managing editor of the Akron Beacon Journal although this is the first time the awesome title has adorned his blond, well-groomed and still hirsute head. (He's only 42.)

Holcomb's grasp of the inner aspects of the job comes from a long, well-rounded experience in newspaper work. His grasp of the outward aspects rests on a somewhat reluctant experience in the Little Theater.

His acting ability—and he was much sought after as a leading man—was developed because the girl he wanted to marry was active in amateur theatricals and radio dramatics. So, when Akron's amateur stage wanted a managing editor type, Holcomb was it.

However since he married the young lady, the sacred boards have felt his weight (he's trying to keep it down) but little. Instead, he has been making good use of his talent and experience by adding a dramatic flare to the presentation of the news.

Most of Holcomb's life has been spent hustling for news. In college—Ohio State, '27—he corresponded for the Columbus Dispatch and the Chicago Daily Tribune.

He started newspaper work in his home city of Youngstown, Ohio. Next—and probably without a thought of Greeley—he went west. He worked in the city room of the Oklahoma City News, now discontinued.

It was 15 years ago that he decided to display his talents at the Beacon Journal. Starting on the copy desk and working up he became managing editor last March.

As city editor, Mr. Holcomb was

noted—if that's the word—for "making" news when the citizenry were remiss in providing it through the usual channels. His reporters are therefore looking forward to some lively times now that war news is off page one.

—KEN NICHOLS.

## Bradley Was Advisor To Lord Beaverbrook

THIS obit., as we newspapermen so quaintly call any biog. however brief, is written by an associate of the subject of said obit.

Henry D. Bradley, newly elected member of the ASNE, is publisher of the St. Joseph News - Press, afternoon and Sunday, and The Gazette, morning. He took over Dec.

1, 1939 after having been publisher and general manager of the Times-Star at Bridgeport, Conn., since 1927. Henry started out by being born at Detroit in 1893 and he got into newspaper work on The Toledo Blade as a teen-ager.

H.D.B. as we style him in inter-office memos (because some of his social friends call him Brad and this writer prefers Henry, hence the compromise) was advisor in an executive capacity to Lord Beaverbrook in newspaper work in England in the first half of the '20s. Then he came back to Norristown (Pa.) Times-Herald, and from there he went to Bridgeport.

The ASNE is getting an expert golfer, experter still at bridge, and a grand guy who is that lovably emotional type that you cannot tell from morn to night whether he wants to kiss or kick you. We can promise you this, fellow members, there'll not be a dull moment if H.D.B. is at a convention, for he is eternally starting something. Yes, he knows how to finish things too. Henry is probably one of the few newspapermen who can say of the President, "I knew him when he was just a senator and came

(Continued on next page)



**H. D. BRADLEY**

## ★ ★ Notes on ASNE Members ★ ★

WHEN F. A. MILLER, president and editor of The South Bend Tribune, assigned Reporter Raymond M. Gregg to cover the liars' contest put on by the South Bend Rotary club he didn't look ahead to the possible consequences. The story Gregg brought back to the office was the crowning of Mr. Miller as the champion liar of the club. The crown, a pasteboard affair, bore the words "King Liar" and, as he placed it upon the head of the chagrined publisher, the judge remarked, "It is indeed a pleasure to confer this honor on you as a newspaper publisher."

The story that won the honors for Mr. Miller was the one about his tomatoes that grew on vines so tall the fire department had to pick them with extension ladders, and so big that a single tomato had difficulty in fitting into a bushel basket.

★

## O'Connell Featured in Post

The activities of John M. O'Connell, Jr., managing editor of the Bangor Daily News, have been mentioned frequently in these columns since he went overseas as a war correspondent. On July 28, he was the subject of a full-length article, by Ernest O. Hauser, in the Saturday Evening Post.

Revealing the spirit of Mr. O'Connell's great adventure, Mr. Hauser wrote:

"O'Connell's fan mail attested to his vast popularity throughout the Pine Tree State. And if the reading public of the United States has so far paid little attention to his war dispatches, well, that hasn't given him a moment's pause. News, to John O'Connell, is news only if it happens to a Maine boy."

★

## Steinman at Petain Trial

While touring Europe studying newsprint conditions, J. Hale Steinman of Lancaster Newspapers, Lancaster, Pa., attended the Petain trial. He heard Laval testify and wrote the story of that dramatic episode for his papers.

He described the leading characters vividly, and the 24 jurors. "Twelve

are from the Resistance movement who were hunted and chased from garret to cellar all through France by Laval and the SS police. You can readily understand their feelings as their eyes glare menacingly at one of the most hated men in France. A soldier in uniform, another with long shaggy hair and lean hungry eyes, then across the room another type of storekeeper and professor. Most of these men will vote for revenge."

★

## Editors on Vacation

Maurice S. Sherman, The Hartford Courant, was resting and fishing at Torsey Lake, Maine, when the atomic bomb story broke and the war with Japan ended. On the basis of experience, going back to the sinking of the Lusitania, he insists big news never breaks except when he is out of town.

Asked about his personal post-war plans, W. C. Stouffer of the Roanoke World-News replied: "I hope to go to a beach so I can just sit and stare."

Robert L. Voorhees of The Post-Standard, Syracuse, replies to a similar question: "I went deer hunting in the North woods last fall, against my better judgment, and haven't recovered yet. So I'm taking it easy this summer in the protection of the editorial sanctum."

Stuart H. Perry, Adrian Telegram, spent the summer in Newagen, Maine, keeping cool, not doing much except read the papers. He expected to return to Michigan at the end of August.

★

## Henry D. Bradley

(Continued from previous page)

to our office to shake hands with us and who liked him just for himself, not for his office." And Publisher Bradley today feels the same way about Harry S. Truman.

This new ASNE member is married and the father of three children, one of whom, Lieut. David R. Bradley was in newspaper work before he took a hand to help win the war.

ARTHUR V. BURROWES

## Secretary Asks Help In Completing Files Of Back Proceedings

HAS ANY MEMBER of the Society a copy of the 1923 Proceedings? Does any charter member recall whether the book was published that year when ASNE was in its infancy?

Secretary Dwight Young is attempting to build up a supply of back Proceedings, to complete the official records and to fill an occasional request for books of other years.

Directly needed are 1923, if published, and also 1943; there are no copies in the archives.

Spare copies are wanted for 1924 and 1944 as for these years the "disposal limit" has been reached. The current rule is to keep at least six copies in the files.

Any extra copies members may have for 1925, 1927 and 1937 also would be appreciated as the supply is dwindling but the demand continues.

Members wishing to donate any of the above books should send them to Dr. Ralph D. Casey, School of Journalism, University of Minnesota, Minneapolis, the volunteer custodian of ASNE files. Also please advise Mr. Young, The Journal-Herald, Dayton, what books have been sent so he can keep his records straight.

The supply of books for other years is adequate, and the system works both ways. Members wishing to complete their own files may obtain missing volumes, at a nominal price, on application to the secretary.

★

## Ackerman Seeks Copies of BULLETIN for Files

CARL W. ACKERMAN is trying to complete a set of back issues of THE BULLETIN. Missing numbers are: February to October, 1940; January and February, 1941; January, February and September, 1942.

Any member who has these numbers and is willing to contribute them for Dean Ackerman's permanent file, please write him at the Graduate School of Journalism, Columbia University, New York, N. Y.



## CONVENTIONS OF OTHER YEARS

### Suppression of News of Bank Failures Provoked Heated Discussion at Meeting in 1933

BANK and other business failures, and what to do with news of them, aroused one of the most vehement of all convention discussions, at the 1933 meeting.

Grove Patterson, Toledo Blade, proposed a resolution pointing to "the unhappy state" of many financial institutions, industries and municipal governments and noting that some newspapers had lulled the public into an unreal security, a policy tending to keep from readers the truth about various situations. It resolved,

"THAT it is the consensus of this Society that American editors recognize that readers will not be deceived and further recognizes that editors owe it to readers to face the facts and to deal honestly with those facts."

President Paul Bellamy, Cleveland Plain Dealer, was hard put to decide whom he should recognize from the floor.

Samuel M. Williams, then with Ridder Brothers, moved the resolution be tabled. Harold B. Johnson, Watertown Daily Times, said "It seems to me that resolution is an indictment of our very selves here. It would put us in a very embarrassing position to adopt a resolution of that character at this time."

The late Fred Fuller Shedd, Philadelphia Evening Bulletin, rose and asked for the floor. He shook his sleek silvery head, his ruddy cheeks flaming, and said with deep conviction:

"We went through, not a complete banking disaster in the city of Philadelphia, but we went through a period some time ago in which banks, mostly the smaller banks of the city, were falling like dominoes. There was danger of the whole row of banking institutions, even the strongest institutions of the city, going down. The editors of the newspapers in Philadelphia met every afternoon with a committee of the Clearing House. We deliberately repressed news, and I thank God that we did, that we had the nerve to do it."

"I agree with Mr. Shedd," said the late E. S. Beck, Chicago Tribune. "My conscience is perfectly clear. . . In one issue of the paper we might have closed every bank in Chicago,

by a loose treatment of the runs on banks, the runs being the result of unreasoned fright. . . I think we are justified by what we did. We didn't suppress the news but we used our judgment in, I might say, minimizing it."

Discussion of what to do with news of bank failures moved on to an argument on what to do with the discussion of it! Mr. Williams moved authority be given the Board of Directors to expunge from the record as much of the debate as they deemed wise. Walter M. Harrison, now Col. Harrison, of the Oklahoma City Oklahoman and Times objected, saying "It is a live question. People in the country ought to know what we are talking about."

After further discussion and an amendment which went unseconded, Mr. Bellamy said, "I trust the Society is now clear as to what it is voting on." Thirteen voted to empower the Board to delete at its discretion, with 11 nays. (Those were the days when convention attendance was a long way from the more than 200 of recent years.)

Secretary that year was A. H. Kirchhofer, Buffalo Evening News. His was the responsibility for editing the Proceedings. He submitted proofs to every member who had made heated remarks in the debate, inviting each to edit his own copy. Every editor who had spoken stood squarely behind his remarks. The proofs came back with corrections, blushing made,—in the speakers' extemporaneous grammar.

The transcript does not reveal what happened to the original motion, apparently just lost in the shuffle!

## WHEN WE MEET AGAIN IS OPEN QUESTION

RUSSELL McGRATH, managing editor, Seattle Times, writes:

"I have been wondering whether ASNE now will call that postponed convention, to help clarify editorial minds now turning to peace problems. Hope so."

Other members also are eager to know whether there is still hope for a 1945 meeting of the entire member-

## THE AMERICAN SOCIETY OF NEWSPAPER EDITORS

PRESIDENT	
JOHN S. KNIGHT	<i>Knight Newspapers</i>
1st VICE PRESIDENT	
WILBUR FORREST	<i>New York Herald Tribune</i>
2nd VICE PRESIDENT	
NATHANIEL R. HOWARD	<i>Cleveland News</i>
SECRETARY	
DWIGHT YOUNG	<i>Dayton Herald and Journal</i>
TREASURER	
DAVID LAWRENCE	<i>United States News</i>

The Board of Directors consists of the officers and the following:

ERWIN D. CANHAM	<i>Christian Science Monitor</i>
W. S. GILMORE	<i>Detroit News</i>
ALEXANDER F. JONES	<i>Washington Post</i>
DWIGHT MARVIN	<i>Troy Record</i>
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JAMES M. NORTH, Jr.	<i>Fort Worth Star Telegram</i>
ROY ROBERTS	<i>Kansas City Star</i>
TOM WALLACE	<i>Louisville Times</i>
BASIL L. WALTERS	<i>Knight Newspapers</i>

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No. 266 September 1, 1945

## Death Ends Long Career Of Frank W. Clark

MEMBERS of the Society learned with deep regret of the death, on Aug. 4, of Frank W. Clark, formerly managing editor of the Syracuse Herald-Journal.

Mr. Clark, who was 69, had spent 52 years in the newspaper business, in New York city, throughout the state, and in Chicago. On his retirement last March, the Watertown Daily Times hailed him as a newspaper maker of the high type of 'Boss' Lord and Carr Van Anda.

He had been an ASNE member until, on his retirement, he resigned in accordance with the by-laws, expressing the hope that he would eventually be eligible to join again.

ship this fall; or whether the Board will decide it is not feasible to meet until the usual time next spring.

With President Knight in the Philippines, at the moment of writing, official affairs are at a standstill. This is the time for members to express their wishes in the matter for the guidance of officers and directors who will make the decision.

# THE BULLETIN

## OF THE AMERICAN SOCIETY OF NEWSPAPER EDITORS

## NO CONVENTION UNTIL SPRING FORESEEN

ON THE BASIS of a poll of the Board of Directors, President John S. Knight sees little possibility of a convention this fall. Present plans call for the customary spring meeting.

Travel is still difficult and most editors are extraordinarily busy at home with problems created by the war's end. But the main factor in the decision, Mr. Knight says, is the feeling of

most members of the Board that by spring we will have better rounded background and information upon which to present a valuable and well-balanced program. A fall meeting would have to be too hastily arranged to meet that qualification.

Mr. Knight will call the fall meeting of the Board at the convenience of the directors.

## Forrest Disputes Hanes' Views; Says Society Should Attack Any Effort to Curb Free Press

Wilbur Forrest's comments refer to a letter from Tom Hanes in the last BULLETIN. Mr. Forrest's remarks were submitted to Mr. Hanes for his answer, which also follows.

• By WILBUR FORREST, New York Herald Tribune  
First Vice President, ASNE

I AM AFRAID Mr. Hanes seeks to attack an evil which is hard to control. Human nature forms an intricate problem. In any group or community there are rebels who like to kick over the apple cart, rewrite the rules and act generally in a polecat manner. Would Mr. Hanes have the government suppress polecat newspapers? The law restrains them when they exceed the bounds of decency, slander and libel. Free speech and a free press have their disadvantages but the advantages so far outweigh the former that there is no argument. I, for one, do not believe that the Board of the American Society of Newspaper Editors would be wise to advocate suppression of a free press under any circumstances. I believe the Society should attack vigorously any effort by government or the courts to curb free speech or a free press. This is an American heritage and once lost it is gone for good.

I have long felt that the reader is in the long run the arbiter of the success or failure of a newspaper. We have seen the subsidized axe-grinding newspaper which suppressed and distorted the news virtually disappear during the last 30 or 40 years. Perhaps we will reach the stage of human intelligence one day when newspaper

readers will shun the publisher of filthy literature, the distorters and political crooks of the printed word.

I would say that to put the question whether the ASNE favors the evils of journalism is not a fair question. Of course it does not. Neither is it fair to tie the domestic problem to "world missionary work". Our missionary work concerned a freer flow of news throughout the world via international treaties and agreements in the interest of an enduring peace. It sought to prevent situations ever again where dictatorial governments may blind and mislead their people into war by suppression of news and through press control seize the means to promote the propaganda of mass hatred. Does Mr. Hanes think missionary endeavor has no merit?

• By TOM HANES, Managing Editor  
Norfolk Ledger-Dispatch

MR. FORREST'S comment makes it clear that I didn't make myself clear. I hate governmental control of newspapers.

The record shows that early in 1941 when some federal departments began feeling their oats I attempted to persuade the ASNE to take the initiative in forming a national committee to do something about curbing the

growing tendency of the government to handcuff the press.

Nat Howard, then secretary of the ASNE, replied that he thought it would be better for "each newspaper to handle its own news decisions," thus preserving the head-in-sand attitude of the ASNE.

Of course I don't want the government to suppress polecat papers. I simply want the ASNE to suppress polecats in the ASNE.

I wasn't criticizing our fine missionaries. I was just concerned about the church our missionaries represented.

## Tokyo Is Routine Beat For Editors These Days

PRESIDENT Knight, back from the Pacific, reports he had "a marvelous trip, well worth the time and effort." The highlight was a visit to Tokyo-permitting him to witness the surrender ceremonies aboard the Missouri.

About the time Mr. Knight returned from the Orient, Second Vice President Wilbur Forrest set out for a tour of the Philippines and Japan. Somewhere along the route he has hope of a reunion with his son, Lieut. Edgar Forrest, USN, who was miraculously saved when his destroyer was blown out of the water early in the war and survived a similar incident last April.

Dan Forrestal, St. Louis Globe-Democrat, is in the Pacific area doing a three-way hitch for his newspaper, for the North American Newspaper Alliance and Army Service Forces.



## Experienced Newsmen Prevail on Faculties Of Schools Surveyed

FEARS expressed by some ASNE members that journalism teachers, even in the best of schools, may lack actual newspaper training are allayed by a current release of the American Council on Education for Journalism.

"Seasoned and experienced newspapermen predominate as faculty members in the leading schools of journalism in the country," says this report, prepared by Prof. Charles E. Rogers from a study of the background of the 250 teachers in the 34 schools which are members of the American Association of Schools and Departments of Journalism.

"Complete data on the non-academic journalistic experience of 193 of the 250 teachers was available," Prof. Rogers continues, "and showed an average of 11 years of experience for each faculty man." Other pertinent facts revealed:

Papers affording teachers experience were well distributed through the country. The mid-west was best represented. Wisconsin led with 55 papers, then Iowa, New York and Missouri, in that order. Following them were Illinois, Washington, Ohio, Minnesota, Kansas and Texas. Strong schools of journalism were established in these states 25 or more years ago, Prof. Rogers recalls, and teachers were often recruited from newspapers in areas which the schools of journalism served.

Only states not represented are Maine, New Hampshire, Vermont, Mississippi and Nevada.

Newspapers on which teachers had had experience numbered 537, an average of 2.77 papers for each teacher. (The complete list reads like an ASNE roster.)

Besides work on newspapers, the journalism professors' experience included staff duty with 16 nationally-known magazines, 11 business papers devoted to publishing, six advertising agencies, 14 radio stations and eight government agencies

Among them they held 248 bachelor's degrees, 145 master's, 25 doctorates of philosophy, plus 15 miscellaneous.

The study was for the college year 1941-42 because it was the last normal year before the wartime emergency drained teaching staffs.

## CHRISTIAN CITES NEED FOR CIVIC SERVICE

"MARK TWAIN used to remark that everybody talked about the weather, but nobody ever did anything about it. That same thing might be said about the responsibilities that go along with freedom of the press."

This thought comes from William T. Christian, managing editor of The Richmond News Leader.

"One of these responsibilities of the press to its public is fair and accurate information for readers on the fiscal condition of their city, town or county," he continues.

"Citizens of Richmond are pretty intimate now with their city's (and their own) financial problems, because The News Leader not only talked about the fiscal problem but DID something about it. At considerable expense, the paper hired, with the knowledge and consent of public officials, a topflight economist, and turned him loose to make a study and report. So far as I know, it is the

first time anything like it has been attempted by a newspaper as a public service."

Dr. Robert M. Haig of Columbia University, selected to make the survey, analyzed every source of income, actual and potential; he studied proposed expenditures, essential and desirable; and he warned that hard choices and additional burdens face the city.

His detailed report, which was printed in 33 installments and given front page display, has since been reprinted as a booklet. In it Dr. Douglas S. Freeman, editor of The News Leader, tells why the project was undertaken. Dr. Haig accepted the unique assignment only after being convinced he would have complete freedom to publish his results without editing.

The booklet is recommended to any editor in search of a plan for civic service. Anyone wanting a copy should write Mr. Christian.

## Journalism Professor Pleads for Cooperation

THIS COMMENT is contributed by Prof. Paul J. Thompson of the University of Texas, at Austin, and vice president of the American Association of Schools and Departments of Journalism:

"I hope the majority of ASNE members see the accrediting movement as an opportunity to improve the standard of education for journalism. I'm one journalism teacher who admits very frankly that our programs for training journalists are not as strong as those in the fields of medicine, law, chemistry, dentistry, and commerce; and I don't believe we teachers can ever build up our work to equal work in those other fields unless we have the very active support of publishers, editors and other journalists.

"I wish all editors would do something constructive to help us improve the situation instead of indulging in such criticism as that offered by two or three members of the ASNE. I think all of us teachers are ambitious to improve our work and some of us know how, but we must have the support of the newspaper fraternity.

"The people who are debating the feasibility of education for journalism are 15 to 25 years behind the times."

## Park Asks Students' Ideas On Obligations of Press

JOHN A. PARK, Raleigh Times, developed an interesting feature when he asked students at North Carolina University's School of Journalism what they believe a newspaper owes its community.

"The newspaper has obligations to the reading public just as the gas company has obligations to the cooking public and the bus company to the riding public," one student wrote. Its principal responsibilities, she summed up, are to be accurate, unbiased, and complete; to back community development and to use its power wisely.

Another stressed "TRUTH in reporting. And we mean exactly that—TRUTH in capital letters. . . Along with TRUTH goes FAIRNESS. . . The other fundamental necessity is CLEANLINESS." Too many newspapers, this commentator continued, "now employ sensationalism to appeal to thrill-craving, sex-starved readers who, lacking excitement in their own lives, take recourse to this most appealing form of literature (if it could be termed as such) to make up for it."

The best of the essays were reprinted in full, others digested, to the extent of four full columns.

## MEMBER MARRIES WAR CORRESPONDENT



MR. and Mrs. Andrew Bernhard, who were married August 25.

Mr. Bernhard, managing editor of the Pittsburgh Post-Gazette, formerly was with the Brooklyn Eagle and the Detroit Free Press.

Mrs. Bernhard (Marjorie Avery), who was a Free Press war correspondent, now plans to fill several speaking engagements and do magazine writing.



## Problems of Religious News Provided Lively Discussion at 1942 Meeting

AN ADDRESS, at the 1942 meeting by John L. Fortson, of the Federal Council of Churches of Christ in America, was followed by a discussion of religious news in newspapers.

Dwight Marvin of the Troy Record, ASNE president that year, recalled how he had spent \$100 a week for three years on an elaborate church page, the feature being a Cameo Sermon contributed by ministers of all denominations.

"I did the best I could the first year by solicitation," he recalled, "and during the other two years I wrote the Cameo Sermon myself. The only thing I heard about it was from one man who complained of my theology.

"During the three years, I had exactly four mentions of the church page; three in criticism from clergymen, and one from a woman who enjoyed it. But when I abolished it, the ministerial association passed resolutions and sent a committee to me. I told it where it could get off."

Later, Mr. Marvin said, he asked the clergy to submit three paragraphs of excerpts from sermons. His comment:

"Those are terrible. They have no idea what people want to read. Usually they want to convert my readers through sermons, and nobody wants to be converted. That comes accidentally."

J. N. Heiskell, Arkansas Gazette, Little Rock, followed:

"Mr. Marvin said this matter of religious news was in a state of con-

fusion, and I feel sure that I can add to that confusion."

Experience has convinced him, he said, that you cannot expect the preachers to do the work for you. And a newspaper cannot cover church services for the one worthwhile paragraph in a sermon.

"It has been said that two of the great industries in the South are politics and religion," he continued. "I have heard it told as true, of one important Southern newspaper, that whenever the letters from its readers fall off, one man on the paper writes an ostensibly fabricated letter to the editor in which he affirms that the whale did not swallow Jonah. Then the paper is assured of a bulging mail-bag and letter column for the balance of the dull summer season."

Pagans might think of the church as a place where the minister preaches two sermons a week, Mr. Heiskell said, but added his conviction that it is the biggest thing in the lives of half the people in any city. This warrants, in The Gazette, "the dreary expanse of formal church notices set in six point type," as well as the news of churches, of staff changes, returning missionaries, important meetings.

"You can't gauge the importance of religious news by the church members," he concluded. "All of us want a stake in religion even if we don't go to church even once every Sunday. Newspapers cannot afford to neglect, from a purely journalistic viewpoint, one of the most powerful forces in individuals and nations."

## ASNE Is Front Page News in Colombia

"LA Asociacion Norteamericana de Editores de Periodicos" commanded front page space in La Prensa of Barranquilla, Colombia, on September 5. The newspaper reprinted, under a two column head, an article from the August BULLETIN, giving Tom Wallace's impressions of a trip to Venezuela and Colombia.

A note from Carlos Martinez Aparicio, director of La Prensa, sent with the tear sheet, expresses appreciation of the article.

Mr. Wallace, editor of the Louisville Times, served as ASNE delegate to the Interamerican Press Congress in Caracas last May and, throughout the year, functions as our own ambassador of good-will in Latin America.

## Editorial Board Disagrees On Bulletin Want Advs.

AGAIN a member suggests that the Society establish an employment service, very select and for members exclusively. This time the question of whether THE BULLETIN should run ads. of such nature was submitted to the Editorial Board.

Two members are definitely against the plan. One says it would be a real service to members; let's try it out. A fourth has no opinions either way and the fifth did not reply.

Members' views are invited before the question is submitted to the Board at its fall meeting.

## Readers Help Out Editor

IMMEDIATELY after the Philippines fell to the Japs, the Philadelphia Daily News started to run, every day, a cut of the American flag with the caption, "She'll Fly over Tokio."

When American troops reached the fringes of the Jap capital last month, Publisher E. Lee Ellmaker reports, "about 500 associated editors among our readers called on the phone or wrote to ask why we didn't change this to 'She Flies over Tokio.'"

Mr. Ellmaker ran an editorial pointing to the faith in eventual American victory, even in the dark days after Pearl Harbor, evinced by the daily display of the flag; and devoted the entire front page of Sept. 6 to its reproduction.



## Journal's 'Mr. Kirk' Is Constant Source Of Good News Tips

AFTER a career of 40 years, W. S. Kirkpatrick, Sr., managing editor of The Atlanta Journal, admits the fascination of the business has a strangle-hold on him. He is at his desk early and is still on the job hours after most everyone has gone home.



Staff members affectionately call him "Mr. Kirk." They like him for the vital personal interest he takes in them, and his enthusiastic commendation when they do an un-

usually good job. Moreover, they are impressed by the number of news tips he hands them. His sources of information are many, largely because of his friendliness and wide interests. He is always "in" to a visitor or phone caller.

Mr. Kirkpatrick was born in Pawnee County, Neb., and learned the printer's trade on weekly newspapers there while attending high school. He started as a cub with the Lincoln State Journal in 1905, went to Missoula (Mont.) Herald, then to the Tacoma Ledger. In 1909 he joined the staff of the Kansas City Post, as reporter, became news editor and left to edit a daily plate service for the American Press Association in New York.

Keets Speed, then with the Atlanta Georgian, hired him in 1912 as head of the copy desk. Six years later Mr. Kirkpatrick became editor of the Americus (Ga.) Times-Recorder. He returned to The Georgian as Sunday editor, later managing editor, his longest stop-over on any newspaper.

Five years ago he joined The Atlanta Journal staff as news editor, soon was named assistant managing editor, then managing editor when Wright Bryan remained longer in Europe than expected.

Mr. Kirkpatrick is an honorary member of Pi Delta Epsilon, Georgia Tech, 1935, and first professional

member of Sigma Delta Chi, University of Georgia, 1938.

He and Mrs. Kirkpatrick have one daughter and a son, Lieut. Commander W. S. Kirkpatrick, Jr., USNR, formerly a reporter on the Los Angeles Herald-Express.

Mr. Kirkpatrick lives in Decatur, where he can indulge in his chief hobby—gardening.

GEORGE HATCHER, City Editor  
The Atlanta Journal

## Paschall Rose from Cub To Editor on Same Paper

JOHN PASCHALL, editor-emeritus of the Atlanta Journal, has never worked on any other newspaper. He joined the staff of The Journal some 44 years ago as a cub reporter and during the intervening years has been successively city editor (1906), managing editor (1917), associate editor and managing editor (1935) and editor (1939).



A native of Tullahoma, Tenn., Mr. Paschall has resided in Atlanta for more than 50 years. During that time, aside from his newspaper duties, he has taken an active part in the civic and cultural life of the community.

He is a graduate of Vanderbilt University and a member of the Alpha Tau Omega fraternity. As an undergraduate at Vanderbilt he was editor of the campus publication "The Hustler."

Mr. Paschall has been an important figure for many years in the Georgia Press Association and the Georgia Press Institute. He also is a past president of the Atlanta Civitan Club.

Mr. Paschall broadcasts weekly over WSB as a contributor to the station's "Views of the News" series designed to reflect the thinking of members of The Journal's editorial staff. He also has been called on frequently by NBC to represent the South in nationally broadcast symposiums of editorial opinion.

## THE AMERICAN SOCIETY OF NEWSPAPER EDITORS

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## EDITORS' LETTERS

SOMEONE told me things would ease up after V-J Day but with the Merchants asking that Main Street be widened six feet and the City Council all tangled up in plans for a new sewage disposal plant, plus the pros and cons of parking meters and the aviation commission wondering how far to go in the development of a million dollar airport, plus the problems which run through the editorial departments of four dailies and a weekly, *can't someone tell me how to find more than 24 hours in any one day?* Almost 100 words in that sentence. No editor in his right mind would be guilty of that error. What will my staff say if they count it?

RAY D. SILL,  
Bradford (Pa.) Publications.

John L. Morrison is writing, by request of a trade magazine, an article on the manufacture of "iron wildlife for the lawn." The editor of the Greenville (Pa.) Record-Argus is an authority on those statutes that adorned Victorian homes; he admits they are "happily a lost art" but they remain among his favorite subjects.

# THE BULLETIN

## OF THE AMERICAN SOCIETY OF NEWSPAPER EDITORS

## Restoring Editorial Standards Is Members' Principal Concern

What are the toughest problems facing you in the next few months, and what features in your opinion would make the 1946 convention most worthwhile?

This double question was addressed to several members because 'problems' are the essence of shop talks, and because valuable suggestions for the annual meeting frequently come to the Program Chairman from the membership.

Answers reveal a conviction that news standards must be raised. They also put the stamp of approval on the pattern of programs of other years.

## Stevens Says Job Is Tough But Not Impossible

THE toughest problems for editors these days:

(1) Restoring (or raising) the standards of writing and editing the news.

(2) Expanding and perfecting the coverage of local news.

(3) Bringing to the task of assembling and printing the news an earnest desire that what we print will be understandable: through clarity of writing, logical arrangement, inclusive detail, and conclusive brevity.

And it isn't impossible, but it is tough!

The most valuable feature of the convention will be to assemble those leaders of government, industry, and labor, who can bring us up to date on their approach to the common problems of living in America and this world. Through the prestige of the Society, these men can be brought together and we can benefit through careful listening to what they say and thoughtful questioning after they have said it.

W. P. STEVEN,  
Minneapolis Star Journal & Tribune

## Lambright Cites Protection Of Peace Against Chiselers

THE TOUGHEST problem, in my view, is returning to a peacetime basis of news and editorial content and policy; readjustment to peace requirements after the abnormality of war. As to policy, maintaining a firm

and effective front against chiselers of the structure of peace, particularly the industrial dictatorship of labor's racketeering leaders.

The most valuable feature of the 1946 meeting undoubtedly will be the report of President Knight on his global travels, especially in relation to the crusade for world freedom of news and communications.

E. D. LAMBRIGHT,  
Tampa Morning Tribune

## Jones Suggests Ethridge To Talk on Better Papers

IN AN article in a recent issue of Editor & Publisher, Mark Ethridge, able and progressive publisher of The Courier-Journal, a newspaperman's newspaper, said, in discussing postwar competition, "Our problem is a fundamental one of making better newspapers."

He argued that "anybody can get out a better newspaper than he is getting out—and that it is to his great advantage to do so." Agreed.

Where could you find a more valuable feature for the 1946 convention than bigger and better postwar newspapers?

That subject covers such a wide range and is so fundamental, as Publisher Ethridge declares, the program committee really should be able to go to town on it. And no one could say it was packed with "too much grand strategy," whatever that means.

And how about featuring Mark Ethridge to make the initial presenta-

PRESIDENT Knight has called the semi-annual meeting of the Board of Directors for Thursday and Friday, Dec. 13 and 14, in Hotel Statler, Washington, D. C.

Erwin D. Canham, program chairman, will present his plans for the convention next spring. Members wishing to offer suggestions for that meeting should write Mr. Canham at the Christian Science Monitor.

Anyone sponsoring a new member for election should apply for application blanks to the membership chairman, Julian Miller, The Charlotte, (N.C.) Observer, well in advance of the Board meeting. Candidates are screened by Dr. Miller's committee before being voted on by the directors.

Other matters which members want the Board to consider may be submitted to Secretary Dwight Young, The Journal-Herald, Dayton, O.

tion on the subject to the convention? Sounds like a natural.

So here's to bigger and better postwar newspapers and a ripsnorting convention attuned to the accomplishment of that most desirable end.

WALTER P. JONES,  
McClatchy Newspapers

## Mathews Asks Resolution On Free Press Overseas

WILLIAM R. MATHEWS, The Arizona Daily Star, Tucson, hopes the foundation of the 1946 meeting will be off-the-record conferences with the President and the Secretary of State.

"The next thing I would like to see featured," he writes, "is this matter of freedom of the press in those eastern European countries. Why is it that American and other correspondents



cannot get into those countries and make uncensored reports?

"Call for Mr. Kent Cooper to make a report on his proposal.

"What about our own committee that made its tour of the world? I would like to hear in more detail what each of its members has to report."

Mr. Mathews would like to hear one or two of our notable scientists, also Admiral Nimitz and General Marshall.

He suggests, too, a resolution regarding freedom of the press in other countries, prepared well ahead of time and carefully worded. "That, as I see it," he says, "is the big issue before the editors of America. It is one that involves the very destiny of our nation."

WILLIAM R. MATHEWS,  
Arizona Daily Star

### 'Must' on Vodrey's List Is Good Local Coverage

THE PROBLEMS I see which most concern newspaper editors today are, alas, not theoretical problems but very practical ones:

1) Newsprint on which to print all the important stories coming in 1946.

2) Manpower and, under this, particularly skilled reporters to write these stories and trained copy readers to edit them.

Incidentally, in this connection, I believe the creation and development of countless local stories to take the place of the important war stories of the past several years will be a newspaper 'must.'

3) A Composing room force to set the stories into type and get them into the forms. This is a very particular concern because printers, like the rest of us, each year are getting older, and for the last five years no new printers have been developed. It is very startling to take the figures of the average age of the composing room force, say of 15 or 20 years ago and compare it with the average age of the same force today. This also goes for stereotype and press room crews. It might even be partially true of news rooms but certainly not in the same degree.

JOSEPH K. VODREY,  
Canton (O). Repository

## RESOLUTIONS REQUIRE LONG CONSIDERATION

IT MAY SEEM too early to discuss resolutions for the 1946 convention, but it isn't. Experience has proved important ones take several months to work over before the wording satisfies everyone. The alternative, as every older member of the Society remembers, is utter confusion on the floor and acrimonious comments on "Why that phrase was inserted, and what does it mean?"

This year, with the sanction of President Knight and Joseph Pulitzer, chairman of the Resolutions Committee, a new procedure will be followed. Any member with an important resolution to submit will present it now. (Routine, though heartfelt, resolutions such as thanking the Program Chairman for his work, can wait until later.) When the com-

mittee has worked into shape all resolutions presented, they will be published in THE BULLETIN, tentatively and open to revision. Revised resolutions, in which every member has had a chance to take a hand, then will appear here and also will be mimeographed so every editor at the convention will have a copy in hand when he votes, and will know exactly what he is voting on. This has not always been the case in the past, in spite of the best efforts of the Resolutions Chairman.

Suggested resolutions should be addressed to William F. Maag, Youngstown Vindicator, Youngstown, Ohio, who will confer with Mr. Pulitzer before their publication in these columns for members' consideration and discussion.

### Still Time to Record Your Ideas on Accrediting

AT ITS MEETING next month, the Board of Directors will take up ASNE participation in a plan to accredit schools of journalism. Any member who wishes to voice an opinion should do so without delay.

Meanwhile, another report prepared for the American Council on Education for Journalism, to which ASNE belongs, reveals the extent to which college students delve into the history of journalism as a subject for theses.

"More than a thousand research studies of the American newspaper and other communications agencies have been completed in the universities and colleges of the country in the past 43 years," the report says. "These projects were undertaken by competent scholars to fulfill requirements for advanced degrees. They do not include research contributions useful to American journalism which were carried through without the incentive of the master's degree or the doctorate of philosophy."

"Of the 1,000 researches, the major number were the work of men and women enrolled in institutions offering regular courses in journalism."

In the entire period, studies in the history of journalism outnumbered all other categories, although in the past decade, a proportionate increase is shown in subjects dealing with allied subjects.

### Code of Ethics Available In Convenient Pamphlet

TO MEET the increasing demand for copies of the ASNE Code of Ethics, in more convenient form than in the annual Proceedings, the Board last spring instructed the Secretary to have the Code printed as a leaflet. The Constitution and By-Laws of the Society have been combined with it, all now available in one handy pamphlet.

If you want one or more copies, write Dwight Young, the Dayton Journal-Herald, Dayton 2, Ohio. A request suffices; there is no charge.

### Park Suggests Cooperation On History of Journalism

THE North Carolina Press Association is sponsoring a dual program to print a general history of the press of the state on the 75th anniversary of the NCPA two years hence, and to induce every publication within the state to compile and publish its individual history. Journalism schools are expected to aid in the project.

John A. Park, Raleigh Times, suggests: "If these two ideas could be implanted in every one of our 48 states, there would be a marvelous opportunity to prepare a suitable volume of the history of American journalism up to the time a new era of worldwide peace is supposed to start."

## Stuart H. Perry of Adrian Is Unique Both As Editor and in Personality



Stuart H. Perry is a man of varied talents. Editor and publisher of The Adrian Telegram, he is also a lawyer and an authority on meteors.

(A new series on members in small cities).

THINK of Stuart H. Perry and you think of an outstanding editor of a rather well known newspaper in a sizable Michigan town. On that description you score 66.66%, no more. Mr. Perry is an editor par excellence; and "The Adrian Telegram" certainly rings familiar in most journalistic ears. But unless you are familiar with southern Michigan, you'll be surprised at the size of the city. Adrian's population is 17,000, one of the smallest cities represented in ASNE.

Why, as a youth, did so small a city attract Mr. Perry, or was his settling there a matter of accident? What are the main ingredients for success in publishing (Mr. Perry is editor and publisher) a small newspaper, particularly in a section where every little city seems to be in the circulation zone of some metropolitan daily? These were among the questions put to Mr. Perry for the first of a series on eminent ASNE members in the limited, under 50,000 population, class.

When he was young and still inex-

perienced, Mr. Perry published the weekly News in St. Johns, Mich., but he wanted to go into the daily field. At the time, The Adrian Telegram happened to be the only opportunity that met his qualifications: A paper in Michigan, where he already knew the people and conditions, and small enough to be within his means.

He doesn't know of any primary factor in making a newspaper of that kind successful "unless it be care in handling local news, inasmuch as the paper is closer to its readers than it is in a large city. An inaccurate minor story or one that is unfair to somebody is relatively more harmful than in a large one. The general requirements of news services and editorial comment are the same, regardless of the city's size; though small local news is more important. Most local news in a small city is small, and that is the one place where the incoming metropolitan paper can't compete."

Right there is the reason small cities prosper in the shadow of great cities, Mr. Perry says. They offer quick delivery of important tele-

graphic news, plus home news and home advertising. He adds: "The Telegram has 15,000 circulation; I doubt if we should have more if the Detroit and Toledo papers ceased to exist."

Mr. Perry mentioned that a small city newspaper is closer to its readers. Doesn't this make it imperative for its editor or publisher to be a natural joiner, to get around the circles where all the "small news" he stressed is created? Mr. Perry says not—providing the men on the staff do. He belongs to the Rotary, Chamber of Commerce and a few other civic organizations but passes up lodges and social groups. "Somebody has to have all those acquaintances and social contacts," he says, "but if staff members know everybody and are popular, the same end is served."

Is it difficult to keep a staff when larger papers lure them with the prospect of greater opportunities? Not particularly, Mr. Perry says.

"We always prefer to take local boys and girls with little or no newspaper experience (for either news or business departments) and train them in our own way. Occasionally we lose somebody (always one of our best) to a metropolitan newspaper, but that is just too bad; it does not happen very often because we try to pay them enough, and make their jobs attractive enough, to make them want to stay."

Write to Mr. Perry in Adrian and as likely as not his reply comes postmarked somewhere in New York, Florida or Maine. The logical conjecture is that his staff is extraordinarily competent. Mr. Perry says that is true, but it only partly accounts for his frequent and prolonged absences. He makes a deliberate effort not to let The Telegram seem to be a one-man show. "I don't think a publisher is doing his best if he himself is indispensable," he says. "He should have a machine that will run without him—and by a machine I mean the whole integration of men, women, principles, policy, business methods and mechanical operations which form the entity called a newspaper. If a publisher can build such a machine that will continue to run successfully after his death, it surely ought to run when he is away temporarily."

Like any other newspaper The Telegram gives editorial support to some man or measure of local interest but it doesn't go in for crusading, as



such, either behind the scenes or in print. "We try to treat all local matters of policy and of controversy with the utmost fullness and fairness in the news columns," Mr. Perry reports. "That usually is enough to lead to the right results without editorial exhortation. It is not good for a newspaper to get the reputation of trying to run things."

That about sums up Mr. Perry's policies. On the more intimate side—as a personality he is unique. There are doubtless equally erudite editors but it scarcely seems possible that anyone tops him in this respect. He writes such learned discourses, on legal affairs and on meteorology, that no one but other experts can possibly read them.

He practised law for four years with his father in Pontiac and Detroit. Although he has not appeared in court for 40 years he is still a member of the Michigan bar, has been a member of the state Judicial Council since 1929, headed a now defunct ASNE Libel committee and another on Cooperation between Bar, Press and Radio, and occasionally still speaks or writes on legal subjects.

Father and son did a good deal of scientific study on mineralogy at the University of Michigan but our Mr. Perry's interest lapsed for many years until, 15 years ago, a farmer brought a meteorite to the newspaper office. His interest reawakened, he began collecting specimens, and last spring saw the publication by the Smithsonian Institution of his book, "The Metallography of Meteoric Iron." It is a highly technical discussion of the transformation and microstructure of natural and artificial iron-nickel alloys.

He's something of a philologist, too. When he writes for The Bulletin it's usually a Puckish piece ribbing the fraternity about English as it is used in newspaper writing.

He has a dry but unmistakable sense of humor. He's on the dignified side, with a bit of the old school formality in his manner. Beetle-browed, too, which lends an air of ferocity to any man's appearance. But none of this need intimidate the younger members of the Society who'd like to meet an eminent small-city editor at the spring convention. There's nothing pompous about him and none of the pretentiousness that so often accompanies cerebral superiority.

## EDITORS' LETTERS TO THE EDITORS

WILL YOU please put it in your paper that Mark Twain did not say "Everybody talks about the weather but nobody does anything about it?" This statement is made persistently in news and editorial columns and advertising, as it was on page 2 of THE BULLETIN for October. The denials that the statement was Twain's never seem to catch up with the misquotation.

A magazine which circulates wholly among editors and news executives would seem to be about the best place there is to lay the canard once and for all.

Charles Hopkins Clark, who was the editor of the Hartford Courant, once assured me he was certain Twain was not the originator of the remark or any of its variations. Clark was associated with Charles Dudley Warner, who was the editor of The Courant in Twain's day in Hartford and Twain's close friend and frequent companion. Mr. Clark was confident it was Warner and not Twain who wrote the line about the weather. He was probably the best authority available on the subject.

Won't you please try to persuade the members of the Society to use their best efforts to stop the use of this misinformation?

C. C. HEMENWAY,  
The Hartford Times

Mr. Hemenway's protest, submitted to the member who aroused his ire, brought the following reply:

HAVING been caught offside, I am willing to take the penalty on the play. Mr. Hemenway may rest assured that Mr. Charles Dudley Warner will hereafter get due and proper credit for the quotation so often incorrectly credited to Mark Twain. This goes for anything I write, or anything that appears in the columns of The News Leader.

I will be glad to cooperate with Mr. Hemenway to the fullest to make certain that members hereafter do not muff the authorship of the quotation as I did.

W. T. CHRISTIAN,  
The Richmond News Leader

I'M ANXIOUSLY waiting the next session of ASNE and hoping it will be of three days duration so that when all of us get back home we will not be too fagged to put the ideas we obtain into practice.

As a small town editor I'm proud of the manner in which our officers and committees have functioned. As a small town editor I'm wondering if the small town newspaper is going to be alert enough to be a community newspaper, the only way I know of doing the job cut out for the small town press.

FRITZ S. UPDIKE,  
Rome (N.Y.) Sentinel

IN Editor and Publisher for Sept. 8 there was a piece by Cecil Dickson which brings up several points I think ASNE might well discuss:

Should newspapers accept subsidies from the Army and Navy in peace time in the way of transportation and upkeep for foreign correspondents?

Should newspapers, at this time, begin working on the Army and Navy with reference to accreditation—just in case?

The Army and Navy have been completely arbitrary in deciding whether a correspondent should or should not be accredited. After that, each theater commander has his way. I think there is an awful lot of sense in what Dickson writes.

E. Z. DIMITMAN,  
Chicago Sun

I NOTICED in a recent Bulletin the question was asked whether any member had a copy of the 1923 Proceedings. I have that copy as well as all years up to date. I doubt whether I would want to part with this copy, since it is my aim to give them in toto at some future time to one of the colleges where they would be of great interest to students of journalism. However, there was such a copy printed.

W. G. VORPE,  
Cleveland Plain Dealer

## MEET THREE NEW MEMBERS OF THE SOCIETY

Russell of Des Moines Handled War Food Problems; Wilson Is Confirmed Brooklynite; Adams of Asheville Worked from Coast to Coast

J. STUART RUSSELL, acting managing editor of The Des Moines Register and Tribune, is one of Iowa's most widely known men.

Virtually every farmer in Iowa either knows him or knows of him, for as farm editor of the Des Moines papers he was (and still is) regarded as one of the best informed men in the United States on agricultural matters.

Mr. Russell knows intimately Clinton P. Anderson, Arthur Hyde, Henry A. Wallace and Claude Wickard, present and former secretaries of agriculture.

After graduation from Grinnell College, Mr. Russell returned to the farm near Newton, Iowa, where he was born, operating it for five years before entering the Army in World War I. After the war, he and his college roommate, Paul Appleby, now assistant director, Bureau of the Budget, published a weekly newspaper at Sac City, Iowa. In 1925, he joined the staff of The Register and Tribune.

In War II, Mr. Russell played a leading role in dealing with food problems. On leave from the papers in 1942 he became midwest regional administrator of the Agricultural Marketing Administration, later known as the Food Distribution Administration.

Early in 1943 he became deputy administrator of FDA in Washington and in May was made assistant to War Food Administrator Chester C. Davis, serving in the same capacity under Marvin Jones. That fall he returned to The Register and Tribune as acting managing editor.

In the office and throughout Iowa he is known simply as Jim, although the "J" in his name does not stand for James.

By GORDON GAMMACK

EDWIN B. WILSON, editor of the Brooklyn Eagle, was born in Brooklyn, attended Brooklyn grade and high schools, and St. Lawrence University. Throughout his school and college days he was ambitious to be a newspaperman, having been editor of school and college newspapers.

It was not remarkable that he should have gone directly to the Brooklyn Eagle after delivering his class valedictory at St. Lawrence, where he was a member of Sigma Alpha Epsilon. He served as a country correspondent in Long Island but quickly advanced to city hall reporter, assistant city editor and city editor.

In World War I he enlisted in the Marine Corps.

After the Armistice he made a tour of European battlefields, reporting what he saw in a series of stories published in the Brooklyn Eagle. Also while in France he was editor of the Marine publication "Devil Dog." After the war he resumed the city editor's desk, at which he remained until he was named associate editor to Cleveland Rodgers, then editor of the paper. Then followed a brief period as Washington correspondent. Upon Mr. Rodgers' departure into public life, Mr. Wilson was named editor.

In 1921 he married Miss Vera VanScoten of Athens, Penna. They live in Brooklyn. He is active in community life, being chairman of the Brooklyn Defense Recreation Committee, which operates canteens for service men, and he is prominently identified with the Brooklyn Municipal Club, active in Rotary, as well as other Brooklyn organizations. He has also taken an active part in many wartime fundraising drives. He is a trustee of St. Lawrence University.

Mr. Wilson was elected to ASNE at the last Board meeting.

HOWARD SWAIN,  
Managing Editor

WALTER S. ADAMS, managing editor of The Citizen and The Times, Asheville, N. C., believes the secret of an efficient editorial department lies largely in correct organization and team work. He says there is too much mystery and lost motion in most news departments.

After getting a smooth running editorial team, Mr. Adams insists on genuine reportorial zeal in going to the bottom of problems and digging out the truth. He believes superficiality to be the curse of newspapering. On the other hand, he likes to think a capable and honest reporter or editor can perform one of the most valuable public services in the world.

Mr. Adams began newspapering after serving two years in the U. S. Navy of World War I. Most of his Navy service was in Europe and the last year of it was at naval headquarters in London.

He has served as a reporter on the Springfield (Mass.) Republican and the Fresno (Cal.) Bee; city editor of the Findlay (O.) Republican and Knoxville (Tenn.) Sentinel; and became an M. E. at the age of 26 on the Pomona (Cal.) Progress. He has been managing editing ever since. He became managing editor of The Asheville Times in 1927 and when the two Asheville dailies merged in 1930 he was promoted to the job he now holds as managing editor of both The Times and The Citizen.

A native of Kentucky, he went through the public schools of Tampa, Fla., and then to the University of Virginia and Columbia University.

During his off hours Mr. Adams enjoys family life with his wife and two young daughters, golf and gardening.

NEXT MONTH: Don Weaver, formerly of Fort Worth, now editor of the Columbus (O.) Citizen.



## WHAT'S THE MATTER WITH HEADLINES?

Drummond's Plea, in 1935, for Less Artificiality

Points Lesson in Improving Today's Captions

CONSIDERING all that has happened in the past ten years, the 1935 Proceedings still makes remarkably timely reading.

An address by J. Roscoe Drummond, now head of the Christian Science Monitor Washington Bureau, is an excellent starting place for current consideration of how to improve newspaper headlines,—which seem to have suffered during the war, partly from lack of copy readers, partly because war lends itself to smashing but not to sprightly headlines.

Pointing up his argument that headline-ese is deplorably artificial, Mr. Drummond said that reading and clipping newspapers was a routine task for under-secretaries at the Japanese Embassy. "I am told this is for two purposes," he said. "The Japanese Foreign Office learns what America is thinking and the under-secretaries learn an American language. What language they learn one of the secretaries unwittingly exposed to me the other day. In a casual conversation the Nipponese headline clipper remarked, 'Yes, I notice Capital solons close rift after legislative jam' and later, 'I suppose you are here as editors' group parley on newspaper problems'."

Admitting that some newspapers were beginning to unshackle the copy desk from type limitations, and that able heads frequently are written within those restrictions, Mr. Drummond still thought "headline presentation is one of the really weak spots in modern journalism and that broadly it has been subject to less critical study and to less of the bold experimentation which has kept the evolution of the newspaper as a whole a fresh and vital thing."

### For Your Library

Extra copies of the 1935 Proceedings are available for members who wish to fill out broken sets, or new members interested in reading up on past conventions. The price to members is one dollar; requests should be sent to Secretary Dwight Young, The Journal-Herald, Dayton, Ohio.

He suggested five rules for better headline writing and referred approvingly to the flush-left uncounted heads then being tried out on the Cleveland News.

The English caption at its best has something to commend it to our practice, Mr. Drummond said, and cited these comparisons, the first from an American newspaper:

#### COALITION PARTIES SWEEP INTO OFFICE BY RECORD VOTE

And its counterpart in an English newspaper:

#### SUNK WITHOUT A TRACE!

Then this one when King Boris and King Carol had a diplomatic conference on Carol's yacht, as an American newspaper wrote it:

#### ROYAL PARTY IS LINKED TO AMITY MOVE

And from an English newspaper:

#### TWO KINGS IN A BOAT!

"The English language, rich and brilliant as it is," Mr. Drummond concluded, was not created to live and flower within the confines of a 13-em column or a 12-unit head; and while I do not solicit the unintelligible freedom of a Gertrude Stein, I should like to see sufficient freedom from typographical limitations so the language of the copy desk can have the force of directness, naturalness, freshness, and vitality."

When space opens up again, the woman's page will merit increased attention and the remarks of Julia Coburn, Ladies Home Journal, in the same 1935 book, are as sound as ever.

That year Raymond Gram Swing, Paul Scott Mowrer and Dorothy Thompson talked on "The Big News In Europe, What It Means and How to Get it." Unlike the correspondent, at one of our wartime meetings, who said, "I do not think I am sticking my neck out too far when I predict New York and Washington will see bombings within the next few months," what those three speakers said makes sense today as it did ten years ago. Pre- and post-war problems of getting the big news in Europe seem to have a lot in common.

## PURELY PERSONAL

RALPH MCGILL, Atlanta Constitution, has been named a consultant in the State Department; Kenneth Tooill has left the Toledo Blade to be co-publisher of the Erie Dispatch-Herald; Dr. George M. Hartt, editor of the Passaic Herald-News will retire at the year's end. But every reading editor knows all that. So, on to a few more intimate items than those the AP carries or E&P prints.

Ask Alexander F. Jones, of The Washington Post about that trip he took and he will, if prodded, tell you about the bomb damage he saw and his luncheon with Gen. Lucius Clay and his staff, and his audience with the Pope. But then he'll work around to the sight-seeing that is an inevitable part of any official assignment. "In Rome I went to the opera, a moonlit open-air performance set in the old amphitheater of the Termini di Caracalla, with Gigli singing La Gioconda. It was heavenly. . . I am just a Cook's tourist at heart who loves pictures and old churches and opera and gorgeous scenery and all kinds of people, and it was marvelous."

W. R. Walton, South Bend Tribune, is a satisfied man, judging from a belated report on a trip he made last summer with another ASNE member, Frank Algren of the Memphis Commercial Appeal, and Ted Tealey, Dallas News:

"We went into Tokyo Bay with the first ships to look the situation over. We went ashore with the Marines, etc; were present at the surrender of the Yokosuka naval base; were on the Missouri for the formal surrender, and arrived in Okinawa for the surrender of the Ryukus group of islands! What more in life can one newspaperman ask?"

"I wouldn't attempt to pose as an expert, but after talking with MacArthur I'm willing to stick my neck out and follow his leadership in Japan. He knows what he is about and there is no softness in his attitude toward the Japs. They know they are a beaten people and he's not going to let them forget it, nor is he going to give them an opportunity to build up another war machine."

## Our Members and Their Papers: What They're Thinking, Doing

AS SYMPOSIUM of readers' opinions on 'Newspapers in the Community' provided The Durham Morning Herald with an excellent Newspaper Week feature and started C. Sylvester Green, Editor, on a new train of thought.

Prominent local citizens were invited to contribute their ideas and 40 of their letters were printed.

"From them I make several observations," says Dr. Green. "There is an intelligent interest in newspapers. Many reader-suggestions will help to make our papers better. In spite of the fact that our readers expect perfection, they respond admirably to the admission that newspapers are made by imperfect people who are at the same time sincere, honest and intelligent."

"Maybe, we have paid too little attention to public relations in this business. There is an enormous amount of constructive criticism to be had for the asking."

Certainly public relations often have been slighted. Yes, there are campaigns introducing new features with great promise of how they have been designed to help the reader and institutional advs., usually pluggers in the first edition, but they miss the particular mark Dr. Green is speaking of. There's a vast, and neglected, opportunity for gaining readers' interest and sympathy by letting them know what a newspaper's aims and problems are, and making them feel they have an intimate stake in it. Members who have conducted experiments along this line are invited to report the results for The Bulletin.

### South Bend Tribune Gives Big Play to Delinquency

F. A. MILLER, editor and publisher of the South Bend Tribune, is continuing his juvenile delinquency campaign through editorial features, backed by unique handling of delinquency stories in the news columns.

A series of letters from youngsters on what they think are the causes of the trouble was followed more recently by the results of a poll of ministers on what their churches are doing for young people.

Meanwhile one delinquency case,

when it came into court, was played with an eight column streamer on the section page; another got the second ribbon on page one. Asked if this wasn't rather unusual, W. R. Walton, managing editor, replied:

"I admit it is quite a play to give that type of story and we went into quite a huddle before we did it. Our only excuse, if we need one, is our sincere hope that both stories will serve as a deterrent to other youngsters. And, incidentally, no juvenile crime news has developed hereabouts since the stories appeared."

A change in judges made this presentation possible, Mr. Walton added. The former one advocated probation and barred the press from all juvenile hearings (except Jackie Cooper's). His successor sentenced six members of terror gangs to corrective institutions. Mr. Walton refrains from judging the judges' theories but he adds, "Several of the boys were probationary cases, so it seems probation isn't always the solution."

Names, of course, are not used, but, Mr. Walton says, "It does seem that if we can do anything to arouse parents, who in many cases should be haled into court instead of the boys, we can justify our treatment of the juvenile problem."

### Buffalo News Sees Dailies Scooped by Magazines

ASKED for a thought worth calling to the attention of his fellow-editors, A. H. Kirchhofer of the Buffalo Evening News replied with a dispatch written on Oct. 5 by James L. Wright, chief of the newspaper's Washington Bureau.

Government insistence on holding up 'spot news' for weeks, Mr. Wright said, leads to suspicion that newspapers are being discriminated against while slower publications are favored.

"The fact is daily papers frequently are finding themselves scooped," Mr. Wright wrote, "by weekly magazines and even books on matters of tremendous importance to America because the War or Navy Department decree nothing shall be used before a date they arbitrarily set."

He cited publication of General Marshall's report by Simon and

Schuster as the latest development focusing the spotlight on a series of similarly unhappy experiences.

"In the case of the Marshall report," he concluded, "the argument was made that the delays in getting the word out as to the availability of these copies and having individuals send in cash for them (if they had been printed as official documents by the Government) would be so great that the sales would be much restricted. Therefore private publication and distribution was decided upon. That is why some copies 'through error' were sold a week before any newspaper was allowed to print any of the contents."

"Nevertheless the dailies are being held to the release date of Oct. 9."

### Paper Scarcity Threatens European Press —Steinman

A FREE PRESS in the defeated countries of Europe provides the most powerful means for enforcing the peace, Col. J. Hale Steinman, publisher of Lancaster (Pa.) Newspapers and director of the Printing and Publishing Division of WPB, said in an address before the Lancaster Kiwanis Club on his return from Europe.

The Germans are an efficient and clever people, he said, and the only preventive outside of force to keep them from coming back is "free reporting of events, and the light of publicity on their activities."

He warned that scarcity of newsprint in Europe is having its effect on freedom of the press. He cited France as an instance where no one can get newsprint except through the government and said this government control is reflected in the recording of events.

In England, however, Col. Steinman said, the press is as unrestricted as in the United States except that their libel laws are much stricter.

### Bigger Waste Baskets?

SINCE the end of the war, several editors have noted, a greater amount of commercial publicity is coming into newspaper offices than ever before. Most of it is rubbish but some of it, alas, manages to sneak into newspaper columns.

Shall we get together and do something about it, and if so what? Or just install bigger waste baskets?



## A NAVY REQUEST AND AAF THANKS

Admr. Miller Seeks Jobs for Demobilized Personnel;  
Gen. Eaker Expresses Appreciation for Clippings

WHILE most editors are rebuilding depleted staffs with their own men returning from the war, there may be some who have vacancies for other ex-servicemen. In the hope of finding them, Rear Admiral H. B. Miller has addressed the following letter to the Society:

"The Navy's Office of Public Information is staffed almost in its entirety by Reserve personnel. Under the Navy's demobilization plan, the vast majority of the officers and men will be returned to civilian life within a brief period of time. Naturally I am interested in facilitating the transfer from military to civilian life for these people who have worked for me ably and conscientiously.

"A great number of our people have worked on the phases of our assignment which deal with the press. There are also others who, while their assignments have not been directly connected with the press, have acquired an interest in this work. I anticipate that many of these will desire to secure positions in the newspaper field when they return to civilian life.

"While a large percentage of the members of my staff who came from newspaper work to the Navy already have positions awaiting them there may well be others who have not made arrangements. I would be very interested to hear from any newspaper editors who are seeking personnel with experience and ability so that I may put them in touch with members of my staff who desire to secure positions with the press of America."

Anyone interested should address Rear Admiral H. B. Miller, Director, Office of Public Information, Executive Office of the Secretary, Navy Department, Washington 25, D. C.

A SERVICE to supply Army Air Forces overseas with newspaper clippings, inaugurated by Basil L. Walters of Knight Newspapers, has been carried on for nearly three years through the cooperation of ASNE members. The job, now done, has brought letters of appreciation from many AAF officers.

"On behalf of the Army Air Forces, I want to express the appreciation of the thousands of AAF personnel overseas who have received the hometown newspaper clippings about their activities during the past year," writes Lt. Gen. Ira C. Eaker, Deputy Commander, AAF. "The American Society of Newspaper Editors and the volunteer clippers are herewith commended for their valuable contribution to improving morale among AAF personnel."

Lt. Col. Donald J. Wilkins, now Acting Chief, Office of Information Services, AAF, says:

"During 1943 and early '44, while I was connected with PRO, Eighth Air Force, the clippings furnished us by your group of volunteer workers were of inestimable assistance to us in accomplishing one of our most important assignments—keeping up the morale of the boys who were doing the job."

From Capt. Ray W. Bonta, Air Forces Group, Bureau of Public Relations:

"Recently I made a 40,000 mile trip through most of our overseas theaters of operations. Everywhere I found appreciation voiced for those clippings which rank second only to a letter from home in interest among the men. The men and women who have unselfishly given their time to this project are deeply appreciated."

There are others; but these suffice to indicate that the job undertaken was worth while, and well done.

**WHAT kind of stories are news** now that war is off the front pages? Shall we again play up undistinguished murders, child mothers, black widow spiders, hermaphrodites and other trivia that once commanded front page space? If not, what's the alternative? Your most thoughtful ideas are solicited for the next issue.

## THE AMERICAN SOCIETY OF NEWSPAPER EDITORS

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### QUOTATIONS

IF THERE is any blight on American newspapers today, much of it can be attributed to our failure to stand up against the horde of press agents who protect their bosses, either in business, civil, or military positions under the deceptive titles of public relations officers. We are too ready to accept specially prepared handouts instead of news, too willing to attend "off the record" sessions which bottle up news and in many cases too lazy and unimaginative to dig for the facts. —John S. Knight, addressing the English Speaking Union in Chicago, Oct. 12, 1945.

I believe everything in the Bible, 'from kiver to kiver' except 'The meek shall inherit the earth.'—Josephus Daniels, Raleigh News and Observer, in Washington News Digest for July.

Wonder why an editor joins ASNE but never attends its conventions? Speaking for himself alone, Barney Thompson of the Rockford Register-Republic and Morning Star, replies: "I like people, but I hate travel. Some day I am going to break down and go to an annual meeting."

# THE BULLETIN

OF THE AMERICAN SOCIETY OF NEWSPAPER EDITORS

Walter Williams Hall

## 'Bedroom Murders' Off Page One In Patterson's Assay of News Values

Asked for a suggestion for THE BULLETIN, A. O. H. Grier of the Wilmington Journal-Evening replied, "It's much too long since we've had a piece by Grove Patterson." Mr. Patterson was willing but requested a specific assignment. Here it is: "Bert A. Teeters of the Springfield (O.) Sun says editors need a triple dose of self-criticism. You're elected to mix and administer it."

• By GROVE PATTERSON, Editor  
*Toledo Blade*

AFTER DEALING with global war and the world-shaking events in its wake, are we editors going to stagger back into nice bedroom murders?

Just at the moment the question doesn't call for an answer, but it soon will. Today, of course, we have to do with the full-dress problems of reconversion, Russia, strikes and Tokyo. Today we hold up a starving Europe, a Socialist England and a unified fighting force to front page readers. But the day after tomorrow many world matters will settle into a pattern if not a groove and then we must make up our minds. To state my findings in the first paragraph, as any other young reporter is taught to do, I announce that I think some of us have had the levels of our thinking lifted and the sides of our imagination pushed out. We are never again going to make the first page a police court blotter.

THE MEETING of the Board of Directors will proceed according to schedule, Dec. 13 and 14, in Hotel Statler, Washington.

Members wishing to propose candidates for election should write the membership chairman, Dr. Julian Miller, Charlotte Observer, without delay.

Other matters for consideration of the Board should be addressed to President Knight or Secretary Young.

Newspapers are going to have the advantage of the thinking of some reporters who have come home from the wars. They have come home with an awareness of the world—yes, the one world—that they have never had before, and few of their fellows can have. In their minds—and this may be true of the minds of their editors—the old-time stories are not going to be as good as they used to be. Remember the gag about the old gray mare that ain't so good as she used to be? Well, she never was.

We became used to censorship during the war. Thank God the bars are down. But we need another kind of censorship—one of which we have rarely had enough. We need the censorship of good taste. But good taste is only part of it. We need to be guided by something even more important than good taste, something fundamental. We need the self-imposed censorship of our minds which will hold us, in the play of the news, to the things that matter.

This is what I venture to call forward-looking criticism. I don't know who is going to need it, or when, but I am sure some of us will. That's my first suggestion, and now I'll go on to something else.

\* \* \*

I don't know why Alice Fox Pitts asked me to set myself up as a critic, unless it is for one reason—unique if not convincing. As far as she can find in the records, I am the only charter member of the American Society of Newspaper Editors who has never missed a meeting. Having been president of the Society for two terms and Chairman of the Program Com-



GROVE PATTERSON

mittee five times, I may be allowed to sit in the chimney corner and croak feebly.

The next croak is about slovenly writing that is easily visible to the naked eye as one reads the print. For example, I find in an eastern newspaper of prestige and importance:

"Plans for the construction of 100 detached houses to cost more than \$2,000,000. were announced today. Each house will have six rooms."

Must be a pretty good little house for \$20,000., I should say. Wading doubtfully on I finally gather that the story refers to a two million dollar project, including streets, sewers and the appurtenances of a small city in which these houses will be built. Slovenly writing makes the customers wade.

Again, I see by an eminent New York family journal that "the Japs have on hand an unspecified number of thousands of bales of silk they would love to send to us for food."

Personally I don't want any, as silk never agreed with me. Later, with



more wading, I learned this is a story about barter and exchange.

Now I shall take no more valuable space by giving further instances. But you see what I am talking about. Your paper and my paper are guilty on count after count, I am afraid, when it comes to slovenly writing. The simplest writing is always the best style, and it is the most difficult. In fact, the top rules for writers and public speakers is: Keep the ideas up and the language down.

\* \* \*

I close with an observation which is not critical. I hope it is suggestive. I am convinced the average American does not know what "free press" is all about. He has never thought it through. He is practically unaware of its implications. I should like to see more editorials or feature pieces that would tend to acquaint the reader with what a "free press" means. As Ralph McGill so well said in an issue of the Atlantic some months ago, a free press is something that has been given to the people, not to editors. The people can take it away, either bit by bit or all at once. A free press is the people's main protection, their chief champion—not a meal ticket for editors and publishers. Newspapers without their traditional freedom could make plenty of money. The chief implication of a free press is not freedom for profit.

And so, let us tell our people, over and over, that democratic government can function only so long and only insofar as a channel is kept open, unimpeded, through which news and criticism, and sometimes condemnation and praise, can flow from the center of the government to the borders and back. Let's try and make our people UNDERSTAND what a free press means—to them.

I am sorry old Mr. H. G. Wells has decided to pass up civilization and call it a day, as he has in his latest (but never his last) book. But I shall always honor him for one remark above all others:

"The Roman Empire fell," he said, "because there was no newspaper to apprise the people in the outlying territories of what was going on at the center."

I now recede to the chimney corner and the carpet slippers.

NEXT MONTH: Col. Oleta Culp Hobby reviews the problems of editing as she sees them on the Houston Post.

## EDITORS' LETTERS

I AM the last person in this business to advocate standardization of newspapers. The more individuality, the better. However, in the interests of efficiency and lesser costs, I feel a standardization of style as it concerns caps and lower case, spelling, etc., could well be effected by the press associations and their subscribers.

It takes weeks to train a new employee, and even then no one is quite sure without checking his paper's style-book. Then, too, how much time is wasted in the composing room by proof reading changes of the slips that get by the editorial desks? How much time is needed just changing the syndicated pieces every newspaper uses?

Maybe somebody can lay these wastes end to end and tell us how far they reach.

KENNETH S. CONN,  
Mercury Herald and News,  
San Jose, Calif.

REFERENCES in the last issue of THE BULLETIN to the spring meeting inspire me to suggest that a full discussion of radio newscasting and its effect on the press in general ought to be on the program. I still think a lot of publishers fail to realize this potent competition, and a thorough-going discussion is in order.

STANLEY P. BARNETT,  
Cleveland Plain Dealer.

THIS refers to your letter apologizing for adding the letter "s" to my name. No apologies are necessary; printers do it all the time.

WILLIAM P. STEVEN,  
Minneapolis Star Journal & Tribune

### Send for Code of Ethics To Have It When Needed

A NEWSPAPER representative asks for copies of the Society's Code of Ethics, for South American clients interested in the functioning and procedure of ASNE. For the first time they are available in convenient form.

Members, too, will find this new pamphlet handy for reference, as it also contains the by-laws.

Copies, free, may be obtained by writing Secretary Dwight Young, The Journal-Herald, Dayton 2, Ohio.

## Meet a New Member: Weaver of Columbus, Formerly Ft. Worth

WHEN Don E. Weaver left the Fort Worth Press last summer to become editor of the Columbus Citizen, he was returning to his home state.



He was born in Ohio, near Cambridge, in 1901; went to Hebron high school, was graduated from Denison University at Granville; and spent most of his professional life on Ohio newspapers.

He had been editor of a weekly newspaper, The Granville Times, when he joined the Scripps-Howard organization in 1928. Starting on The Cincinnati Post, he was made editor of The Kentucky Post three years later and, in 1936, went to Texas as editor and publisher of The Fort Worth Press.

Wherever he sits down behind an executive desk, he "tries to be a hometown sort of editor, and to follow the philosophy that an editor's place is not to 'run' his community but to be a responsible part of it, along with other citizens."

In Texas, he took an active part in Pan-American relations, learned to read, write and speak (with moderate fluency) the Spanish language. He was chairman of a committee which sponsored the first Pan American Relations Day in Fort Worth, last spring, an event which is to become an annual observance. It attracted representatives of business and government from Mexico and was enthusiastically received by Mexican newspapers and magazines.

JONATHAN DANIELS, Raleigh News and Observer, had the lead story in Collier's for December 1, with by-line display on the cover. The title: "That Poor Man in the White House." The Presidential salary was more than adequate in the days when Taft was able to save \$25,000 a year, Mr. Daniels said, but President Truman will be lucky if he can break even on the same amount.

## A TALE OF JOY (AND WOES)

Paul Walcott Edits Small Newspaper by Choice;  
Covers Fire when Cub Reporter Has Heavy Date

• By PAUL S. WALCOTT, Editor  
Greenfield (Mass.) Recorder-Gazette

OF COURSE, no able editor of a small newspaper is in that field except from deliberate choice. He likes the country and its people. Who among us would choose to live in Washington, in New York, or even in Kansas City or Detroit, if the spur of ambition were not rowelling our mind and body?

Given this choice, the rest is easy. There is no cause for the Guild to pester the small-town editor, and since he is not pestered, he lives rather continuously with his job, without being particularly aware of it as a matter of wages and hours. He lives in his community, and his interest in it is the composite of the interests of all his readers. So the news comes to him naturally, and can be handled naturally.

This editor can be approached more easily by anyone with an ax to grind, but he is fore-armed by knowing the first name and middle initial of nearly all who approach, and a lot more about the business and foibles of each. Nor, if there is any fool left today who would try an advertising boycott as a bludgeon, need the small town editor risk his bread for principle as he has been forced to at some times and places in the big towns. He knows his 10 to 20 page paper can live on circulation revenue alone; any single or group of space accounts are just so much marmalade for the bread, and excessive calories may be unhealthful.

It is no trouble at all, although it takes a great many hours a day, and the editor typewrites his own letters and pieces for THE BULLETIN, and covers the fire himself if the cub reporter really has a heavy date—no trouble at all to know and record what goes on in the community and in the country, and to inspire or give strength to some of the better things that may be going to happen.

That is, it used to be no trouble when most individuals were self-sufficient and communities mostly had home rule. Now no individual can eat or even draw his pay without government sanction and no town

can fire an ineffectual police chief or dispose of its sewage without having to deal with one to a dozen bureaus. The rules are too complex and variable for anyone to live by the last Acts of the General Court or of Congress. You have to know whom to see and how to get to see him, and just knowing that is a lot more difficult than all of life used to be.

His townspeople look to the editor to explain the whys and wherefores, and that is where the small town editor meets his problem and more often than not muffs it.

If a street hole isn't mended or a policy game operates, any editor can find out why, and his readers have it tended to according to their likes. If our battlewagons are lined up like duck decoys in Pearl Harbor, for the Japs, or unemployment compensation induces hundreds to take 26 weeks vacation instead of helping turn out the goods they themselves lack—how is the editor going to get the right of it?

The small town newspaper is usually dependent on a single wire service. Those boys don't spend much time peering under government beds, for fear their members or clients will accuse them of partisan politics. They find the bureau press agent mighty handy, but not as handy as he finds them.

Paul S. Walcott.

(Passport pictures, never to be taken too seriously.)



TWO REQUESTS for a picture brought no response from Paul S. Walcott. A wire suggesting, "If no current photo available, how about one from the family album?", achieved results. Mr. Walcott turned instead to his wallet and extracted, apparently a trifle bitterly, the passport pictures he used when he went

Presumably the press agent was created to help people get the answers from their government but, with rare exceptions, he keeps on the payroll by fending off embarrassing questions and by feeding out pap which he hopes will perpetuate his agency chief's job and his own. Instead of a conduit he has become a dike between people and their tax-and-deficit-supported government.

The metropolitan newspaper can keep a man or men digging as independently into the State House or Washington as it does at City Hall, but the small paper cannot afford it. Yet today the American citizen has given over his daily life and limb to the control of legislators and functionaries, and the real news is hidden from 100 to 3,000 miles from the editor's desk.

It does help a small town editor to attend the Society's annual meeting and to read its Bulletin. What the members say before the whistling microphone or in the corner of the bar does fill many blank spaces and illumine some dark ones. But it was amazing in 1944 (or was it a war-time monstrosity?) that every public official and public employee who addressed the Society was "off the record." If the Society has or acquires the standing it should have, it should be able to have those in government come before it and say something worthwhile that can be heard through the land. Else why bother? We've printed their pictures in our newspapers so often we know what the birds look like anyway.



night's sleep. His correspondence in the matter, aside from letters to congressmen and senators, centered on a Mrs. Shipley. The episode made a nihilist of him for some months "with the special permutation of advocating slaughter of female officials." By implication he includes the editor of THE BULLETIN in that category.

"I enjoyed my first and only meeting of the Society in 1944," Mr. Walcott writes. "I had friends among its members before, retained these and added several. I was eager in anticipation of the next session, when I should be relieved of the necessity of wearing a freshman badge."

"In submission to your insistent demand I herewith supply the same photographs that involved me in open warfare with the U. S. passport division. If you use them in THE BULLETIN and I suffer thereby any of the torments and humiliations incurred by their only previous appearance in documentary form, I warn you solemnly that the day after I lift Mrs. R. D. Shipley's scalp I shall be hunting yours. And no subterfuge of a P. O. Box in Wilmington shall avert my vengeance."

ERWIN D. CANHAM, *Christian Science Monitor*, suggested this series on ASNE members in smaller cities with the idea that there are many outstanding editors among them who deserve more consideration and encouragement than the Society has heretofore given them.

Next month: Col. Harry M. Ayers, publisher of the *Anniston (Ala.) Star*.

### Mrs. Dwight Young Dies, Well Known as Writer

THE SOCIETY extends deepest sympathy to Secretary Dwight Young in the loss of his wife, Daisy P. Young, who died Nov. 7 in Miami Valley Hospital, Dayton.

Mrs. Young, who was 59 at the time of her death, was well known in newspaper work. For more than ten years she conducted the "Betty Fairfax" column in the *Dayton Herald*. In this connection she organized a series of very successful "Lonesome Parties" at the YWCA for strangers in Dayton. She also corresponded for the paper when she toured Europe and on trips in this country. She was active in women's newspaper organizations in Ohio and in sorority and civic affairs.

## 'Hold on to Those War Pictures,' Says Librarian after Experience in 1918

HOW WELL newspaper libraries handle their post-war problems obviously is important to the editorial department. What's to happen to thousands of cuts of men in uniform? To war pictures in general? (Some will never be used again, but there's hell to pay if the certain one an editor wants to run on V-J Day, 1948, has been discarded.) To overcrowded files in dire need of weeding out?

These questions were addressed to W. S. Gilmore, editor of the *Detroit News*, a newspaper whose library is outstanding. They are answered by Ford M. Pettit, head of the reference department.

Librarians learned one lesson from the other war, Mr. Pettit says. "We expect to do only minor weeding out of (general) war pictures, as experience after World War I showed a tendency towards steady depletion of the files through wear and tear on pictures, destruction of pictures through use in layouts, and loss through various and unexplained means." He indicates there will be plenty of discarding, of pictures that were none too sharp to begin with, of duplicates and so on, but he adds, "We do want to keep a larger collection than we kept in 1918."

"Cuts of service men who appeared in the casualties carry a temporary stamp," Mr. Pettit continued. "As soon as the editorial staff is through with casualty summaries and honor rolls, cuts of all the dead will be eliminated and the others examined as to possibilities of use. Probably 95% will be discarded."

Portraits of service men who died or who are not apt to appear in the news will be discarded, but not for some time. "Such things usually come when the pressure for more space becomes too great, which is really unfortunate, because the rush to make space means that the work has to be done too hurriedly," Mr. Pettit says. He adds: "If a man is expected to become prominent in any field, it would be advisable to keep his picture in uniform indefinitely as a matter of record." That's where rules break down and the indefinable prescience of the expert enters, for who is to say which sergeant of today may be a

brass hat in business ten years from now?

Two normal practises given up during the war have now been resumed, Mr. Pettit says. Systematic weeding of clippings and photographs was suspended but has begun again. Mailing of biographical questionnaires, also suspended, has now been resumed on a limited scale. "We plan to resume this on a large scale as soon as possible," Mr. Pettit reports, "because we are lacking in biographical material in several fields."

The News library has an unusual set-up in that it consists of two departments. The reference department is an outgrowth of the original "morgue." In addition there is the George B. Catlin Memorial Library, with Frances E. Curtiss as librarian. It is operated along the lines of a public library; but in addition, the books are indexed for pictures particularly suitable for use in illustrating news and feature stories. Outdated books are discarded to keep within the limit of 24,000 volumes arbitrarily established.

### British Call the Morgue 'Intelligence Department'

NO REALLY appropriate name has ever been found for that part of a newspaper office where every one goes when they want something quickly. Paul P. Foster, librarian of The Philadelphia Inquirer, reflected on this idea in the April Journal of the Special Libraries Association.

"The word 'library' is not an ideal description of this very essential department of a great newspaper," he wrote. "But morgue and graveyard are out of date; reference department is clumsy; intelligence department, used by the London Times and other British newspapers, too stilted; and so the word library, even if it has been a misnomer has gradually become the accepted term."

The Special Libraries Association has an active newspaper group, of particular interest to newspaper librarians and of indirect value to editorial departments, well worth investigating if your librarian does not belong.

## ASNE MEMBERS' PROJECTS, TRAVELS, WRITINGS

Lee Hills Runs Free Press Contest; H. R. McLaughlin Renders Aid to 4-H Clubs; P. L. Jackson and W. R. Mathews Report on Japan

WITH world news freedom still one of the most important factors in the peace, Managing Editor Lee Hills of The Miami Herald has announced that the subject for The Herald's second annual essay contest for local high school students is "World News Freedom—Its Vital Role in the Future."



More than \$2,000 in prizes, headed by a four-year scholarship to the University of Miami, are being offered for the best essays.

Judges are John S. Knight; Millard Caldwell, governor of Florida, and Dr. Bowman F. Ashe, president of the University of Miami.

The contest has drawn nationwide attention, with statements of acclaim coming from such prominent figures as President Truman, Senator Walter George, Attorney General Tom Clark, Ambassador L. B. Pearson of Canada and many others.

Last year 75 per cent of all Dade county students eligible to enter the contest submitted essays. Similar results are expected this year.

The contest is being promoted through stories in The Herald, displays in schools and public libraries, addresses in schools assemblies by Herald editors, stories in school newspapers and on The Herald's radio station WQAM.

### Farm Leaders Applaud Work of "The Bees"

THE WAR increased the importance of 4-H clubs to the nation, yet because of wartime conditions their programs suffered seriously from lack of adult leaders and other factors. Struggling with that problem, officials of the Agricultural Extension Service of the University of California took it to H. R. McLaughlin, managing editor of The Fresno Bee. He came to their aid with a program of incentive awards credited with bringing about increased activity among 4-H clubs

in the productive interior valleys of California.

Plaques were offered clubs for outstanding work, with certificates of merit for adult leaders. The plan caught on so well it was taken up by another McClatchy Newspaper, The Sacramento Bee. Their affiliated radio stations cooperated. Presentations were made at dinners in both cities.

Although the resumption of the California State Fair and of county fairs will make the aid The Bees rendered less vital in the future, the plan has been so successful that it is to be continued. Extension service officials assert the newspapers' program plays an important role in keeping California's agriculturally minded youth grooved in the right channel and in making them realize how indispensable to food production their efforts are.

### A Reprimand: "Our Boss Went to Tokyo, Too"

ONE TROUBLE with editors is that they recognize news at a glance—except when it concerns themselves.

Did any member who witnessed the surrender proceedings voluntarily send a dispatch to THE BULLETIN? No. But a member of the staff of the Oregon Journal who read an account of W. R. Walton's trip to Japan in the last issue writes with asperity, "After all, there were only seven publishers who had ringside seats at the closing scenes of the Pacific war, and P. L. Jackson was one of them."

Our correspondent encloses copies of The Journal's "Armed Forces Extra," in which Mr. Jackson gave a round-up story of last summer's tour. He had left in July with a party of 20 publishers, to inspect military installations, when the Jap surrender came along, catching him aboard the carrier Yorktown.

Three things that impressed him on the trip were "speed, power and military intelligence"—also the number of people he knew that he found everywhere in the Pacific area.

The Oregon publisher met Admiral Halsey "who maintains that if they had left him alone he would have

licked the Japs a couple of years ago." He chatted with General Mac Arthur, and says of him, "He struck me as being not only a very intelligent man but an intellectual one besides. He is a man of a good deal of emotion. He also parts his hair right over his ear."

We hope The Journal staff feels better now.

### W. R. Mathews' Articles Reprinted in Supplement



W. R. MATHEWS, editor of The Arizona Daily Star, serves also as foreign correspondent for the Tucson newspaper. Even in peace times, he makes more frequent trips abroad than most editors. Following publication in the paper, his articles are customarily reprinted in tabloid form; the latest, dated Nov. 4, is titled "We Conquer Japan."

Page one is a photograph with a caption which begins: "From a seat in the first row atop the turret of the U.S.S. Missouri, the author (shown bald and hatless, extreme upper left) watched..."

Mr. Mathew's current story begins in Hawaii on July 5, and covers his trip to Tokyo. Also reprinted are an editorial from The Star of Nov. 28, 1941, predicting the attack on Pearl Harbor, and three articles published in April, 1945, forecasting the manner in which internal dissension in Japan would bring an end to the war. They are reproduced "to emphasize how political and psychological factors intermesh with military considerations to precipitate war and to end war, and how they can be used effectively."



## Editors' Wit and Humor Revealed In Meetings of Years Gone By

(Paul Bellamy, *Cleveland Plain Dealer*, on "Circulation as it Relates to News," in 1933.)

SEVERAL years ago I was coming into my building one morning and I ran into a wagon man who handles the paper on the public square in my city and I said, "How did it go today?"

He said, "Too much heavy news, too much politics and international affairs."

I said, "Joe, what is your idea of a good story anyway?"

He said, "This would be a good story: Racketeers break into White House and kidnap President and wife from their beds."

I said to Joe, "You win."

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### Still Spelled "Hight"

(Stephen C. Noland, *Indianapolis News*, in a round table on "The Editorial Influence Today" at the 1941 meeting, pointing up his argument that it is good for newspapers to be independent rather than to be swept away by public opinion.)

THE PAPER I am on is strongly prejudiced on a number of subjects.

In 1887, our founder and then editor, John H. Holliday had reason to complain that his copy wasn't being followed in the composing room. In the next piece of copy he sent down, he misspelled the word "height." He spelled it "hight." The composing room was jubilant with the evidence that he had misspelled it that way. He said, "If I wrote it that way, it is spelled that way."

Since 1887, we have spelled it

SOME COPIES of the Proceedings from which these excerpts are quoted are still available. There's an ample supply of the 1933 book; more than enough to fill all orders for the 1935 edition; and a few of the 1941 volume for anyone who particularly wants it.

Price to members is one dollar each, on application to Secretary Dwight Young, Dayton Herald-Journal, Dayton 2, Ohio.

"hight." We have done that in eight-column heads. We have had telephone calls swarming on us. People would not notice it until they saw it in a headline. We have had school teachers, parents, wanting to know why we spelled it that way.

There is no reason on earth. The dictionary never mentions it. I suppose it would be all right if it were one of those spelling reforms, but we spell it that way because it is our privilege to do so. We have spelled it that way since 1887, and God willing, we will spell it that way for another 100 years.

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### Ministers' Favorite Cuss Words

(Wallace Odell, *Westchester County Newspapers*, on "The Conflict between the Important and the Interesting," in 1935.)

IN OUR dailies in Westchester County, we are continually striving for interesting stories. We send out feature subject suggestions to our editors, and some of them have done a fine job.

It is the homely things of life, the human interest stories, the dog stories, etc., that get a big reader appeal.

One of our editors sent a reporter to get a story from prominent ministers on their favorite cuss words. One minister was satisfied with "Consarn it!" while another relied on "Jehosaphat!" I do not know how much these words would improve your golf game, but you might try them out sometime.

Interesting, I think, but maybe not so important. Try it on your Dr. Cadmans and Fosdicks.

Another feature we tried was to ask traffic policemen who were better drivers, men or women. It developed many interesting angles and one darned good story. A cop called a woman down for not holding out her hand when she made a left turn.

"I did hold out my hand," retorted the woman.

"Well, if you did," replied the cop, "I didn't see it."

The woman hotly retorted, "If I had stuck out my leg you would have seen that all right."

## PERSONALS

WILLIAM H. JOHNSON, publisher of the Tucson Daily Citizen, was sent home to his couch by the doctor in early September, with the diagnosis over-work, and was permitted to return only two weeks ago. He resents being denied "most of the pleasures of life, the chiefest of which is good, hard work" and also being placed on an infant diet. "I have descended valiantly from Scotch to milk, just at a time when babies need the milk more than I do, but fortunately when Scotch is too expensive to buy in any event."

J. C. DeWolfe, of the Worcester Telegram and Gazette, and an ASNE member of long standing, has resigned from the Society because ill health no longer will permit him to attend the annual meetings.

Russ Stewart, who joined ASNE as managing editor of the Chicago Times, has been made general manager. The announcement was made Nov. 20 by Richard J. Finnegan, editor and publisher.

Don Morris resigned the editorship of the Palm Beach Post-Times, following the death of Mrs. Morris, to make his home in Philadelphia where his brother, Lee, is movie critic for The Record. Now Mr. Morris is also with the Record, "a liberal paper, which fits my tendencies," he says. Asked if the rumor that he was commuting from Florida is true, he replied, "No, but on cold days like this, I wish I were."

Vincent Y. Dallman, editor in chief of the Illinois State Register, Springfield, is conducting a one-man campaign to bring about a more friendly understanding between neighboring cities in his region. With Mr. Dallman waving the baton, and also acting as principal speaker, the Springfield Transportation Club recently entertained members of the Peoria Transportation Club in Springfield.

There was a time when Springfield and Peoria were constantly at each others' throats, but no longer. "Now I feel sure," Mr. Dallman reports, "I could get more votes as candidate for Mayor of Peoria than I could as candidate for Mayor of my own home town."

## 'INACTIVE' LIST VANISHING

Members in Service Home or Hope to Be by End of Year;  
A Report on Recent or Imminent Arrivals

EDITORS in war service are returning home fast these days and by the first of the year only a few names will remain on the ASNE "inactive" list.

Colonel Walter M. Harrison went back to the managing editor's desk of the Oklahoma City Oklahoman and Times early in the fall, after doing one of the longest hitchhikes in the Army of any ASNE member. Long before Pearl Harbor, Col. Harrison went into a year's training with the 45th National Guard division. He had always felt cheated out of an opportunity to serve in the last war, when three young children kept him at home. He had always been a "raving Anglophile"—the description is his own. And in October, 1940, he said:

"I take this defense program seriously. I think every man who does not have his nose to the grindstone should be in this thing somewhere, somehow."

"This country has been good to me. I have taken everything I could get from it and given nothing. I shall not be so blind any more . . . I know my job as a writing editor is not essential. I believe that a little bit of service for country on debit account is vital for every one of us and I shall feel better about living with myself after having done a miniscule task for Uncle Sam."

### Also Enlisted Early

Major Irving W. Hart, then editor of the Idaho Statesman, Boise, Idaho, answered the call to the colors about the same time. At last report, he was with the Selective Service Division of the Army in Washington.

Colonel J. Noel Macy, (Capt. Macy when he was with the 101st Mechanized Cavalry at Fort Devens in the early months of 1941) is now with the State Department. He is still a reserve officer but while he is a civilian again, he has not returned to Westchester County Publishers, of which he is President.

Colonel Burrows Matthews, Buffalo Courier-Express, should be home now from France where he served with SHAEF, later with UFSET, as a public relations officer. He was expected by Thanksgiving.

Commander William J. Connors, Jr., publisher of the Courier-Express, had already preceded him home.

Major Talbot Patrick, Goldsboro (N.C.) News-Argus, who served under Colonel Matthews, has returned to Washington. He had been living there, prior to going into the Army, when he was with several government agencies which wound up as OWI.

(FLASH: Mr. Patrick won a lieutenant colonelcy before his discharge. A note giving his new rank says also that he is touring the country. "I feel I have a lot to learn about conditions—including mental and emotional ones—in the U.S.A. before I begin active newspaper operations.")

### Saw Service Overseas

At last report, Capt. Ben E. Maidenburg, USAAF, The Detroit Free Press, was on terminal leave and on his way out of the Army. He spent most of his time in the far Pacific and is the only ASNE member to take part in six amphibious landings, the last the Philippine invasion.

Capt. Lloyd Laprade, The Morning Herald, Durham, N. C., has a new APO number, indicating he is not headed home yet.

Lt. Comm. Barry Bingham, Louisville Courier-Journal and Times, whose work in London in public relations with the Navy won wide acclaim, returned to his desk last month after four years in service.

Lieut. Kenneth MacDonald, Des Moines Register and Tribune, in the Navy just a year, might be home around Christmas. (No indication whether this is personal hope or official promise.)

### Arrived or Expected

John F. James, who entered the Navy the hard way, as an apprentice seaman, in April 1944, was discharged last month as a pharmacist mate, third class. He returned to the Johnstown Democrat as editor on Nov. 26.

Lt. Col. Rex Smith, who went into the Army Air Corps from the Chicago Sun, was still in Washington when last heard from, attached to General Arnold's office.

Lieut. George R. Shoals, Rochester Democrat and Chronicle, was last heard from in Cairo. He is expected home within the next few months.

Lieut. Paul C. Smith, San Francisco Chronicle, who made front page news when he gave up an officer's rank and an executive desk in the Navy Department to enlist as a private in the Marines, is back on his job as editor and general manager.

Charles E. Green, U.S.N., has returned to the Austin American-Statesman as co-editor with Gordon Fulcher.

That completes the list of recent or imminent returns. Others, who have been drifting back since around V-E Day, have already been noted in these columns.

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## Roosevelt's Press Relations Reviewed

AN ARTICLE in the September Journalism Quarterly, "Franklin D. Roosevelt and the Press," has more than passing interest for editors. Written by Dr. James E. Pollard, director of the School of Journalism at Ohio State University, it is the most recent phase of an extensive study he is making of the press relations of the presidents.

In spite of the disagreements between the late president and newspapers, or their representatives, Dr. Pollard believes no other president's press relations were so sound. In evidence he presents highlights from historic White House conferences; these, with liberal annotations, are particularly valuable reference for any newspaper library.

Newspaper opposition served a valuable purpose in the years of Roosevelt's incumbency, Dr. Pollard says. "Most of the press was arrayed against him . . . yet one fact frequently lost sight of is that important elements of the press supported him or tried to be open-minded toward him. Another factor too often overlooked was that the opposition press served a useful purpose for both Roosevelt and the public. With the Republican party in eclipse, there was little active opposition to the New Deal outside of the press. As long as the United States operates under a two-party system, energetic and critical opposition is of first importance."



## COL. J. H. STEINMAN HONORED



COL. J. HALE STEINMAN, LEFT, AND WILLIAM G. CHANDLER.

HONOR long overdue was accorded Col. J. Hale Steinman at a dinner, in Lancaster, Pa., on Nov. 12, in recognition of his outstanding service to the press and the nation as director of the Printing and Publishing division of WPB. Fellow publishers of the Pennsylvania Newspaper Publishers Association presented him with a silver tray.

More than 125 newspaper publishers and executives from Pennsylvania, New York and New Jersey attended the banquet for the publisher of Lancaster Newspapers, Inc. William G. Chandler, president of ANPA, was among the distinguished guests.

Only fly in the ointment was Col.

Steinman's prediction that supplies of newsprint for the remainder of 1945 will be extremely tight, and his admonition that he hoped "No newspaper plans to expand in 1946 in any way that will require more newsprint. It will not be available."

ASNE members have contributed mightily to solution of the problems born of government restrictions on newsprint. Arthur R. Treador, vice president of Booth Newspapers, was Col. Steinman's predecessor in the important post of director. Donald J. Sterling, Oregon Journal, laid the ground work when he went to Washington to serve as consultant to the Printing and Publishing Division.

## Authority Catalogs Newspaper Pests Who Play Every Tune on Juke-Box to Influence Editors

THE SELF-APPOINTED censor who barges into the newspaper office to perform an amputation on the day's news, or to retard its birth, is just one of the newspaper pests W. Charles Barber managing editor of the Elmira Advertiser, has encountered. Others are the public relations virtuoso and the earnest workers for causes ranging from pigeons to Esperanto who want to get something into the paper. He told about them all in amusingly woeful detail at a conference of Gannett editors.

"Such pests will play every tune on the juke-box," Mr. Barber said, "from

religious exhortation to the dying mother who will not emerge from a coma if she chances to read the Grand Jury's report. Relatives in extremis, I've learned, are the most avid readers a newspaper has. One interrupted her reading long enough to hang out her washing at the same time her son was twisting his hat in our office in what was billed as filial frenzy that she might not have an unclouded end if she found out he'd stolen a storage battery."

Among the censor pests Mr. Barber listed "the big shot who tries to club you with your boss." It never works

## THE AMERICAN SOCIETY OF NEWSPAPER EDITORS

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WILBUR FORREST *New York Herald Tribune*

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but it is grabbed up by men of action burdened with a cosmically-important Chamber of Commerce committee chairmanship, and Mr. Barber has seen it brandished over every kind of story from a bank closing in Hornell to a contest over an \$850 estate.

Mr. Barber touched briefly on evangelists, complete with 26 instrument bands, who expect the newspaper to print lifeless mats of 120-screen cuts with a foot-long story. "If you don't agree that anybody who offers to shatter the quiet of a religious service with 'The Holy City' played upon a handsaw with bazooka overtones and variations and grace-notes on frying pan, cowbell and other items of domestic and barn hardware is a pest, I'll stop right now."

Nobody disagreed so he went on through the list of pests who make the editor yearn for a shotgun or a super DDT spray, yet who have a right to be heard. "If they can be kept interested in a newspaper without taking it over," Mr. Barber concluded, "they are friends and of such no one has enough."

Although he does not belong to the Society, Mr. Barber is known to many members through his Gannett association and has already been suggested as a bright spot on the 1946 convention program.

# THE BULLETIN

## OF THE AMERICAN SOCIETY OF NEWSPAPER EDITORS

CONVENTION DATES: APRIL 18, 19 AND 20

1946 Meeting in Hotel Statler, Washington, D. C.

### Board of Directors Sets Date, Lays Groundwork

THE DATES set by the Board of Directors for the annual convention, April 18, 19 and 20, are the Thursday, Friday and Saturday before the AP and ANPA meetings in New York, thus facilitating travel arrangements for members attending all of them.

The Board met in Washington, Dec. 9 and 10, to lay the groundwork for the convention and attend to interim business until the now definite date when the Society meets again.

Directors put their approval on a tentative program outlined by Erwin D. Canham. This divides into two parts, public affairs and shop talks. Subheads include foreign relations, with particular interest in Russia; a report of the World Freedom of Information committee brought up to date; the usual session with military leaders, but de-emphasized to proper perspective in a peace-time world; a White House conference, and one with Secretary Byrnes. Shop talks on pertinent subjects might range from columnists and editorial page practices to facsimile, color printing and FM.

### Participation in Plan For Accrediting Voted

AFTER full discussion and upon recommendation of Dwight Marvin, Troy Record, the Board voted \$400.00 as its share toward the plan for accrediting schools of journalism now being established by the American Council for Education in Journalism. ASNE is one of five newspaper members of the Council, and Mr. Marvin is the Society's alternate on it.

Mr. Marvin said the Carnegie Foundation had granted \$15,000.00, over two years, for the project and that all organizations involved are backing it. Besides ASNE, these are

WITH the end of the war, the annual banquet returns to formality; the affair will be black tie; ladies, as always, invited.

Preceding it, the Society again will entertain at a cocktail party for members and their guests.

Price of tickets will be \$7.50. Members are requested not to jump the gun on making reservations; date on which they may be made through the treasurer's office will be announced in The Bulletin.

ANPA, NEA, SNPA, Inland and the American Association of Schools and Departments of Journalism.

With financial support assured, the first step will be appointment of an accrediting group which will work out proper standards. Not all schools will be accredited on the same basis, Mr. Marvin explained; there will be separate standards for graduate, undergraduate and specialist schools.

Newspaper editors will be called upon to investigate schools in their own localities which have asked to be accredited, and to report on whether they meet the standards set.

Mr. Marvin assured the Board that the balance on the Council, between newspaper and school representatives and the financial support each gives, makes control by any one group impossible. In every way, he indicated, the plan meets with the approval of ASNE members who have favored an accrediting system and also removes some of the objections that have been voiced.

Mr. Marvin spoke for Richard Powell Carter, Roanoke World-News, and J. N. Heiskell, Arkansas Gazette, ASNE representatives on the Council.

### 15 New Members, Approved by Committee, Elected

FIFTEEN members were elected by the Board on recommendation of the Membership Committee:

HARRY S. ASHMORE, associate editor, Charlotte (N.C.) News.

HENRY F. BURMESTER, executive editor, Press-Telegram and Sun, Long Beach (Cal.)

DOWSLEY CLARK, managing editor, The Toledo Blade.

THOMAS F. COSTELLO, editor, The Sun, Lowell, Mass.

ALVAND C. DUNKLEBERGER, associate editor, Nashville Banner.

TOM C. HARRIS, executive editor, The Times, St. Petersburg, Fla.

CARLTON K. MATSON, associate editor, Cleveland Press.

LEE M. MERRIMAN, managing editor, Pasadena (Cal.) Star News and Pasadena Post.

CHARLES MOSS, managing editor, Nashville Banner.

FRANCIS P. MURPHY, managing editor, Worcester (Mass.) Telegram.

CARROLL W. PARCHER, editor, News-Press, Glendale, Cal.

CHARLES S. RYCKMAN, editorial writer, The Call Bulletin, San Francisco.

DALE B. STAFFORD, managing editor, Detroit Free Press.

Two members were elected from cities under 50,000 population class. Both had been approved more than a year ago but the annual limit on candidates from this class delayed their election. They are:

FREDERICK W. BRINKERHOFF, editor and manager, The Sun and Headlight, Pittsburg, Kansas.

REESE T. AMIS, editor, Huntsville Times, Huntsville, Ala.

The field has now been so thoroughly canvassed that few eligibles are left. Work of the committee, for the most



part, consists of keeping up with changes on newspapers already represented which create new potentialities.

The report was submitted by Julian S. Miller, Charlotte Observer, chairman. On the committee are: Samuel L. Latimer, The State, Columbia, S. C.; Walter P. Jones, McClatchy Newspapers, Sacramento; Don Morris, Philadelphia Record; Walter W. Krebs, Johnstown (Pa.) Tribune; B. P. Lynch, Phoenix Republic and Gazette; E. Robert Stevenson, Waterbury Republican-American; Philip L. Jackson, Oregon Journal, Portland; and Harold A. Fitzgerald, Pontiac Press.

## World News Freedom Committee Named

PRESIDENT John S. Knight appointed a standing committee on World Freedom of Information to continue the work of the special committee which began this ASNE project. The membership:

WILBUR FORREST, New York Herald Tribune, Chairman

N. R. HOWARD, Cleveland News A. H. KIRCHHOFFER, Buffalo Evening News

JOHN H. SORRELLS, Scripps-Howard Newspapers

B. M. McKELWAY, Washington Star

DONALD J. STERLING, Oregon Journal

EDWARD M. LINDSAY, Decatur Herald-Review

GEORGE W. HEALY JR., New Orleans Times-Picayune

J. R. WIGGINS, St. Paul Pioneer-Press and Dispatch

STEPHEN C. NOLAND, Indianapolis News

ROY A. ROBERTS, Kansas City Star

The name of this committee indicates its functions. Its goal is to keep open the channels of information and the sources of news at home and abroad, or to open them where they are now closed, an objective with which all editors are in accord.

Mr. Forrest stressed the need of such a standing committee to keep alive the flame of interest already aroused in this all-important subject. He suggested that individual editors, through their newspapers, can aid this cause and promised to outline his ideas to members in a future issue of THE BULLETIN.

## ASNE to Honor Price For Work in Censorship

AT THE suggestion of W. S. Gilmore, Detroit News, the Society will present a scroll to Byron Price in appreciation of his work as Director of the office of Censorship.

Mr. Gilmore said that while Mr. Price had already been signally honored, the job he did during the war was of preeminent value to editors and the Society might well go on record to that effect. Board members concurred and President Knight directed N. R. Howard to have the scroll prepared for the April meeting.

Mr. Howard reported that the medals, already voted in memory of war correspondents killed overseas, will be ready in late March. Including photographers and magazine writers, there are between 30 and 40, making presentation to next of kin at the banquet unfeasible. Instead, the medals will be delivered to ASNE members in the correspondents' home cities for presentation. This will provide a more intimate touch, since each editor can work out his own plans for suitably presenting the medals, and will also give wider publicity to the ASNE project.

## Report to be Reprinted

THE BOARD voted to reprint the report made by Wilbur Forrest, Ralph McGill and Carl W. Ackerman on their return from overseas. Book size, in stiff paper cover, the form will be more convenient for permanent reference than the original Editor & Publisher edition. Copies also will be sent to countries the ASNE committee visited.

## DUES UP TO MEET INCREASED EXPENSES

THE REPORT of the treasurer and a report of a special ways and means committee appointed by President Knight last June go hand in hand.

On April 1, 1945, David Lawrence said, we had a balance of \$5,058.54. By December it had doubled—\$10,531.29. The figures, he added quickly, are somewhat illusory, since there were no expenditures for the convention or printing the Proceedings. He estimated that for 1946, we will just break even.

That allows no leeway for unexpected expenses or for good works

## Canham Flies from London; Tom Wallace Honored

ALTHOUGH well over a quorum, the Board meeting was smaller than usual.

Erwin D. Canham, Christian Science Monitor, arrived late and by plane direct from London where he had been presenting Boston's claim as the logical place for UNO headquarters.

Tom Wallace, Louisville Times, reached Washington too late for the meeting. He had been detained in New York where he received the Maria Moors Cabot medal, awarded by Columbia University for journalistic achievements which advance international friendships in the western hemisphere.

President Knight presided. Others attending were Roy A. Roberts, Kansas City Star; Basil L. Waters, Knight Newspapers; Dwight Marvin, Troy Record; N. R. Howard, Cleveland News; Alexander F. Jones, Washington Post; W. S. Gilmore, Detroit News; Wilbur Forrest, New York Herald Tribune; Secretary Dwight Young, Dayton Journal-Herald; and Treasurer David Lawrence, United States News.

Directors had a foretaste of the privileges members will enjoy when they meet in Washington in the spring. General Eisenhower was their guest at dinner. Secretary Schwellenbach joined them for a luncheon discussion; so did Dean Acheson of the State Department. The Board went to the White House for a brief meeting with President Truman.

These meetings were informal, off-the-record, attended only by members of the Board.

## Fritchey Likens News Presentation To Poor Telephone Connection

IF NEWS of world import frequently stumps the experts, how is it to be made intelligible to the lazy or ill-informed reader? That is today's Number One editorial problem on Clayton Fritchey's checklist.

There's no dodging the issue, he says. Newspapers must find ways of achieving real communication, a clearer connection, with their readers. Here he reports on experiments along these lines undertaken by The Item, and urgently solicits ideas tried out by other members.

• By CLAYTON FRITCHEY  
Executive Editor  
The New Orleans Item

IT SEEMS TO ME there is one problem which concerns, or should concern, every newspaper and that is: How to achieve real communication with readers.

So far as I can see no daily newspaper has really licked this problem.

In various ways many papers are trying to make better contact with their subscribers but it is clear that none of us has all the answers. When the next convention takes place I personally would welcome an exchange of ideas on this subject and a pooling of information on experiments that have been tried here and there.

Most editors, I think, will agree that when our readers put down their papers they have in the main only a foggy notion of what they have read—especially the news of real import. This is as unsatisfactory as a poor connection on the telephone.

## News Was Elementary

A decade or so ago this was a relative unimportant matter for our front pages were filled with such simple and elementary events as national golf tournaments, gangster wars, etc. There's one nice thing about crime and sports news: something decisive happens; somebody wins or loses; there are no ragged edges or "ifs," "ands" and "buts."

But now of course we have a mighty run of news that often stumps even the experts; few if any readers have a wide enough background of knowledge fully to understand all the news that comes pouring in each day. What are we doing about this?

There are some papers which print a great volume of straight news and they seem to edit their papers on the assumption that all their readers are intelligent and well educated and, if they are not, they ought to be. At the other extreme there are papers which seem to proceed on the theory that the mass of readers are morons and that it would be a waste of space to fill the columns with news of any consequence.

## Better Approach Needed

Surely there must be a better approach than this. I, for one, feel that it is foolhardy to pretend that the bulk of readers in any city are better educated than they are, and that, on the other hand, it is reprehensible to assume that the average reader does not want to understand current affairs despite his limited background.

Of course we can say that our responsibility ends with the publication of the news and that it is the responsibility of the reader to understand what we print. We can say for instance that if our papers leave a blur, the blur is in the mind of the lazy or ill-informed reader. But that is not a very satisfactory statement. We know that we must have a constantly better informed public to support the increasing burdens of a democratic society. So, it seems to me, we must somehow establish a better connection with the reader even though the connection is faulty only on his end. In

short, we are responsible for both ends of the connection.

It may be of interest to some members of the Society to know of a few things we are trying to do on The Item in this respect. To begin with we give special attention to the writing of all stories that involve complicated situations, i.e., strikes, legislation before Congress, foreign policy, etc. We are trying to spell them out in words of one syllable and, I might say, the press associations in the last year have made substantial progress in simplifying presentation of significant stories. This has been a great help. In The Item we have pursued a policy of almost daily A-B-C side stories, explaining in the simplest terms (usually Q. and A.) the current major news developments. We have had a very good response on this and many readers seem to be extremely grateful for this help.

## Time Log Eliminated

We have also developed a daily feature, "Talk of the Nation." This is a sort of daily Readers' Digest in which we reprint in condensed form the best background material we can find that is geared to the current front page news. We scan the entire press of the nation for this copy. As still another aid we have been trying to eliminate even the lag of a few hours between the editorial page and the front page, and we do not hesitate to make over the editorial page on the day of publication in order to keep it up to date with the latest news developments. These "news" editorials are designed more to explain and elaborate the news than to express opinion. We insert boxes in the news stories calling attention to the editorials as a helpful guide.

## Packaging Is Important

There is one thing that has greatly encouraged us on The Item. For the last year we have taken special pains to "package" our heaviest news as enticingly as possible. The more formidable the article the greater efforts we make to illustrate it as strikingly as possible, and to cap it with a colorful and provocative head. When the story does not lend itself to photographic illustration, we use cartoons and small sketches. The response to this treatment has been beyond our most sanguine hopes. We have reason to believe that illustration alone has increased the reading of such stories



200 or 300 percent. In fact, we have been so impressed by the response that we now use three or four small sketches on our editorial page to spark interest in our columns, articles and even Letters to the Editor.

Some months ago we tried an experiment along this line. We reprinted a column by Malcolm Bingay entitled "How Deep Is the Guilt of the Nazis?" This was a serious and thoughtful article. I doubt if five percent of our readers would have bothered with it if it had been published in routine fashion. We decided to see, however, what would happen by giving it the same kind of display as might be accorded a pretty lively news story. We ran it across the top of page one and illustrated it with three 9-em sketches.

The result was simply astonishing. The article was the talk of the town for a week and many readers, clubs, business firms and civic organizations asked for extra copies. It is the single best example I can cite of high-fidelity communications with our readers where the subject matter involved thought and reflection. All the favorable factors were present: 1) Important subject matter, 2) clear and simple exposition, 3) spotlight place on page one, 4) good billing (interesting headline and article). We acted as if we ourselves thought this feature was very interesting and the readers apparently took the hint. After all, they too are susceptible to suggestion.

We think there is a great deal more to be done along this line and we are trying in our own small way to find additional ways of doing it.

#### Baltimore Member's Book Wins Enthusiastic Praise

"RARELY has history been written like this, with more prancing vigor, with more dash and zest and relish, with more outspoken scorn for other historians who through ignorance or sloth in their research failed to do justice to Mr. Swanson's subject."

That is Orville Prescott's comment in The New York Times on "The Perilous Fight." The author is Neil H. Swanson, managing editor of The Baltimore Sun.

The reviewer was also impressed with Mr. Swanson's painstaking scholarship, attesting by copious notes from original sources, and the popular appeal of his rambunctious style of writing.

## EDITORS' LETTERS TO THE EDITORS

WHY DO Foreign correspondents and special writers refer to themselves as "this correspondent?" Why don't they just use the perpendicular pronoun and maybe someone would know what they are talking about?

FRANK FORD,  
The Press, Evansville, Ind.

WHAT ARE other newspapers doing to give life to their front pages now that their wire news, or most of it, is dinned into the ears of their readers on the night previous to publication in the newspapers?

Some suggestions would be appreciated on what editors are doing to alleviate the front page news "hang-over" induced by the radio news broadcasters and commentators who give, on the air, "Tomorrow's Headlines Today."

Much of the news we print on Page 1 now seems stale after it has been broadcast the previous night.

ROBERT L. M. PARKS,  
The Augusta (Ga.) Chronicle

I SHOULD like to see a quiet study made by the ASNE on the question of how newspapers are adapting and can adapt themselves to the new competitor in news distribution—the radio.

L. L. WINSHIP,  
The Boston Globe

(In response to one of those "What's on YOUR mind?" queries from the Office of THE BULLETIN.)

YEP, there is something that piques my interest and provokes my ire. It's newspaper talk about freedom of the press.

I've spent hours reading what newspaper men have to say about freedom of the press, how it is endangered by this or that federal regulation, the terrors that will befall civilization once its privileges are withdrawn, how it should be nurtured and cherished by everyone—including editors and publishers.

Most of the time I say, "amen." Some of the time, like today, I say "hog wash."

The real enemies of freedom of the

press aren't in Moscow, London or our own Interior Department. They're sitting in chairs just like the one I'm in right now and, like me, listening to the groan of mat rollers, the pounding of teletype printers, the clink of linotypes and the roar of presses.

They're editors and publishers who cover up for their friends and expose their enemies, who think that sacred cows produce the cream of bank accounts, who put advertising patronage above reader confidence and professional integrity, who encourage underpaid reporters and political writers to take on fat jobs as public relations experts for an industry or one of the local branches of government. More "hog wash?"

HORACE HALL,  
Dothan Eagle

#### Uniform Teaches Patterson Meaning of Girdle Jokes

THAT inveterate traveler, Grove Patterson, last month was bound for Korea, with a fortnight's stop-over in Tokyo.

His first dispatch to the Toledo Blade, from San Francisco, covered the flight from Washington. "Around 10,000 feet you are handed an oxygen mask and a tube to plug into the wall. It makes you look like the little pig that went to market."

He mentioned also the only hardship of war he personally had encountered: "It is to wear an army uniform with a coat (I mean a blouse) which buttons up very, very tight. I shall never laugh at girdle jokes again. I will have to lose weight or come home."

Mr. Patterson, accompanied by Martin Sommers, foreign editor of the Saturday Evening Post, flew in the plane of General Lerch, the new governor-general of Korea. He hoped to visit General Wedemeyer in Shanghai and to call on the Toledo editor's old schoolmate, Dr. H. H. Kung in Chungking. One thing he would particularly like to do is to visit the North China Communists. Under the circumstances, he admits it is quite a little to expect, but that won't stop him trying!

## Anniston Star is Influence in State Far beyond Its 15,000 Circulation

"SINCE receipt of your letter, I have had to attend two meetings of the State School Board and one meeting of the State Chamber of Commerce, try to carry a constitutional school amendment, handle a critical situation affecting the city and Fort McClellan, together with a few minor details on the side."

That is typical of the schedule of Col. Harry M. Ayers, publisher of The Anniston (Ala.) Star. Year in and year out he carries a burden of community activity that is really tough. He is impelled to do so by his conviction that "the man at the head of a small city newspaper should identify himself with every forward movement in the state in order to give greater influence to his paper." As a result The Star is generally credited with exercising influence in Alabama far out of proportion to its 15,000 circulation.

Col. Ayers (he earned his rank in World War I) was born in Anniston and has lived there continuously except for two years in China. His father was a physician who also owned, at different times, two weeklies and a daily paper in the county. Col. Ayers carried the first 100 papers issued by The Star and began work on it as a reporter after his return from China. At times, Col. Ayers was tempted to turn to larger newspapers but sentiment for his home town overrode any such ambitions. And his work there was cut out for him.

"I consider the main ingredients for making a small city newspaper successful to be character, intellectual honesty and civic mindedness on the part of those who are in charge of its destiny," he says. "It has also been my opinion that a newspaper always ought to be ahead of its community. Accordingly we on The Star have consistently endeavored to give news service and to maintain mechanical equipment a little better than the size of the city would seem to justify. In other words, we have placed service above profits in our operations. Hence we have had no opposition of consequence since the two papers were consolidated."

The paper merged with The Star was The Daily Hot Blast, so named



COL. HARRY M. AYERS

by Henry Grady, a friend of one of the founders, as symbolic of a furnace town. James R. Randall of "Maryland, My Maryland" fame was its first editor. Col. Ayers was its last, consolidating it with The Star in 1912.

"Although we have the only paper in Anniston," Col. Ayers says, "we do have a very positive editorial policy. However, I do not believe that we would be classed as crusaders. We prefer to effect our reforms by working with the best elements in the community rather than by trying to wield a big stick."

In spite of his intense activity in affairs of his city and his state, Col. Ayers still finds time for wider fields of interest. He does a good deal of traveling in every part of this country and has made three trips to Europe. He went in 1922 as a member of the second American Legion Tour, and in 1937 as a delegate to the International Rotary Convention at Nice. He once served as district governor of Rotary International and believes that keeping the code of ethics of that organization and trying to live up to a high standard of employee-publisher relations has contributed to The Star crowd, by and large, living as one happy family. However, he admits that not even the Code, hung on the

wall of his office, has been able to overcome wartime conditions. "During these hectic years," he said, "we have had a turnover in our staff that has been by no means pleasant."

His last trip abroad was in 1944 as an invited guest of the British Ministry of Information. He arrived in London just as the buzz bombs were getting well under way.

Col. Ayers admits he is "still trying to save the country in various ways," but the project into which he has put the greatest effort is the state school system. He helped organize the Alabama Citizens Advisory Education Council, established in an effort to keep the schools out of politics. His principal educational activity, at present, is the proposed coordination of the functional work of the University, the Alabama Polytechnic Institute and Alabama College for Women. Ever-increasing duplication in the courses offered by these state-supported institutions has led to competition for students; jealousy and a waste of public funds. "I have been waging a sort of one-man crusade for that reform since 1933," Col. Ayers says. Although the plan was defeated in committee at the last Legislature, there is now reasonable assurance that school coordination will be the first subject undertaken at the next session.

This work, incidentally, is outside of his responsibilities as a member of the State School Board, to which Col. Ayers was recently reappointed—by a Governor whom he did not support.

All this, and more, means that Col. Ayers spends a good many hours away from the editor's chair. How does he find time for everything? "It just means," he says cheerfully, "that I have to burn a great deal of midnight oil in order to discharge my necessary functions at the office."

#### Nominations Wanted

Erwin D. Canham was right when he suggested that members in smaller cities might provide some mighty interesting copy for THE BULLETIN. But to continue this series, nominations from the membership are needed.

What editor in your area is doing an extraordinarily good job with a small newspaper? If he is an ASNE member, please forward his name with a few revealing highlights on his activities or his personality to THE BULLETIN.



## HOW TO BUILD LOCAL FEATURES

**Rule No. 1, Marvin Creager, Said at 1940 Meeting,  
Is to Discard Rules and Encourage Spontaneity**

DISCUSSING plans for their papers now that the war is over, several members have stressed the importance of building up local news and features.

To Marvin H. Creager, that is not a post-war problem but an eternal one. At the 1940 convention he spoke on "The Value of Local Features and How to Produce Them," with particular emphasis on their superiority to the syndicated product. Although The Milwaukee Journal could not be accused of being a heavy buyer, he said, "Nonetheless I think these syndicate salesmen are a pretty fine institution. They take the place of the old troubadours of minstrel days. I don't mean this in a disparaging way. I like them. I have always got time to talk to them and I will take my chance on their selling me something I don't want."

Referring to the difficulties of dealing with syndicates, which a previous speaker on the same panel had stressed, Mr. Creager said, "The most effective answer is 'local features.' Make them yourself and build them yourself and own them yourself. . . It is a lot of work to get them up, but it is a lot of fun, and when you do get them up, they are yours. Nobody can come in and tell you or wire you that you will have to put up more money, or that they have changed their plans and can't give them to you any more."

The most compelling argument in favor of local features is their obviously greater appeal to readers, Mr. Creager said. He advised "discounting the white collar froth on top." "We often blow the foam off the top, don't bother with it at all" he said. "The thing to do is get down to the amber, and that is the home folks, the people that live in your town, make their living there, and hope to be there always. They are the ones to whom I think a newspaper must appeal; they are the ones into whose lives you can build with local features as well as local news, and I think the tendency is, of course, to feel we haven't the space."

As an example he cited a story about the death of an old German editor in Milwaukee, worth a few

lines as spot news, but built up into a two column feature that was better reading than anything else in the paper. "Nobody had ever heard of him," Mr. Creager said. "We had to explain who he was, but he was the personification of the old Milwaukee, and the interest is still in that."

"As to how to get these features, I don't know," he concluded. "Rule No. 1, I think, is not to have any rules about it at all. You certainly can't work them out by formula. There is no use getting a tapeline and blueprint and trying to build them to specifications. You can't do it. They must be spontaneous. You must have an enthusiastic staff and you must have the courage to give the staff their heads. Let them go. Don't hem them in by rules. Encourage originality in every way and forget every rule except common sense, decency and good taste."

### **Hartford Reader Timed His Bath by Petey Dink**

CHAIRMAN of the panel on features, George B. Armstead of The Hartford Courant told the following story:

Many years ago when Charles Hopkins Clark was editor of The Courant, he paid no attention to features. He wrote the editorials and read the political news but he simply didn't know the features were there. One day, one of his good friends called him and said, "Charles, where is Petey Dink?"

Mr. Clark said, "Does he work here?"

"Don't you know Petey Dink? He isn't in the paper this morning."

"What did he do last night? I don't know anything about him."

The conversation went on that way for a minute or two until Mr. Clark finally found out who Petey Dink was.

"He has to be put back," the editor's friend insisted, "because I can't get the New York paper early enough at my house, and I have to have Petey Dink."

Mr. Clark asked "Why?"

Running the water into his bath,

his friend told him, left him just the right time to get the paper from the doorstep. Then, "On the way upstairs I read the first page. When I get to the top, it is time to shut off the water. Then I get into the tub and open the paper to Petey Dink. When I finish with that, I know it is time to get out. How in hell will I know when to get out if you quit publishing Petey Dink?"

### **Experts Ask Aid On Fat Salvage**

WHETHER the fat so desperately needed in industry goes down the kitchen drain or is returned to the corner butcher depends upon the newspapers of the nation. Other media help but, by and large, women save fat when newspapers scream for it.

That was the story told the ASNE Board of Directors by three experts on the subject. James B. Hasselman, Assistant to the Secretary of Agriculture, Director of Information Service, Production and Marketing Administration, attended the meeting to explain the need for inedible fats and to seek editors' continued cooperation. The shortage will continue for some time to come, he said, citing various reasons, including the fact that we are still cut off from many pre-war sources. Wilder Breckenridge, manager of the American Fat Salvage Committee, and Alexander Williams, of the same committee, presented graphs showing collections following the highs and lows of newspaper promotion.

With the red point incentive removed, they said, the campaign must be conducted even more strenuously than before. The theme found most effective, they agreed, is "No soap unless you save fat." It will be stressed in advertising and, for greatest efficacy, women's page appeals should chorus the same refrain.

Asked whether some other incentive might supplant the red point payment, possibly an extra spot of sugar for women who turn in fat, the experts said no. Several plans had been investigated, found unfeasible. It's the newspapers' job they said and "Will you do it as you have before?"

The Board agreed to pass their plea on to the membership.

## RANDOM NOTES ON ASNE PERSONALITIES

**Post Composing Room Decides Eugene Meyer, at 70,  
Is Already Young Enough to Learn Printing Trade**

THREE months ago, wire services carried the incredible news that Eugene Meyer is 70, with the story of a banquet in his honor. Less formal, but warmly intimate and hitherto unreported, was the tribute accorded him by the mechanical departments of The Washington Post.

That story is covered in an exclusive front page devoted to "Eugene Meyer . . . alias The Alfalfa Kid or The Boy Wonder of E. Street." It revealed that when Mr. Meyer bought The Post he was celebrated, among other things, as an expert in non-ferrous metals, the very metals used in newspaper printing. This led to the suggestion that he might qualify for a journeyman's card, the

consensus being that he was already young enough to learn the trade. The only objection raised was that such a fiery spirit might upset composing room decorum.

"It was decided, however, that in spite of Mr. Meyer's reputed readiness to fight at the drop of a hat, and despite all the training he had received from Gentleman Jim Corbett, no printer who behaved peaceably and minded his business would be in any danger. Besides, as somebody said, the composing room is full of staid and middle-aged operators, make-up men and proofreaders, and that the Alfalfa Kid, for all his fire-eating temper, would be too much the sportsman to pick a fight with anybody twice his age."

### **Boddy Writes Anywhere, Even at Luncheons**

WITH all his far-flung interests—from camellias to the pocket-size magazine he edits for pleasure, and time out for archery or other diversions—when, where and how does Manchester Boddy write his editorials for the Los Angeles Daily News?

He writes in his office, a staff member tells us, and adds, "But his home is his office three days a week. A large and dull luncheon strikes him as another good place for writing editorials. This serves a dual purpose, for in addition to getting the column lined up, it flatters the host or speaker, who thinks he is taking notes on the meeting."

Mr. Boddy is the only editorial writer, but the Daily News has a goodly collection of feature columnists.

"We have on occasion discovered (after the paper comes out in print) that two of our writers are carrying torches on opposite sides of the fence," our correspondent says. "A newspaper should function as a mirror of opinion, but individual writers have to express their own personal opinions."

Mr. Boddy reads widely, anything that comes to hand, finds that even propaganda, if carefully culled, can often supply excellent statistical background.

He makes no conscious effort to

mingling with people in order to take the pulse of the nation or of News readers. Still, he gets around more than a bit; his own enthusiasm stimulates people to voice their ideas; and he keeps his ears open. He likes to know what readers write in about, and what committee chairman, civic leaders, politicians and others are saying. He also finds cab drivers valuable because they're so voluble!



P. L. JACKSON

LET'S introduce an old member for a change.

P. L. Jackson, editor and publisher of the Oregon Journal, is widely known among editors; he has belonged to ASNE these many years; he attends conventions of the Society, yet until last month he had never appeared in these columns.

Philip Ludwell Jackson (full name apparently used only for documentary purposes) was born in Portland, Oct. 18, 1893. After Portland Academy and Haverford School, he received his Litt. B. from Princeton and later an M.B.A. from Harvard.

Son of C. S. Jackson, who founded the paper in 1902, Mr. Jackson went to work on The Journal in 1919. He was made publisher and president in 1925, editor and publisher in 1937.

This picture of him was taken on the U. S. S. Yorktown in Tokyo Bay.



MANCHESTER BODDY



## J. R. Wiggins Supplies Education In Journalism in Capsule Form

ONE of the first tasks J. R. Wiggins set himself, when he returned as editor of the St. Paul Pioneer Press and Dispatch after service overseas, was the preparation of an Editorial Handbook.

Although it is only a little over 100 pages, it is far more than a style book. It comes closer to being a short course in journalism.

"In a primitive society the knowledge that all men had of each man's behavior slowly perfected the tribal mores, conventions and customs," Mr. Wiggins says. "Acts which affected the general good adversely came to be regarded with disapprobation, condemnation and reproach, until anti-social behavior was surrounded with a whole body of restraining taboos."

"By the same process, the force of public approval was directed to social behavior redounding to the public good."

Life in a large urban community, he continues, makes for anonymity, and that original coercive influence would be lost if it were not for newspapers and other agencies of information. Therefore, "The picture of American society that is presented in the newspaper is of greatest importance. If this picture is twisted and distorted, either wilfully or through inaccuracy, unpredictable social consequences will flow from that distortion. The whole picture each day's newspaper presents is simply the collective impression produced by all the news. Each story is thus endowed with its part in a process of the most profound social importance."

Getting down to specific instructions for presenting the news fairly and honestly, Mr. Wiggins takes up, for instance, the handling of labor news. Every strike story will contain, if possible, (1) A clear statement of the issues involved. (2) The position of all unions involved, through constituted union leaders. (3) The position of management, stated by responsible company authority. (4) The position of the state government. (5) The position of the federal government. Three pages are devoted to labor news.

Medicine and public health are

also difficult to cover, Mr. Wiggins says, but it can be done properly. He cites the handling in the Pioneer Press of a report on streptomycin experiments. It required collaboration between doctors and newspaper reporters over a period of nearly four months between the original tip on the story and its publication. Doctors, fearful lest the experiments arouse false hopes for tubercular patients, "were justifiably insistent on conservative treatment and the newspapermen justifiably cooperative," Mr. Wiggins says. The story is reprinted in the Handbook as it was widely accepted by the medical profession in the state as proper treatment of news of this kind.

The section devoted to style, as such, is complete to a list of correct designations of city streets. Under 'Proper Identification' comes this instance:

Even in minor offenses, identification of persons of responsible position in the community should be complete as in the following item in the St. Paul Dispatch of Friday, Aug. 1, 1941:

### Editor Fined In North St. Paul

J. R. Wiggins, 2000 Amherst st., St. Paul, managing editor of the St. Paul Pioneer press and Dispatch, was fined \$5. in North St. Paul Justice court by Justice L. C. Webster Thursday for disregarding a stop sign.

### Unique Opportunity Offered To Exchange Journalists

A NEWSPAPER in South Africa, one of the largest, is interested in exchanging a journalist with some newspaper in this country. Its editor is prepared to pay an American newspaperman for about two years, and would like to send one of his staff to the United States on a similar basis, each paper to pay the travel expenses of its own staff member.

The request comes to ASNE from the Office of the Outpost Representative for South Africa of I.I.S. Any member interested may write Bartow H. Underhill, I.I.S., Room 828, 250 W. 57th St., New York City.

## THE AMERICAN SOCIETY OF NEWSPAPER EDITORS

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PAUL SCOTT MOWBRER	<i>New York Post</i>
JAMES M. NORTH, Jr.	<i>Fort Worth Star Telegram</i>
ROY ROBERTS	<i>Kansas City Star</i>
TOM WALLACE	<i>Louisville Times</i>
BASIL L. WALTERS	<i>Knight Newspapers</i>

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No. 270 January 1, 1946

### On-the-Job Training Helps In Mechanical Department

ANY EDITOR interested in helping out war veterans and at the same time rendering aid to a weak spot in newspaper offices might well investigate the Veterans On-the-Job Training Program as set up under Public Acts 16 and 346. That suggestion comes from Frank Ahlgren, editor, The Commercial Appeal, Memphis, Tenn.

"The programs," he says, "are especially effective in the mechanical departments where there is a deplorable lack of new craftsmen coming on. We have hired several apprentices under the on-the-job training basis. We hope to get more."

As chairman of the Memphis and Shelby County Veterans' Advisory Committee, Mr. Ahlgren is deeply interested in every aspect of veterans' aid. The Commercial Appeal recently underwrote a meeting at which local veterans were invited to hear top-flight men advise on assistance available and how it is administered. "There is so much uncertainty about veterans assistance that I think this promotion will be of considerable benefit," he says, and adds, "The idea might be promoted by newspapers elsewhere."

# THE BULLETIN

## OF THE AMERICAN SOCIETY OF NEWSPAPER EDITORS

### CONVENTION PLANS PROGRESSING

Bloc Hotel Reservations Made for Washington Meeting,  
April 18, 19 and 20; Sale of Banquet Tickets Opens

THE OUTLINE for the 1946 convention program, in Hotel Statler, Washington, D. C., April 18, 19 and 20, has already been announced by the chairman, Erwin D. Canham, Christian Science Monitor. It will be divided between general affairs pertinent to newspapers and shop talks, with particular stress on the latter. Details, now being whipped into shape, will appear in the March Bulletin.

Letters received recently indicate that members are satisfied that Mr. Canham will produce a full program and a vital one, well worth the trip to Washington. At the moment they are principally concerned with two entirely mundane questions: "How do I get a hotel room?" and "When do I order banquet tickets?" Herewith the answers.

### Room Accommodations

BLOC reservations at the Statler and nearby hotels have already been made, through the Greater National Capital Committee, for the record attendance expected. Following the procedure of other years, Alexander F. Jones of The Washington Post has arranged for the GNCC also to handle individual reservations.

Each member will receive a card on which he is to indicate what accommodations he wants. The best way to insure a hotel room for the three-day stay is to watch for that card and return it promptly.

### Banquet Reservations

RESERVATIONS for the banquet, Saturday, April 20, are open now.

Price of tickets is \$7.50 each. In ordering, add \$5 for convention registration; this fee applies only to

members (not guests) attending the convention.

Send all checks to the treasurer, David Lawrence, United States News, 1241 24 St., N. W., Washington 7, D. C.

If you order more tickets later, or want to cancel within a reasonable time, again write the treasurer. All payments and refunds must go through his office.

Mr. Lawrence will keep a dated reservation list from which the seating plan will be drawn up on a first-come, first-served basis. Thus an early order means a better table.

### Forrest Sees American News Direly Needed Abroad And Most Powerful if Credited as to Its Source

To round out and clarify divergent views on the Associated Press—State Department controversy, The Bulletin sought a statement from the chairman of the ASNE World Freedom of Information Committee.

• By WILBUR FORREST, Assistant Editor  
New York Herald Tribune

TO SAY that there is no need for dissemination of information abroad by our government would be not to know the facts. There is a great and urgent need. Literally hundreds of millions of people who are part of the world's population know very little about the United States. Millions of youth in every foreign country have a right to know how this great Democracy works. If we are to enter an international society seeking the collaboration of other peoples and other governments to keep the peace and work for the well being of mankind, it is then our duty to give an accurate and understandable report to others—not periodically, not monthly or even weekly, but day-by-day in order that others shall not misunderstand our policies and our motives.

It has been my observation during

THE BOARD of Directors has suggested an exhibit of editorial pages at the spring convention and has turned its arrangement over to J. D. Ferguson, chairman of the Editorial Committee.

Whether this exhibit can be made successful depends upon the cooperation of the membership. Any member who has been trying out new and provocative ideas on his editorial page is requested to submit samples, with explanatory notes on the objectives and the results of his experiments.

These should be addressed to Mr. Ferguson, president and editor, The Milwaukee Journal.

considerable world travel of late that foreigners are hungry for information about the United States. The presence of American troops in every part of the world has awakened an interest in us which should not go unanswered. In fact, if it does it will be an act of criminal ignorance on our part and a contribution to misunderstandings abroad which can be embarrassing and dangerous.

There has been a lot of emotional talk of late about the danger of propaganda. I do not believe that anyone at home or abroad can charge that propaganda will be identified with the prompt dispatch abroad of the full texts of important government speeches or of American opinion so long as this data is identified as to source. I do not believe that the charge of propaganda can be laid to



any amount of background information about this country, our people, our leaders or our government—information available to every American and which should be available to anyone abroad who desires to have it.

I can see no harm in stocking our embassy in Oslo, or Bucharest, or Teheran, or Moscow, or anywhere with drawings or photographs depicting the American scene or the developments of architecture, medicine or any of the sciences. If foreign publications desire these, it only serves to interpret America to their readers. The same goes for documentary motion pictures, film strips, radio recordings and other material of an educational nature. The same is also true of the proper translations of notable American literature.

We now come to the government proposal to operate a short wave newscast employing as base material for this service the news gathered by the Associated Press, the United Press and the International News Service. The Associated Press and the United Press have withdrawn their services from the State Department on the ground "that Government cannot engage in newscasting without creating the fear of propaganda which necessarily would reflect upon the objectivity of the news services from which such newscasts are prepared."

I have quoted here the statement of the Board of Directors of the Associated Press. It is patent that no member of the Associated Press Board of Directors nor any official of the United Press believes that the Government should not keep its embassies, legations and other foreign missions advised as to news developments or that documentary material of the non-spot news variety should not be made available to foreigners who seek such information. It is also patent, however, that the Associated Press and United Press do not care to see the Government process Associated Press and United Press news in Washington and send it out over the world in competition with services delivered in many countries by these agencies. But, in addition to this, I am in agreement with the fear that government processed news will be widely regarded abroad as official propaganda and that as such it will defeat the purpose for which it is intended. Moreover, I believe that—given the more sinister connotations

*BEFORE the annual meeting the Board of Directors customarily takes a mail ballot on applicants for membership so that, if eligible, they can be elected in time to attend the convention.*

*Members wishing to propose candidates should write, without delay, to the Membership chairman, Dr. Julian Miller, Charlotte Observer, Charlotte, N. C.*

which attach to the word "propaganda"—such a government newscast might well reflect on the high standing and reputation for objectivity in news writing and selection now enjoyed by the two American agencies in question.

There are many areas of the world, however, where there is no Associated Press, or United Press, or International News Service, or Reuters, or any news dissemination by an independent agency. These conspicuous voids exist for various reasons. In some remote spots newspapers—such as they are—are not rich enough to pay for an independent service. In others there are governments which not only bar independent news but any media of information within their control if such information is deemed likely to inform the people as to the shortcomings of the regime.

Governments, no matter how dictatorial, have not yet discovered the means of blacking out the short wave radio. Penalties may be imposed for ownership of short wave receiving sets, but they exist despite this. Over these short wave sets today are received the short wave broadcasts of other nations—Russia, for example.

Are we to desist from sending honest American news into these barren areas, or is it not our legitimate business to do so? There is a crying need for news of this great country in all parts of the world. If the independent agencies can furnish it, so much the better. But I do not believe for one minute that it is not the legitimate business of the government to furnish it if the agencies cannot. Such news, however, in my opinion, should be credited as to its source.

On this basis I would like to see the Associated Press and the United Press relent and again furnish news to the State Department on the compromise agreement with the latter that news

furnished by these agencies shall be disseminated to the barren voids and to our diplomatic missions abroad without undue processing by government employees and identified item by item as to origin. Thus will the charge—government propaganda—be erased and the ethical standards of the agencies be preserved.

In recommending this compromise, I am conscious that my companions of the world press freedom survey of last year differ—Mr. Ralph McGill, editor of the Atlanta Constitution, is a protagonist of the world-wide news cast system so feared by the agencies; and that Dean Carl W. Ackerman, of the Columbia Graduate School of Journalism, sides wholly with the agencies.

I do not wholly agree with either. My cause is the widest dissemination of honest international information that can be attained. But I hold that American news of the moment will be more powerful, more readily accepted abroad and more sincerely believed abroad if it does not bear the label of Government even though transmitted by the Government.

We are setting up a government information service geared to peace—not war. It should have the soundest foundation possible.

### New Group Offers Chance To Meet Latin Americans

TOM WALLACE would like to hear from other ASNE members who are interested in North American and Latin American relations and the possibilities for improving them offered by the Inter-American Press Association of the United States.

The fee is reasonable and the opportunity to mix with Latin Americans presents itself annually through meetings of the Inter-American Press Association, which will meet in Bogota in June.

Full details may be obtained by writing Mr. Wallace, editor of The Louisville Times.

### Bulletin Advs. Vetoed

A PROPOSAL that the Society establish an employment service, for members only, through advertisements in THE BULLETIN was considered by the Board and voted down. Disapproval was unanimous.

## EDITOR, PROMOTER, AND CONFESSOR

Publisher in Small City Must Be All That, and Also Writer, Speaker, Businessman and Make-up Artist



Houston Harte has all the problems of any small city editor plus coverage of a territory spread over 23 sparsely settled Texas counties

(Fourth in a series on members in small cities)

• By HOUSTON HARTE, Publisher  
San Angelo Standard-Times

THE PERSONAL element is the most important ingredient in the success of almost any business, but it seems to me nothing reflects the character of the person at its head as does the newspaper. The smaller the publication, the more apparent the personal element becomes. I have seen country weeklies change completely in a single week when their direction fell into the hands of a competent editor or publisher, and watched other newspapers fade into insignificance when sold to an indifferent entrepreneur.

The small daily is not a composite of the intelligence, point of view and energy of a sizable group of specialists but is usually the expression of not more than three persons, and in this group there is usually one whose voice, for one reason or another, is dominant. The ideal small city editor or publisher must be a writer, a speaker, a promoter, a business man, a father confessor, and in these days when make-up

is so important, an artist of sorts as well. On the metropolitan daily, a half dozen specialists undertake the jobs that are routine performances for the country editor.

It takes quite a man to attempt to perform all these tasks, let alone try for perfection. It is this lack of special ability which is the general weakness of the small city daily. It takes time and study to write an intelligent editorial about the British Loan. Yet the reader of the small daily wants to know what it is about as quickly as the reader of the metropolitan newspaper. A survey of our paper made in June, 1944, showed that 84 per cent of our subscribers took no other newspaper.

The staff of the small paper hardly can attempt to compete in this field with the metropolitan papers without the aid of the columnists. There are valid objections to the columnists but they have made a material contribution to the small city daily and we owe them a debt far greater than that expressed in the small weekly stipends the syndicate collects.

Newspaper readers in the big cities seldom know where the plant that produces their newspaper is located; the metropolitan subscriber has only a faint idea as to who are the owners or editors of his newspaper. The editors or publishers of the small city dailies are more than mere names in a masthead. Their activities are so interwoven with those of the community that, self-effacing as they may be, (and most of us are not) they cannot escape wielding a certain amount of personal influence.

In San Angelo we have marked out a section of this state consisting of 23 counties which our advertising department calls the State of San Angelo. It is as large as the state of Ohio but has only 200,000 people. Some of these counties have less than 2000 population. We have 8,500 circulation on our afternoon paper, which does not circulate outside of the city, and 25,000 on the morning which gets out over the area.

We deliver our morning paper in the four corners of this territory almost as early as we do in the city. Our train schedules are such that we are unable to serve a single town by railroad mail. We met this situation by using truck lines. When the trucking companies threatened to change their schedules so they did not conform to our press time, we had to buy the truck lines. I do not recommend this, but it is effective.

We have two principal sources of wealth in this section—agriculture and oil. We specialize in news about both. We have an oil reporter in the heart of the oil fields who in a 15 minute telephone report each afternoon gives the last minute developments in these fields. Our oil editor whips these notes into a page of oil news of the West Texas fields.

We try to cover the livestock market on the range as the Department of Agriculture covers it in the big markets. Our men comb the livestock commission firms for sales of sheep and cattle, wool and mohair, so we can give our producers up-to-the-minute information on the going price "on the range." The ranchman who reads our daily page of livestock news knows pretty well what is happening in the area and has a good idea as to what ranch products are worth. As the majority of our sales are made in the



country rather than on the big markets, the range price is important to our producers.

\* \* \*

These 23 sparsely settled counties are our beat. We have full-time staff men who live in the territory, travel 75 to 150 miles a day by car on regular "runs" from town to town. They use the telephone on the hot news, and send the rest in by bus or truck. It's expensive but we think it is more practical than traveling circulation men—and you can't ring many door bells with ranches ten miles apart.

After we have done all this on the side, we have a capable staff that gets out a newspaper, pretty much like that produced in many small cities of the nation.

## About the Author

HOUSTON HARTE began his career in 1912 as a University of Southern California correspondent for the Los Angeles Examiner and, at the end of the school year, hung hopefully around the office on a space basis. When his weekly check got to \$15, he was put on the regular payroll at \$12, proving he says, that "most everyone can learn something from the Hearst newspapers."

Later he attended the University of Missouri, operating by remote control the Knobster (Mo.) Gem which he had meanwhile bought. Before graduating in 1915 he and another ASNE member, John Donald Ferguson, now president and editor of the Milwaukee Journal, purchased a weekly newspaper at Boonville, Mo.

Returning from World War I, Mr. Harte established a paper, bought a paper or sold a paper, at frequent intervals, either alone or in partnership. In 1927 he and Bernard Hanks of the Abilene Reporter-News created the firm of Harte & Hanks. More purchases and more sales followed, resulting in the "Texas Quality Newspapers," a group of seven newspapers which they run in association with capable newspapermen who own a sizable interest in the individual properties.

What editor of a small newspaper in your section of the country is doing an extraordinarily good job? Members are requested to submit names of ASNE members for this series.

## Best Convention Story of All Time Turns Up Two Years Late—But Hitherto Unpublished

HALF THE PEOPLE in Missouri know Harry and Bess Truman on a first-name basis and talk as if they were thicker than blood kin.

Arthur V. Burrowes, editor of the St. Joseph News-Press and Gazette, can do better than that. Records of the last ASNE convention show that Mr. Truman, then senator, was his banquet guest. The St. Joseph editor had known his fellow-Missourian since 1934, when he first ran for the Senate, and counted him among his good friends.

Mr. Burrowes was pretty busy, that night of the banquet, rounding up the celebrities he had invited. He found Robert E. Hannegan, who had just been named Democratic national chairman, and a couple of other distinguished guests without any difficulty. Ushering them upstairs to the cocktail party, he dashed down again to the lobby where, in his letter of invitation, he had arranged to meet Senator Truman.

Spotting him in the crowd, he rushed up, shook hands, told him how very glad he was to see him again. The Senator reciprocated with equally enthusiastic greeting. Mr. Burrowes suggested that as time was running short, they'd better be getting upstairs.

"Fine, fine," replied Mr. Truman, "but first I have to find this fellow Burrowes who is my host for dinner."

The source of this story is unimpeachable. An honest man if ever there was one, Mr. Burrowes says, "When I meekly told him I was Burrowes, he was probably as embarrassed as I. I know lots of people I wish did not know me in public but this gentleman does not happen to be one."

## Amendment Would Permit Associate Memberships

TO COMPLY with the by-laws, Secretary Dwight Young submits to the membership the following amendment to the Constitution, which has already been ratified by the Board of Directors. It will be voted on at the convention in April.

RESOLVED, that a membership classification to be known as Associate Members shall be created. This classification is reserved exclusively for former members of the Society who no longer are eligible for active membership because of retirement or changed status in newspaper work.

Participation in the Society's activities by associate members shall be limited to attending open sessions of the Society and paying the customary dues and fees required of all members. Associate members otherwise shall be bound by the constitution and by-laws of the Society and all governing rules and regulations affecting the membership. All elections to associate membership shall be by application to the Board of Directors through the Membership Committee.

## Paul Smith Says Rudeness Is Root of World Problems

PAUL C. SMITH, back as editor and general manager of the San Francisco Chronicle after four years in service, is convinced that better manners, individually and collectively, are the first step to solution of all world problems including the atomic bomb.

Addressing the Commonwealth Club in San Francisco he suggested a seven-point program covering everything from domestic economy to UNO and put politeness first. Made it sound logical too!

Children are rude, motorists are rude, rudeness is to be found in every nook and cranny of America, he said. And, "This condition has a very great and profound bearing upon the hazards of the atomic age. The atomic bomb itself is the danger only when mixed with an explosive human behaviorism."

He pointed to bad manners of the German people in the early days of Hitler as "the very first step in the evolution of an irrational pattern of human behavior." For, he said, "Fundamentally, good manners are nothing more involved than simple, decent consideration of the rights of the other fellow."

## THERE'S NO NEED TO BE MODEST

Clarvoe Believes Newspapers Should Do Better Job Of Telling Public What They Do For Community

FRANK A. CLARVOE, editor of the San Francisco News, is all for the ASNE campaign for world press freedom but he believes there is another job to be done at home—to 'sell'



the press to the American people; and through them to the world at large. This, he believes, could best be accomplished by each newspaper doing a more consistent job of self-promotion in its own bailiwick.

"Every newspaper does some sort of job for its

community, outside of its chief function of purveying news and comment," he says. "Many newspapers do a great deal. Such services are provided because of our experience that people come to us as a last resort in time of trouble. They have the feeling, and usually rightly so, that we can get things done by various means at our disposal.

"Many of these services are provided quietly and with little if any regard for circulation, probably because most of the people who seek aid from a paper already read it. But not all.

"All of us are aware of the work done by such standard staffers as Scripps-Howard's 'Cynthia Greys,' which never get into print. Any editor can cite countless instances where he and his staff have used time and effort to secure a square deal for someone who had no other powerful friend, no other influences. But few editors like to parade such virtues, put on the big pants and beat the tom-toms about how the paper saved Jennie McGill's daughter from a life of shame."

Yet such services, Mr. Clarvoe says, are the heart of journalism; the soul of the 'good citizen' which a newspaper tries to be.

The details of what newspapers do to please their neighbors and help them prosper could be revealed with entire propriety and with all-around

benefit. "We accept institutional copy from industrial organizations," he says. "Why not provide some of our own?"

Mr. Clarvoe realizes that most newspapers promote some of their more spectacular activities in their own papers, by direct mail and car cards. "But many newspapers which seldom do anything spectacular," he adds, "are providing honest, consistent and effective service to their communities—and that's what I'd like to see the public know more about. Then perhaps we could recapture some of the real spirit of the American press, restore some of the contacts we may have lost while we have been using precious space for world-shaking events.

"Restoration of this community regard on a nation-wide basis would effectively discountenance those who love to say 'you can't believe anything you read in the newspapers.'"

—★—

## Stauffer Asks Symposium On Public Relations

OSCAR S. STAUFFER, president of Stauffer Publications, is deeply interested in the improvement of newspapers' public relations. He heads an Inland committee which is probing the possibilities and suggests that the subject is of equal interest to ASNE members. A symposium in The Bulletin on how newspapers could improve public relations, he says, would be intensely interesting to him and, he believes, to other members.

"The measure of good will newspapers as a whole enjoy," he writes "is exactly what they have earned and therefore deserve.

"You know there was a young fellow who lived a good many centuries ago who said the way to find your soul is to lose it. That old formula applies to a newspaper, too.

"If more editors would lose their souls unselfishly in the news and editorial departments there would be no question about meeting the payroll or even any need to seek better public relations."

## Bryan Urges Tolerance To Fuse Ex-Servicemen And Civilian Population

• By WRIGHT BRYAN, Editor  
The Atlanta Journal

TWO YEARS overseas with American troops on both sides of the battle front and six months' work in an editorial office since



my return home have wrought in me the conviction that the most important problem before us is the welding together of the millions who served in uniform, especially those who went overseas, and the other millions who did

their war job on the home front.

While I was in enemy prisoner-of-war camps and in American hospitals and to a lesser extent since I have returned to civilian life I saw a grave danger of schism between our service men and the remainder of the population. It is difficult for each to understand the thinking and the problems of the other. Yet they must understand if we are to have a strong and unified country.

I talked about this a great deal to those with whom I served in Europe and I have mentioned it in almost every public utterance since I came home.

Service men returning to their normal occupations must and should play a great part in the direction of affairs—local, state and national. This is all to the good, but they should do it as an integral part of the body politic and not as an angry bloc. To avoid the formation of such a bloc will call for a maximum of perception, tolerance and good will by all concerned.

If these two great elements in our population can be successfully fused into one, it should point a way to other divisions and blocs to reconcile their differences. With such understanding and cooperation we can solve any problem, up to the control of the atomic bomb. Without it we are sunk.



## News of ASNE Members Garnered From Their Own Newspapers

TWO MEMBERS have been engaging in a friendly argument, in their columns, on the state of the union and the world.

Writing in the Tampa Tribune, E. D. Lambright took John S. Knight to task for the gloomy views he has expressed in "The Editor's Notebook," dismissing the ASNE president's worries in this fashion:

About Britain—"Her government's troubles are her own—she's always vexed about one thing or another—we shouldn't worry about them."

Outbreaks in Indonesia and India—"Temporary and transitory."

Atomic bomb—"There are 200,000 useless words in the dictionary, and all of them have been used in atomic discussion. When the 'hot air' subsides, we'll stop agonizing about the possible destruction of civilization."

Answering Mr. Knight's fears one by one, Mr. Lambright concluded: "The heart of America is sound, although its head is subject to frequent crazy spells. The sun still shines, and day and night have never failed. Soon all of us, including Publisher Knight, will be saying: 'All's well (or nearly well) with the world'."

By last month Mr. Knight was still unconvinced. "Old Ed, God bless him, is an incurable optimist who was weaned on Florida sunshine," he wrote. He agreed that "one's digestive processes won't be helped by hiding away in editorial sanctums and writing gloomy dissertations about what a hell of a shape we're in." But the outlook for 1946, he said, doesn't look any brighter to him than it did when he made his original observations last Thanksgiving.

### Blanchard Extols Old Friend

HEADLINED "Chatty old fellow gets around does amazing number of jobs," an address made before the Birmingham Press Forum by L. R. Blanchard, news and editorial director of The Gannett Newspapers, appeared in the Rochester Times-Union.

"I'd like to tell you about an interesting friend of mine," Mr. Blanchard said. "How old is he, I don't know. In all the years I have known him he

has changed little except that he looks younger and sleeker. . . .

"In a sense he is an old gossip, although far from malicious. It's simply that he has a knack of knowing what is going on, and an astounding ability to tell it interestingly. . . .

"Sometimes he irritates me because he is likely to express an opinion with such firm finality. While he is able to support most of his decisions, it irks me that he appears to pay so little attention to what I think."

The old boy, Mr. Blanchard continued, fancies himself as a financial wizard. He also knows everything current in sports. He's generous too; no public project fails to interest him. He's unobtrusive—"If I'm too tired to talk about weighty matters, he cheerfully switches to amusing trivialities."

"His courage is proved. His optimism is beyond measure. His friendship is a great blessing," Mr. Blanchard concluded. "You have long since guessed the identity of my friend. He is the newspaper—your newspaper—my newspaper."

### Schroth Bolsters Brooklyn

EVER SINCE Frank D. Schroth purchased The Brooklyn Eagle he has been carrying on a consistent campaign to make Brooklynites shed the jibes frequently poked at their borough and instead to take pride in their city within a city. The latest is "Staging Area—Brooklyn," a special section of The Eagle now reprinted in booklet form.

"In most moving pictures, plays and books there is a reference to the borough and its people—generally good-natured but not always complimentary," Mr. Schroth says in a foreword. But, he points out, Brooklyn is one of the most historic communities in America, the scene of one of the decisive battles of the Revolutionary War; it has played a conspicuous part in history, straight through its superb record in World War II.

Brooklyn was the headquarters of the largest port of embarkation in the world; Brooklyn's Navy Yard built the largest and mightiest battleships and aircraft carriers in the world; Brooklyn industry contributed to the making of

NEWSPAPER stories of years gone by, in a recent BULLETIN, reminded W. S. Gilmore of this one:

"Once upon a time a Detroit News carrier turned in a report to the circulation manager that a certain reader had canceled his subscription. Amazed that that could happen, I asked for specific reasons. The boy's report:

"Mr. C——don't need the paper no more on account of he is the gangster that got killed in a fight in a blind pig Tuesday night."

everything from combat helmets to the atomic bomb. All this, and more, is covered in the 64 page illustrated booklet devoted to "America's largest staging area in World War II."

### Jones Reports New Library

FROM Walter P. Jones comes an unusual idea for newspaper offices, a circulating library for employees.

The inception of the Beeline Book Alley for the staff of The Sacramento Bee and its radio station, KFBK, was unique. Eleanor McClatchy, president of the McClatchy newspapers, received an unexpected check for \$300. It came from a man who wrote that when he was in desperate need, he had appealed to her father, the late C. K. McClatchy, for a loan of \$200. "C.K." scarcely knew the man but gave him the money. Now he was returning it, with liberal interest.

The extra hundred was returned but the \$200 was retained to become the nucleus of the library fund. The late Mr. McClatchy, who was one of the early members of the ASNE, was intensely interested in the classics. On his bookplate was a design representing the Bible, Hamlet and Mr. Micawber with the words: "These are enough." For this reason the Book Alley, besides current books, contains a large collection of the classics.

### Hovey's Son Is Home

Lewis R. Hovey has regained a son and a staff member. Lt. Commander Carlton B. Hovey has concluded 39 months service in the Navy and resumed his post as managing editor of the Beverly (Mass.) Evening Times-

## Sherman Traces Rise Of Columnists, Suggests Sane Remedy

MAURICE S. SHERMAN, editor of the Hartford Times, has no quarrel with columnists but instead "with newspapers that have found it easier and cheaper to avail themselves of columnists than to present editorials of their own having the substance and vigor of an earlier day." He traces the growth of this situation in a recent issue of The Public Opinion Quarterly.

Granting that many newspapers have always maintained high standards of editorial page excellence, Mr. Sherman believes that in general charges of decadence may be warranted. Perfunctory and inane editorials resulted when worn-out reporters and copy editors were permitted to end their days as editorial writers. This trend, he says, coincided very closely with increased attention given to the gathering of news, growth of press associations, and the appearance of syndicates.

It was a natural step, he continues, for the syndicates to play up some columnist who knew how to interpret the news being printed in such abundance, how to make his conclusions interesting and give them an air of finality; in short, to provide, under a by-line, editorials for which there was an unsatisfied demand. "The newspaper with a weak editorial page was easily persuaded to make up the deficiency by this *ex cathedra* evaluation of economic, politic and social complexities," Mr. Sherman says, and "If a single columnist filled an aching void, must there not be other voids that other columnists could fill?"

Of newspapers that let columnists monopolize the editorial page Mr. Sherman says: "If such newspapers had any editorial policy of their own, it became increasingly difficult to detect, for here were these columnists clashing with one another in their interpretation of the news. If the poor reader had the patience to read all these outpourings his mind must have been left in a state of confusion, in which the editor himself may have shared."

To regain the prestige the editorial page once had it is not necessary to banish columnists entirely, the Hart-

ford editor says, "but there is no excuse for having them appear in such alarming profusion." Two or three, carefully chosen, are sufficient. Then, he advises, find editorial writers whose qualifications are commensurate to the importance of their work for, "Money spent on improving the substance and quality of the editorial page is spent to far better advantage than fees for columnists who add little or nothing to the enduring reputation of a newspaper." He sees signs that more and more newspapers are turning in this direction.

## EDITORS' LETTERS

I WAS much interested in the letters from Editors Parks and Winship in the last ASNE Bulletin about radio and hope that the subject can be discussed quite thoroughly at our convention in April.

I am fearful that newspapers are inclined to belittle the radio, much as the railroad belittled the automobile and the airplane some years ago. It seems to me that the sensible course is for newspapers to recognize radio for what it is and to adjust their own operations accordingly.

Just what those adjustments should be is the question which is perplexing me. That's why I would like to hear a frank discussion of the matter at our convention.

FRED C. CHRISTOPHERSON,  
The Daily Argus-Leader,  
Sioux Falls, S. D.

★

I SUPPOSE it's a hopeless dream but I look still for the day when the whole gallery of massed alphabetical designations for organizations and groups will vanish and we shall call things by their names instead of by conglomerated initials. When, for instance, the Society for the Preservation of Landmarks in Guiana will appear as such and not as SPLG. If not, maybe the organizations, groups or societies will select names with such care that the initials will make a self-respecting word, and not a mass of jostling consonants.

GEORGE E. STANSFIELD,  
Hartford Courant.

## Open to New Ideas, Frank Jenkins Tries Another Experiment

FRANK JENKINS, Klamath Falls Herald and News, tried an experiment last summer, spending from June to October in Europe "trying to dig up the details of day-to-day life there overlooked by the big shot correspondents who were busy telling of the higher strategy." He wanted to find out whether foreign news from its own correspondent, especially foreign news gathered and interpreted on the scene, would pay a small string of country newspapers.

"I was a little surprised at the response," he reports. "In addition to a bushel or so of fan mail, I've made 46 lecture appearances by invitation in Oregon and Northern California. I think the idea is sound, and expect to do more of it."

He had planned on going to the Pacific but when peace came, he decided he'd better get back to desk work. This includes another experiment a daily column interpreting the news as he sees it. "I'm becoming more certain all the time that the reader is even more interested in the WHY than in the WHAT of the news," he says.

Mr. Jenkins was particularly interested in Clayton Fritchey's article in the last Bulletin, agreeing with him that people will read news of the nation and the world providing it is made understandable to them.

Obviously he does not contend that newspapers should print only "upper bracket stuff" but, he concludes, "I do think that if we're good enough we can make people LIKE it, thus justifying our second class mail privilege, which is based theoretically upon the public service involved in informing and educating the people."

—★—

### Walsh Edits Special Edition

THE Bayonne Times, Robert W. Walsh, managing editor, observed its 75th anniversary by publishing a 42 page supplement packed with local history and coverage of the city's contribution to the war. Among the military secrets Bayonne kept was a "pigeon vest," manufactured by a brassier company there and used to protect carrier pigeons when paratroopers jumped with them behind enemy lines.



## Two Groups of Editors In France Extend Greetings to ASNE

MESSAGES from two French Newspaper organizations, addressed to President Knight at the directors' meeting but delayed in transit, indicate a desire for closer relations between the press of the two countries.

The first, from Federation Nationale de la Presse Francaise, reads:

"In the name of all the newspapers forming part of the National Federation of the French Press, I am happy to send greetings on behalf of our press, which was born in the Resistance to the great daily press of the United States which has fought so valiantly for world freedom. I am sending to you and your colleagues the expression of our appreciation and affection." It is signed by Albert Bayet, president.

The other is from Andre Wurmors, president of the Syndicate of Regional Daily Newspapers:

"In the name of the daily regional French press I salute the annual convention of directors of daily American newspapers and I request you to transmit to our colleagues the fraternal invitation of the French provincial press which would be happy to receive, in our country, their friends

from the other side of the Atlantic. I address to your convention and to yourselves the friendly greetings of the French provincial press."

M. Wurmer's reference is to an invitation extended by his organization to a group of American editors, several ASNE members among them, to make a tour of France to obtain a better understanding of its problems.

## J. R. Wiggins Leaves St. Paul Pioneer Press

J. R. WIGGINS has resigned as editor of the St. Paul Pioneer Press and Dispatch, to be succeeded by B. H. Ridder, publisher.

In a statement to the staff Mr. Wiggins said that "irreconcilable differences as to news and editorial policy" had developed between him and Mr. Ridder. He acknowledged the prerogative of ownership to exercise control over policy, expressed satisfaction with the reputation for integrity, accuracy and fairness that the newspaper has enjoyed and voiced continued confidence in the ability of the staff.

Staff members presented a scroll to the retiring editor "in recognition of his continual vigilance to preserve and to protect the integrity of American journalism."

## In Memoriam

### ERNEST GRAY SMITH

COL. ERNEST GRAY SMITH, president of the Wilkes-Barre Publishing Company and publisher of the Wilkes-Barre Times-Leader Evening News, was taken in death December 27, 1945. Although he had undergone an operation, he toured his plant on Christmas eve in a wheel chair and was able to greet his employees. He was 72 years of age.

Col. Smith's motto was well known to his fellow members of the Society. "I never want to be fully satisfied with my newspaper," he proclaimed, when he entered the publishing field in Pennsylvania's Wyoming Valley, in 1905. He believed that "to be satisfied means to be standing still and to be standing still means to be slipping backward."

He was a veteran of the Spanish-American war and of World War I, a member of the bar, and a leader in civic, church, fraternal and military organizations. In 1943, he was the recipient of one of the two awards of the Pennsylvania Newspaper Publishers' Association for "long and meritorious service to the profession of journalism."

Col. Smith was a distinguished member of the school of publishers who find time to range far and wide in public affairs, always for the betterment of the community and never to the injury of their newspapers. To the members of his family and to the employees of his newspaper, the Society extends its deepest sympathy over the loss of a notable member.

STEPHEN C. NOLAND, Chairman,  
Memorial Committee.

## THE AMERICAN SOCIETY OF NEWSPAPER EDITORS

**PRESIDENT**  
JOHN S. KNIGHT *Knight Newspapers*

**1st VICE PRESIDENT**  
WILBUR FORREST *New York Herald Tribune*

**2nd VICE PRESIDENT**  
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DAVID LAWRENCE *United States News*

The Board of Directors consists of the officers and the following:

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No. 271 February 1, 1946

## Fat Needed Until Babassu Is Harvested in South Seas

LAST MONTH the American Fat Salvage Committee asked ASNE support for its campaign to ease the shortage of industrial fats and oils. This month comes a reminder that inedible fats are still badly needed in the manufacture of hundreds of scarce articles.

If anyone is curious to know the "why" of this particular shortage, here's the answer, from Alexander Williams, information director of the committee:

"Before the war, coconut, babassu, linseed and other oils imported from the South Sea Islands, South America and Africa made up a great part of the industrial supply of inedible fats and oils. Now, despite the discontinuance of hostilities, it will be many months before workers can be recruited, crops harvested, and shipping facilities available to bring these fats and oils to world markets."

Collections of cooking fats, of course, have slumped since the red point incentive was removed but they still maintain significant totals. "That," says Mr. Williams, "is a remarkable testimonial to the power of newspapers to sell housewives on a thrift program, and keep them sold."

# THE BULLETIN

## OF THE AMERICAN SOCIETY OF NEWSPAPER EDITORS

## Canham Summarizes Plans for Program At Spring Meeting

SHOP TALKS, more of them than usual, conferences with government leaders and other sessions dealing with public affairs as they relate to newspapers will be the features of the 1946 convention of the ASNE. This is revealed in a progress report submitted by the program chairman, Erwin D. Canham.

The opening session of the three day meeting will be Thursday morning, April 18, in the Hotel Statler, Washington, D. C.

The Society is currently carrying on negotiations as the result of which it is earnestly hoped that a group of Soviet editors will come to the United States to participate in the convention. No definite announcement can be made at this time, but that is the plan. "We want these Russian editors to see something of the American press," Mr. Canham says, "and to get a wider knowledge of the United States. We hope the editors will sit down with us at several informal discussions and will participate in our shop talk."

Dinner and luncheon guests will be as distinguished as usual.

"The report of our Committee on World Freedom of Information," Mr. Canham continues, "is another important item of business which will be brought up to date, with an account of the aggressive campaign of action that has taken place during the past year and a half as a result of ASNE initiative. We will survey achievements, but more particularly analyze the future problems in this field."

Shop talks will include: Syndicated columns in relation to editorial responsibility; radio in its relationship to newspapers; press photography; analyses of readability of newspapers; and present and prospective technical developments in the newspaper field.

A White House conference and a press conference with the Secretary of State, also are on the schedule.

ENOUGH ROOMS have been set aside at the Hotel Statler and nearby hotels to accommodate all members attending the convention, April 18, 19 and 20, in The Statler, Washington, D. C. The Greater National Capital Committee is handling the individual reservations.

Best way to make certain of getting one of those rooms being held for ASNE members is to fill in and mail promptly the return card, sent to you by the GNCC, asking what accommodations you want. If you have not received a card by this time, please write Mrs. Betty Moore, Greater National Capital Committee, Star Bldg., Washington 4, D. C.

Mrs. Moore reports that the hotel situation in Washington is as tight as ever. Consequently, members are urged to double up with friends. Or, if you are attending the meeting alone, please indicate on the return card whether you are willing to share a room with another ASNE member who will be assigned to you.

## Tips on Getting a Good Seat At the Banquet With a Minimum of Confusion and Headaches

REPEATING the instructions for ordering banquet tickets: Send check for reservations to David Lawrence, United States News, 1241 24 Street, N. W., Washington 7, D. C. Price of tickets \$7.50 each; and include \$5. for convention registration fee, paid only by members attending the meeting. All subsequent dealings, purchase of additional tickets or cancellation for refund within a reasonable time, should also go through the Treasurer's office.

NOW an impassioned plea for members' cooperation in the matter of banquet seating.

Mr. Lawrence is keeping a dated list of reservations, to be turned over to the Office of The Bulletin early in April. Seats will be assigned on a first-come, first-served basis. Early reservation is the ONLY way to get a good table.

All tables are for twelve; none smaller, none larger, no exceptions.

Order as few or as many tickets as you please; but if you want a full table, please make certain guests total twelve, not fourteen or seventeen. The overflow is welcome, but will have to be seated at a nearby table.

If you are combining parties with another member, please consult him about the arrangements before advising this office. Here's what often happens: Member A writes that he has reserved seven tickets and that Member B will take the other five, "Or anyway we'll fix it up between us

to fill a table." A month later Member B writes that fond as he is of Member A, he can't possibly sit with him; he has eleven guests of his own. All very confusing; also avoidable if members will get together on arrangements before serving notice of them.

Newspaper groups wishing to sit together are particularly requested to lay orderly plans well in advance of the banquet. If one editor wants to make arrangements for all, fine. Or it is equally feasible to agree to make individual reservations and then to send The Bulletin editor a memo "Please seat me at a Blank Group table." But if one member of a group arranges for all and each makes his own arrangements in addition, the result is bedlam.

One more item: If you make your reservation late, please don't plead for an up front table because of distinguished guests in the party. There just aren't enough front line tables for all the distinguished friends members



bring to that banquet. But, wherever you sit, you'll be in good company. The last row will be as "studded with celebrities," as the society columns say, as the tables right below the microphones.

That's a mighty big banquet to run as informally as we do, with special consideration for each member's individual problems or requests. It was easy when the banquets were smaller; it can still be done in that friendly fashion if members will cooperate.

Got it straight now?

All financial transactions go through the Treasurer's office. No need even to mention seating to Mr. Lawrence.

All requests re seating should be addressed to Alice Fox Pitts, Box 1053, Wilmington 99, Del., any time up to the first week in April. And please don't mention money to her.

Memo to new members: Don't be alarmed when Mr. Lawrence encloses no tickets in acknowledging your check. They'll be waiting in your name at the registration desk at the convention.

## PERSONALS

SINCE leaving the White House to return to the Raleigh News and Observer, Jonathan Daniels has been at work on a book about Washington which will be published by Macmillan in the fall.

Stephen C. Noland is on a two months' tour of Latin America with a group of Indianapolis businessmen. He may send home some stories to The News but principally he is after background information helpful to an editor and to hemispherical solidarity.

The trip is sponsored by the Foreign Trade Department of the Indianapolis Chamber of Commerce. On their return this month, the group will have traveled 14,992 miles, all by airplane.

Palmer Hoyt created national news when he left The Oregonian to become publisher of The Denver Post.

Michael Bradshaw, formerly Pittsburgh Post-Gazette, is now business editor of The Toledo Blade.

B. E. Maidenbourg, out of the Army, is promotion manager of the Chicago Daily News.

## Spade Work on World Freedom of Information Now Done, Forrest Asks Members to Carry On

• By WILBUR FORREST, Assistant Editor  
New York Herald Tribune

THE APPOINTMENT by President Knight of a standing committee concerned with keeping alive and vital the Society's program for World Freedom of Information is a natural sequence of activities during the past year. Nothing which the Society has done or can do is more important for the future well-being of all of us and for the world at large.

The Society is committed to strive for the inclusion in eventual international treaties, conventions or agreements a provision that governments will not use the press, radio, or other communications for the purpose of war breeding propaganda; that censorship at the source of news shall be eliminated, and that a free flow of information shall be permitted across frontiers.

This will not come about by the mere passage of resolutions or the waving of wands. There is plenty of substantial work to be done. The best weapon at our command is a constant flow of publicity which will show that the American press and importantly those newspapers represented in the membership of ASNE believe that the project is vital. It is vital because if it succeeds there will be more understanding and less misunderstanding between nations.

Editorials and news stories on World Freedom of Information, whenever possible, will stimulate the U. S. delegation in the United Nations Organization to push the project; encourage editors abroad to stay behind the movement in their respective countries; give the ASNE credit for much spade work which has already

been done; and keep the movement alive. Let's all get behind it and shove.

Members of the standing committee are: Wilbur Forrest, New York Herald Tribune, chairman; Roy A. Roberts, Kansas City Star; Alfred H. Kirehhofer, Buffalo Evening News; John H. Sorrells, Scripps-Howard Newspapers; Donald J. Sterling, Oregon Journal; N. R. Howard, Cleveland News; B. M. McKelway, Washington Star; Edward M. Lindsay, Decatur (Ill.) Newspapers; George W. Healy, Jr., New Orleans Times-Picayune; J. R. Wiggins, St. Paul Pioneer Press; Stephen C. Noland, Indianapolis News; Ralph E. McGill, Atlanta Constitution.

## EDITORS' LETTERS

WHEN we were closed down by a typographical union strike recently we made an interesting discovery. We thought readers would miss the comics more than anything else in the paper, but we were wrong; more readers complained about missing the obituary column than anything else.

JOHN R. HERBERT,  
Quincy Patriot Ledger

I AM GLAD to note that the forthcoming convention in Washington will be asked to vote on an amendment to the constitution providing for a classification which would be known as Associate Memberships. Having been in the newspaper business all my life and in the third generation, I feel that there should be Associate Memberships so that we can retain the benefits of the Society.

REX SMITH.

(Col. Smith, formerly Chicago Sun, is now Director of Public Relations of American Airlines System.)

A LETTER to the Editor, in The New York Times, Feb. 19: "In very cold weather ordinary bed clothes are not enough. By spreading newspapers between the blankets one can keep warm on the coldest nights." The copy reader captioned it "Power of the Press."

## Bingay's Book Tells What Gives Detroit Its Explosive Spells

MALCOLM W. BINGAY, editorial director of The Detroit Free Press, addressed the famous Dutch Treat Club of New York recently, his subject, "What Makes Detroit Click?"



The occasion was the publication of his new book, "Detroit Is My Own Home Town," to be released April 1 by Bobb-Merrill (368 pages, \$3.75).

Out of his 45 years of active newspaper work in Detroit, Bing draws on his

memories to explain to the world what gives his city those explosive spells which puzzle and fascinate the rest of the country.

"It's a terrible thing to become a town institution," says Bing. "The responsibility is awful—and expensive. There are so many war correspondents pouring in here most of the time that I have urged Mayor Jeffries to establish a sort of Scribe Hotel, such as was used in Paris during the war, to house them.

"Reporters, columnists, sociologists, historians and all other forms of type-writer fauna come and ask questions. Most people, to get rid of them, simply say, 'Ask Bing!' Being polite, I take 'em to lunch. Then when I have told them what they want to know, they ask me why I do not write a book on the subject: why those Detroit dizzy spells?"

"And so, in self defense, I have done so."

The book explains how the auto came to Detroit because the town had developed a tradition for speed long before the honk of a horn was heard on a hill.

In the Eighties and Nineties the Detroit Athletic Club track teams under the great Mike Murphy established new world records in almost every track event. Johnny Owen was the first man to run the hundred yard dash in 9.4-5 seconds. The D.A.C. also won amateur baseball championships in those years before professional baseball became the vogue.

As they were passing out, Fielding H. Yost came to Michigan to become a national sensation as "Hurry-up" Yost, with his point-a-minute football teams.

And in 1904 Henry Ford set the world record on the ice with his racing car the "999".

The book tells the story of the beginnings of the auto industry when it was known only as "the game" and never as a business. It was strictly a sporting event and was handled by the sport desks.

As a young sports editor, Bing saw the rise of the giants who made Detroit into a roaring mining camp.

"In those days," says Bing, "if you were hunting for some figure in the game to get a story, you never asked where he could be found; you simply asked: 'Which bar?' Million dollar deals were made between highballs at the old Pontchartrain."

There are anecdotes and profiles about all the fabulous figures in and out of "the game" who gave Detroit its peculiar tempo. Three chapters are given over to Iffy the Dopester's famous baseball yarns. Also there is the inside story of the Detroit bank crash—told for the first time—as a climax of a long, bitter feud between Henry Ford and his old partner, Senator James Couzens.

The book is dedicated "To John S. Knight, a publisher with the heart of a reporter and the soul of an editor, who believes that a typewriter is more important to a newspaper than an adding machine."

## Unique War Book Published By Philadelphia Bulletin

MOST IMPRESSIVE war record published by a newspaper to come to our attention is The Evening Bulletin's "World War II in Headlines and Pictures." Fifty-six pages, 11 by 14 inches, on coated paper, selling fast to enthusiastic Philadelphians at 50 cents a copy.

Each right hand page is a reproduction of an historic front page, beginning Sept. 3, 1939, "England and France at War with Germany," through "The War Is Over!", on Aug. 14, 1945. Opposite pages are filled with well displayed pictures, carefully selected to cover every phase of the war the world over.

## Meet H. F. Burmester, Breezy Californian, Now an ASNE Member

THIS is the life story of a new member, as pieced together from letters and press clippings.

He is H. F. Burmester, executive editor of the Long Beach (Cal.) Press-Telegram, and when you meet him at the convention you'll have to call him simply, "H. F."; he diligently conceals his first name, in letterhead, signature and anywhere else it appears. Maybe he just doesn't like given names; at any rate, he calls the ladies "Honey,"



but denies Georgian nativity.

He was born on the Utah-Nevada line and began newspaper work on the Salt Lake Herald. He shifted to the Butte Miner during the interesting period when the copper barons were involved in an epochal fight for political control; dropped into New York circa Thaw trial; dashed out to San Francisco after the earthquake; and spent the next ten years on newspapers in San Francisco, Seattle and Portland, with a side trip to Calgary by way of diversion and education. Since 1918 he has been in Southern California, most of the time with The Press-Herald.

"I did go into banking for a couple of years," he says, "but the boys got most of my money so I went back into the newspaper field."

Newspaper clippings reveal him as a solid citizen, always ready to do his civic duty, two terms as president of the Long Beach Chamber of Commerce, member of the City Park commission, and other activities in Los Angeles County and Southern California. All that he undoubtedly is, but more: A pleasantly informal and friendly sort of person whose correspondence is so breezy it is obvious he couldn't write a straight "Yours of the 2d inst. rec'd." business letter if he tried. Sounds like a distinct asset to any ASNE member who, wishing to extend a welcome to a new member, would like to have the brisk Californian at his table at the forthcoming banquet.



## Grimes Says Small Town Editor Is Tired but Happy at Day's End

• By **GEORGE GRIMES**, Editor and Publisher  
The Oxnard (Cal.) Press-Courier

IN A FAIRLY long newspaper career it has been my good fortune to work for two newspapers that honestly insisted upon a complete lack of bias in news reports, entirely divorced from editorial policy, which itself must be vigorous. One of those newspapers was The Wall Street Journal; the other The Oxnard Press-Courier.

A man leaves the metropolitan newspaper field for the small town field of his own choice, and of course with certain ideas and ideals. Our conviction in Oxnard is that the people of the small community (Oxnard has 20,000 population) are entitled to reporting as skillfully done and editing as expert as upon any newspaper, no matter how populous its home and huge its circulation. People in a small town are accustomed to the best in everything else. The women are as stylishly dressed as those on Fifth Avenue; the people see the same movies, listen to the same radio programs, read the same magazines and books, are as thoughtfully concerned over national and international affairs, as the people in the metropolitan areas.

They should be accorded, therefore, the dignity of a newspaper whose standards are the highest. That is the goal we strive for in Oxnard; and after a year of fighting along that line, and making some degree of progress, we believe that the thing can be done.

The small town publisher works harder at the job and for longer hours. The long hours are partly due to the fact that he keeps his door open always and anyone and everyone drops in to talk over problems both personal and civic. Yet this is one of the high rewards of the job. The visitor may be the wealthiest man in town or the illiterate Mexican mother of a soldier wounded in a nameless island of the Southwest Pacific and from such visits the newspaper understands and feels every pulsing breath of life in its home town.

The small town daily thus has the opportunity for such stories of human interest, of humor, of comedy and tragedy, as no big paper with all of its platoons of reporters, can possibly

get. The small daily possesses every opportunity to reveal to the hilt today the beauty of life in its town, and tomorrow the tragedy and stodginess of that life; the richness of the community experience and the poverty of the community opportunities. When one works for a youth recreation program, it is not for Youth Anonymous, but for Jimmie and Ann and Tony and Maria, the sons and daughters of one's friends.

The problem is to get the young reporter with as deep an interest in life; not one who is restless to get into New York journalism, but who can appreciate the satisfaction and fun of the infinite variety of reporting he must do to cover his small town beat successfully.

The small town paper can cover its politics objectively and with humor. If its editorial interpretations of



*GEORGE GRIMES made news last March when he resigned as associate editor of The Wall Street Journal to run a newspaper in a California town of 20,000. Mrs. Grimes is associated with him, as secretary-treasurer. They have four sons, all of whom were in the services.*

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PAUL SCOTT MOWREY *New York Post*  
JAMES M. NORTH, Jr. *Fort Worth Star Telegram*  
ROY ROBERTS *Kansas City Star*  
TOM WALLACE *Louisville Times*  
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national and world events are hastily written, they nevertheless can stem from a deep-rooted philosophy of the editor, who has available to him all the best thought on every side of important controversy. We have found the editorial page read by about 90 per cent of our readers; and no such reward comes to the editorial writers of the mass circulation dailies. This readership puts the small town editor on the spot; he must convince everyone that he calls his shots as he, and no one else, sees them. He must be rigidly accurate in statement, scrupulously fair to his opposition, if he is to win respect for an confidence in what he writes.

Out of all the hard daily work and struggle comes an immense satisfaction. My own belief is that if the small towns can escape chain ownership, if they can lure the big city editorial men tired of following a publisher's line, they will establish the American newspaper's right to the constitutional guaranty of freedom of the press. Most small town editors realize, because they must, the responsibility that goes with that freedom.

That's why the end of the day may find them dreadfully tired; physically and mentally and emotionally exhausted; but extremely happy.

# THE BULLETIN

## OF THE AMERICAN SOCIETY OF NEWSPAPER EDITORS

## TRYGVE LIE TO SPEAK AT ANNUAL BANQUET

Russian Editors Coming to Washington to Participate in Program

TRYGVE LIE, Secretary-General of the United Nations, will be the principal speaker at the 1946 banquet of the Society, Saturday evening, April 20, in the Hotel Statler, Washington, D. C. A feature of the banquet will be the Society's tribute to correspondents who lost their lives in the war. Erwin D. Canham, program chairman, has just received an acceptance of ASNE's invitation to three Russian editors to attend the convention. The Moscow Foreign Office has advised the State Department that the editors have been selected, their names to be announced

shortly. The Soviet guests will attend sessions and speak at one of them.

John S. Knight will make the annual address of the president at the opening meeting, Thursday morning, April 18. A conference with President Truman, talks by Secretary Byrnes, General Eisenhower and Admiral Nimitz, and an evening with Congress will give members the contact with the government leaders promised earlier. More time than usual has been allotted to shop talks, dealing largely with technical advances of vital importance to newspapers.

### THURSDAY, APRIL 18

- 10.00 A.M.—REPORTS of officers; report of Committee on Accreditation of Journalism Schools, and of other important committees. Members are urged to be present for this meeting as most of the annual business of the Society will be disposed of at this time.
- 12.30 P.M.—LUNCHEON with Admiral Nimitz as guest.
- 2.30 P.M.—ROUND TABLE with Russian editors and Wilbur Forrest.
- 4.30 P.M.—CONFERENCE with President Truman at the White House.
- 8.00 P.M.—AN EVENING with Congress; What Congressmen think of the press; Is Washington coverage as good as we assume it to be?

### FRIDAY, APRIL 19

- 10.00 A.M.—SHOP TALK on reconversion problems of the American press and nation; discussion led by editors. Address by Stabilization Director Chester Bowles.
- 12.30 P.M.—LUNCHEON with General Eisenhower as guest.
- 2.30 P.M.—REPORT by Wilbur Forrest, first vice president, as chairman of the Committee on World Freedom of Information. Discussion by members; also a statement by William Benton.

### SATURDAY, APRIL 20

- 10.00 A.M.—THE CHANGING NEWSPAPER: Technical advances; presses; typography; facsimile; color. A photographer talks to the editors: Joseph Costa, president of the Photographers' Association. Improving readability: Robert Gunning.
- 12.30 P.M.—LUNCHEON with Secretary of State Byrnes as guest.
- 2.30 P.M.—THE CHANGING NEWSPAPER, continued: Radio and the Newspaper. Business continued: Discussion and adoption of resolutions.
- 7.00 P.M.—BANQUET, preceded by cocktail party for members and guests. Banquet speaker: Trygve Lie.

(Program details subject to last minute changes)

## Country Canvassed

### For Candidates For Board of Directors

L. R. BLANCHARD of The Gannett Newspapers reports for the Nominations Committee:

The task of the committee this year was peculiar because there was no

meeting in 1945; thus it was necessary to nominate candidates to fill eight vacancies instead of the usual four. The four receiving the highest number of votes will be elected for three-year terms, the next highest four will be elected for two years. This will restore the line of succession.

It was the aim of the committee to submit a slate balanced on three important points: First, geographical spread in the interest of nationwide representation. Second, carry-over among officers to insure continuity of policy. Third, infusion of new blood.

Perusal of the membership list showed a wealth of talent and in many cases it was difficult to make a choice. The committee hopes that the list sub-



BLANCHARD



mitted will meet with the approval of the members.

The list follows. Names starred are incumbents named for re-election:

WRIGHT BRYAN, editor, Atlanta Journal.

\*ERWIN D. CANHAM, editor, Christian Science Monitor.

JUDSON CHAPMAN, editor, Greenville (S. C.) Piedmont.

VIRGINIUS DABNEY, editor, Richmond Times-Dispatch.

\*WILBUR FORREST, assistant editor, New York Herald Tribune.

JOHN P. HARRIS, editor, Hutchinson (Kan.) News and Herald.

VINCENT S. JONES, executive editor, Utica Observer-Dispatch.

B. P. LYNCH, managing editor, Phoenix Republic and Gazette.

\*B. M. McKELWAY, associate editor, Washington Star.

\*J. M. NORTH, JR., editor, Fort Worth Star-Telegram.

HAMILTON OWENS, editor, Baltimore Sun.

DWIGHT S. PERRIN, managing editor, The Evening Bulletin, Philadelphia.

CARL M. SAUNDERS, editor, Jackson (Mich.) Citizen-Patriot.

LOUIS B. SELTZER, editor, Cleveland Press.

W. R. WALTON, managing editor, South Bend Tribune.

\*DWIGHT YOUNG, editor-in-chief, Dayton Herald-Journal.

On Mr. Blanchard's committee are: Louis I. Jaffee, Norfolk Virginian Pilot; Oliver J. Keller, Pittsburgh Post-Gazette; Edward T. Leech, Pittsburgh Press; Miles H. Wolff, Baltimore Evening Sun.

Following the election of directors, officers of the Society are elected by the new board of directors.

ALTHOUGH convention sessions do not begin until Thursday morning, April 18, the registration desk will be open Wednesday from 4 to 8 P.M., on the mezzanine of the Statler.

This will permit members arriving in Washington early to pick up badges and banquet tickets at their convenience. Registration clerks have complete information on banquet seating and other details, and will act as troubleshooters on any individual problems that may arise.



DWIGHT YOUNG



W. R. WALTON



HAMILTON OWENS



JAMES NORTH, JR.



LOUIS SELTZER



CARL SAUNDERS



DWIGHT PERRIN



B. M. McKELWAY



B. P. LYNCH



VINCENT JONES



JOHN HARRIS



WILBUR FORREST



VIRGINIUS DABNEY



JUDSON CHAPMAN



ERWIN CANHAM



WRIGHT BRYAN

## ROSTER OF MEMBERS ELECTED SINCE LAST MEETING

JULIAN MILLER, *Charlotte Observer*, has done a prodigious job as membership chairman since 1944. Two factors made the task difficult: The stimulus of a convention, which automatically brings in a flood of applicants, was missing last year. And, as the Society grows, the field of potentials becomes increasingly smaller.

Names of members elected in the last two years are reprinted here as tribute to Mr. Miller and his committee, and also to remind members to extend a welcome to them at their first ASNE meeting. Red seals on new members' badges will make it easy to spot them at convention sessions.

### ALABAMA

REESE T. AMIS, Editor, The Times, Huntsville.

GEORGE M. COX, Executive Editor, The Press and Register, Mobile.

WILLIAM J. MAHONEY, Jr., Managing Editor, Montgomery Advertiser and Alabama Journal, Montgomery.

### CALIFORNIA

H. F. BURMESTER, Executive Editor, The Press-Telegram and Long Beach Sun, Long Beach.

KENNETH S. CONN, Editor, The Mercury Herald and News, San Jose.

LEE M. MERRIMAN, Managing Editor, The Star-News and Post, Pasadena.

CARROLL W. PARCHER, Editor, The News-Press, Glendale.

CHARLES S. RYCKMAN, Editorial Writer, The Call Bulletin, San Francisco.

### FLORIDA

SAM BUTZ, Managing Editor, The Times-Union, Jacksonville.

TOM C. HARRIS, Executive Editor, The Times, St. Petersburg.

CALEB J. KING, Sr., Editor, The Times-Union, Jacksonville.

V. M. NEWTON, Jr., Managing Editor, Tampa Tribune, Tampa.

### GEORGIA

WILLIAM S. KIRKPATRICK, Managing Editor, The Atlanta Journal, Atlanta.

JOHN PASCHALL, Editor Emeritus, The Atlanta Journal, Atlanta.

J. P. SKINNER, Managing Editor, The Atlanta Constitution, Atlanta.

JACK TARVER, Associate Editor, The Atlanta Constitution, Atlanta.

### INDIANA

CLIFFORD B. WARD, Editor, The News-Sentinel, Fort Wayne.

### IOWA

J. S. RUSSELL, Farm Editor, The Register and Tribune, Des Moines.

FORREST W. SEYMOUR, Associate Editor, The Register and Tribune, Des Moines.

### KANSAS

FREDERICK W. BRINKERHOFF, Editor and Manager, The Sun and Headlight, Pittsburg.

MARSHALL M. MURDOCK, Associate Publisher, Wichita Eagle, Wichita.

### KENTUCKY

A. Y. ARONSON, Managing Editor, The Louisville Times, Louisville.

CARL A. SAUNDERS, Editor, The Kentucky Post, Covington.

### LOUISIANA

DONALD M. EWING, Associate Editor, The Times, Shreveport.

WILLIAM HENRY FITZPATRICK, Editor, The States, New Orleans.

CLAYTON FRITCHEY, Executive Editor, The Item, New Orleans.

### MARYLAND

H. LOWREY COOLING, Editor, The Sunday Sun, Baltimore.

### MASSACHUSETTS

THOMAS F. COSTELLO, Editor and President, The Sun, Lowell.

FRANCIS P. MURPHY, Managing Editor, The Telegram, Worcester.

### MICHIGAN

DALE B. STAFFORD, Managing Editor, The Free Press, Detroit.

### MINNESOTA

CARROLL BINDER, Editorial Editor, The Tribune, Minneapolis.

### MISSOURI

HENRY D. BRADLEY, Publisher, St. Joseph News-Press and Gazette.

DAN FORRESTAL, Assistant Managing Editor, The Globe-Democrat, St. Louis.

ERNEST KIRSCHTEN, Editorial Page Editor, The Star-Times, St. Louis.

### NEW JERSEY

FRED W. BURGNER, Managing Editor, Times Newspapers, Trenton.

WILLIAM M. McBRIDE, Managing Editor, The Herald-News, Passaic.

### NEW YORK

LAURANCE ANGEL, Managing Editor, The Daily Argus, Mt. Vernon.

ELMER H. MILLER, Managing Editor, The Standard-Star, New Rochelle.

EDWIN B. WILSON, Editor, The Brooklyn Eagle, Brooklyn.

### NORTH CAROLINA

WALTER S. ADAMS, Managing Editor, The Citizen and The Times, Asheville.

HARRY S. ASHMORE, Associate Editor, The News, Charlotte.

ERNEST B. HUNTER, Managing Editor, The Charlotte Observer, Charlotte.

A. D. JONES, Editor, The Record, Greensboro.

### OHIO

DOWSLEY CLARK, Managing Editor, The Blade, Toledo.

LYNN H. HOLCOMB, Managing Editor, The Beacon Journal, Akron.

JAMES S. JACKSON, Associate Editor, The Beacon Journal, Akron.

CARLTON K. MATSON, Associate Editor, The Cleveland Press, Cleveland.

ROBERT H. STOPHER, Associate Editor, The Beacon Journal, Akron.

DON E. WEAVER, Editor, The Columbus Citizen, Columbus.

### PENNSYLVANIA

DALE GRAMLEY, Editor, Bethlehem Globe-Times, Bethlehem.

W. D. MANSFIELD, Editor, The Daily News, McKeesport.

RAYMOND D. SILL, Editor, Bradford Publications, Bradford.

JACK B. THOMPSON, Chief Editorial Writer, The Times, Chester.

(Continued on next page)



## NEW MEMBERS

(Continued from previous page)

### RHODE ISLAND

GEORGE W. POTTER, Chief Editorial Writer, The Journal and Evening Bulletin, Providence.

### SOUTH CAROLINA

ROBERT M. HITT, Jr., Managing Editor, The Evening Post, Charleston.

### TENNESSEE

ALVAND C. DUNKLEBERGER, Associate Editor, Nashville Banner, Nashville.

CHARLES MOSS, Managing Editor, Nashville Banner, Nashville.

### TEXAS

WALTER R. HUMPHREY, Editor, Fort Worth Press, Fort Worth.  
WESLEY S. IZZARD, Editor-in-Chief, The News-Globe, Amarillo.

W. W. WARD, Managing Editor, The Evening Journal, Beaumont.

### VIRGINIA

C. J. HARKRADER, President-Publisher, The Herald-Courier and News-Bulletin, Bristol.

J. CURTIS LYONS, Managing Editor, The Progress-Index, Petersburg.

Members of the committee who have worked with Mr. Miller are: Samuel L. Latimer, The State, Columbia, S. C.; Walter P. Jones, McClatchy Newspapers, Sacramento; Don Morris, Philadelphia Record; Walter W. Krebs, Johnstown (Pa.) Tribune; B. P. Lynch, Phoenix Republic and Gazette; E. Robert Stevenson, Waterbury Republican and American; Philip L. Jackson, Portland Journal; and Harold A. Fitzgerald, Pontiac Press.

### Amendment to be Voted on

IN ACCORDANCE with the by-laws, Secretary Dwight Young has notified members of the proposed amendment to the constitution permitting associate memberships in the Society. Text of the amendment has been printed in The Bulletin; copies also will be circulated at the convention, where it will be voted upon.

### Banquet is Black Tie

ANSWERING several inquiries: The banquet will be black tie. Obligatory? No, but de rigueur.

## TO THE EDITOR

SEVENTY-FIVE years stand behind us, 11,000 of the cream of our youth ride off to war. The Bayonne Times prints an anniversary edition and the War and Navy Departments "regret to inform" the families of 285 men that they have died in service. The Navy builds one of its greatest bases on Bayonne's New York Bay shore to supply both Atlantic and Pacific fleets. From her refineries pour an endless stream of the "oil that is ammunition." From the hornet's nest on Newark Bay come the sleek PT boats setting their knife-like snouts to east and west in unending pursuit of America's enemies. Bayonne's thousands save fat, save paper, buy war bonds, labor day and night in the shipyards, chemical works and heavy industries—and Bayonne is immortalized in The Bulletin of the ASNE by a "pigeon vest" which was manufactured by a brassiere company. Boy am I mortified!

ROBERT T. WALSH  
Bayonne Times.

(BULLETIN made reference to "Bayonne's contribution to the war"; space too limited for details of sacrifices made in Bayonne as in other cities the country over. And we still think news of carrier pigeons in the war is unique and interesting.)

## PERSONAL MENTION

"THE POPULAR conception of a newspaper publisher," the Princeton Alumni Weekly said recently, "is a man who, on rare occasions when he is not in Florida or on his yacht or addressing meetings of associations of publishers, sits behind a massive desk twiddling his thumbs." That picture was blasted when compositors of the Trenton Evening Times struck.

"If they believed," the story continues, "their absence would force The Times to discontinue, they reckoned without the versatility of its publisher, James Kerney Jr. For in addition to drinking at the font of Princeton, Mr. Kerney also quaffed at the font of a printer's school."

Sitting down at a linotype machine in the deserted composing room, the one man crew managed to get up enough

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JOHN S. KNIGHT *Knight Newspaper*

**1st VICE PRESIDENT**  
WILBUR FORREST *New York Herald Tribune*

**2nd VICE PRESIDENT**  
NATHANIEL R. HOWARD *Cleveland News*

**SECRETARY**  
DWIGHT YOUNG *Dayton Herald and Journal*

**TREASURER**  
DAVID LAWRENCE *United States News*

The Board of Directors consists of the officers and the following:

ERWIN D. CANHAM *Christian Science Monitor*  
W. S. GILMORE *Detroit News*  
ALEXANDER F. JONES *Washington Post*  
DWIGHT MARVIN *Troy Record*  
BEN M. McKELWAY *Washington Star*  
PAUL SCOTT MOWBRER *New York Post*  
JAMES M. NORTH, Jr. *Fort Worth Star Telegram*  
ROY ROBERTS *Kansas City Star*  
TOM WALLACE *Louisville Times*  
BASIL L. WALTERS *Knight Newspapers*

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No. 273 April 1, 1946

type for the front page and some for inside, filling the rest with offset. "The Times was rather a strange looking sheet," the article admits, "but it was being published. And its publisher was earning full rights to his title."

OXIE REICHLER, editor of The Herald Statesman, was one of 77 citizens honored at the Yonkers, N.Y., tercentenary for noteworthy achievements in behalf of the city. Mr. Reichler was cited as "a man of dauntless courage."

BARNET NOVER, associate editor of The Washington Post, had a happy home-coming when he made the principal address at the 46th annual commencement of the University of Buffalo. For many years he was an editorial writer on the Buffalo Evening News. His speech, urging "a long, sustained and continually cooperative effort by all the nations of the world and particularly by the great powers," was put in the Congressional Record by Rep. Clare Booth Luce.

### A Plea from the Treasurer

IN ORDERING banquet tickets, \$7.50 each, David Lawrence asks members please to remember to add \$5. for their registration fee.

# THE BULLETIN

No. 274

May 1, 1946

## REPORT ON THE 1946 CONVENTION

**Forrest is Elected President; Russians Arrive; Lie Speaks at Record-breaking Banquet**

THE FIRST post-war meeting of the American Society of Newspaper Editors was the largest in its history. Regard it from other angles and superlatives are still in order.

Attendance at the banquet at which John S. Knight turned the gavel over to Wilbur Forrest was 873. Members registered were 288. In 1944 banquet attendance was under 800; registration was 240. Increased membership is only partly accountable for new highs; the program arranged by Erwin D. Canham drew a larger percentage of the membership to the convention than ever before.

News of the meeting already has been covered by the press associations. This issue of The Bulletin serves as an interim report on convention affairs until the annual Proceedings can be printed. The book, containing the complete transcript of addresses and discussions exclusive of off-the-record sessions, will be sent to all members.

THE ADVANCE program was so well plotted by Mr. Canham that it went through as announced a month ago with only minor changes. Unperturbed by the burden he carried as program chairman, Mr. Canham went on the air at 6:15 on Saturday evening, April 20, for his regular world affairs commentary over a nation-wide hook-up, returning to the Statler half an hour later to take his place at the head table at the banquet.

The end of the war drastically reduced the number of off-the-record meetings. Reporters, and even members, found this difficult to believe. "You're sure the address by Admiral Nimitz at the Tuesday luncheon is on the record?", they asked incredulously. It was, and will appear in full in the Proceedings. This year the only closed meetings were informal talks to the membership by Secretary of State Byrnes and General Eisenhower, and the conference with President Truman at the White House.

The whole question of why American news should be widely disseminated overseas, how and by whom, was covered in an address Thursday afternoon by Assistant Secretary of State William Benton and thrashed out in a question and answer period that followed.

The meeting, that evening, with four members of Congress was arranged by Alexander F. Jones, managing editor of The Washington Post, who originated the idea when he was program chairman in 1944. The speakers were: Senator Arthur H. Vandenberg of Michigan, an ASNE member when he was a newspaper

editor, on the United Nations organization; Senator Joseph H. Ball of Minnesota, who presented the current picture on labor legislation; Representative A. S. (Mike) Monroney of Oklahoma, champion of the movement to reorganize Congress; and Representative F. Edward Hebert, former city editor of the New Orleans States, who discussed the handling of news from Washington as it looks to him since he has been on the inside looking out instead of the outside looking in.

Only changes in schedule were necessitated by the illness of Stabilization Director Chester Bowles, and the delayed arrival of three Russian Editors. James G. Rogers, deputy Administrator for OPA, spoke in place of Mr. Bowles. Clarifying some of the existing confusion concerning OPA, Mr. Rogers asked support for a program "in which every American has a terrific stake."

Next the editors took up their own reconversion problems, in a panel led by N. R. Howard, editor of the Cleveland News. Members, all managing editors, participating were Donald J.



**PRESIDENT WILBUR FORREST:** In the reviewing stand when, as program chairman in 1942, he arranged an ASNE session under Army auspices at Governors Island; at Ankara when he was entertained by Turkish journalists on the World Freedom of Information tour; and at a recent Directors' meeting in Washington.





**CONVENTION HUDDLES:** Dwight S. Perrin, managing editor of The Evening Bulletin, Philadelphia and newly elected ASNE director, exchanges greetings with John L. Morrison, editor of the Greenville, Pa., Record-Argus. Continuing left to right: David Patten, managing editor of the Evening Bulletin, Providence; Paul S. Walcott, editor of the Recorder-Gazette, Greenfield, Mass.; and George W. Potter, chief editorial writer, the Providence Journal and Evening Bulletin.

Sterling, The Oregon Journal, Portland; George A. Cornish, New York Herald Tribune; and Frank Ahlgren, Memphis Commercial Appeal. They gave their views, and answered questions, on new space budgets, cost of operation, staff personnel, overtime, returning veterans, reader interest, and improved operations as a result of wartime experiences.

Another session, Saturday morning, was also devoted strictly to shop talks. Joseph Costa, of the New York Daily News and president of the National Press Photographers Association, talked of photographers rather than photography. Photographers, too, he indicated, have their problems and indicated how editors can back them up with a resultant improvement in newspaper pictures.

Leon A. Link, production manager of the Cleveland Plain Dealer, next covered perplexing production problems from typography to the retouch artist and costs resulting from loose operation.

Robert Gunning, editor of Readable News Reports, presented his theories on readability, that is, the effect of writing style on reading difficulty. His ideas, already discussed pro and con in the ASNE Bulletin, will be further discussed later, with more pros since his appearance, complete with slides, at the convention.

Following the luncheon of Saturday with Under-secretary of State Dean Acheson, Mr. Byrnes addressed a meeting for members only. The convention concluded with discussion and adoption of resolutions, all on the record, and the banquet in the evening.

## Knight Summarizes Events Since 1944

PRESIDENT John S. Knight, subject of enthusiastic and merited compliments on the smooth way he handled the largest convention to date, opened the first meeting with a report on activities of the Board of Directors in the last two years.

In April 1944, he reminded, the Board adopted a resolution urging the resolutions committees of the Republican and Democratic National Conventions to include planks in their platforms on free press and unrestricted communications for news throughout the world. This was later achieved through the efforts of directors and individual members of the Society.

Shortly thereafter, Mr. Knight recalled, he named a committee on World Freedom of Information, headed by Ralph McGill, editor of the Atlanta Constitution, with Dean Carl W. Ackerman, Graduate School of Journalism, as co-chairman. This committee considered the problems at length with Hugh Baillie of the United

Press and Paul Miller of the Associated Press and recommended that an ASNE representative be sent around the world to acquaint the proper governmental bodies and news agencies with the aims of the Society and learn their views on postwar freedom of information. This was the inception of the now famous world tour made by Mr. McGill, Dean Ackerman with Wilbur Forrest as chairman.

Other activities mentioned by the retiring president are covered elsewhere in this issue.

## Julio Garzon Elected

JULIO GARZON, editor of La Prensa, Spanish-language newspaper in New York City, was accorded an honor provided for in the by-laws but rarely accorded. This permits election, by at least two-thirds of the Directors, of any newspaper man who shall have distinguished himself by notable contributions to public service or to journalism. Mr. Garzon was elected for his work in improving relations between the Americas, particularly between the editors of the two continents.

## Membership Growing

JULIAN MILLER, editor of the Charlotte Observer, was unable to attend the meeting to present his Membership Report which was reported instead by Secretary Young. New members elected in the past two years outran all expectations. The list of those elected on a mail ballot, since the roster published in the April Bulletin, will be printed next month.

## Mutual Understanding Asked and Offered By Russian Editors

WEATHER conditions, delaying the arrival of the Russian editors invited as guests of the Society, kept the program schedule in a state of flux and built up suspense until a phone call from the State Department announced their safe landing at LaGuardia Field.

The three, whose names had been announced only a week before the convention, were as eminent as promised: General Mikhail Romanovich Glaktionov, military writer conceded to be at the top in his field; Ilya Grigorevich Ehrenbourg, novelist as well as writer, of the editorial staff of Inestiya; and Konstantin Simonov of the editorial staff of Red Star, author, playwright and war correspondent.

They were introduced by Wilbur Forrest, who had held conferences with them in Moscow, and spoke through an interpreter.

Expressing his pleasure in being with us, General Glaktionov said, "We tried hard to get here as we also, like Mr. Forrest, consider the best way to move forward and to progress is to work together on both the consideration and the decision of all questions which concern the Russian people and the American people."

Mr. Ehrenbourg referred frankly to differences between the newspapers of the two countries. "I think it is possible," he said, "that at times our papers have criticized the United States unfairly, maybe unfairly from our own point of view. Newspaper writing is not scriptural writing. Editing is a hard job in every country and mistakes can be made. I want in true friendship to say to you from my heart that there is no malice against America to be found in Russian newspapers." Mistakes, he admitted, but without malice, adding, "I wish you could say the same of your press in regard to my country, but if any one of you should say it to me, I would look at him carefully."

Mr. Siminov, who is only 30 and for whom this was a first trip to the United States, made an impassioned plea for the cooperation that will lead to world peace. "My own basic personal desire," he said, "is that my son, who is now seven years old,



WRIGHT BRYAN, editor of the Atlanta Journal, is the only ASNE member wounded in the war and captured by the Germans. He was elected to the Board of Directors at the Washington meeting and last week was appointed by President Forrest as 1946-47 chairman of the Membership Committee.

should not have to live through what I have had to live through in this life . . . There are many differences between us in our points of view, but I think in respect to this it is clear that we are agreed." He concluded: "Let us think about those who are growing up in this country and those who are growing up in Russia. If we think about them and think about them honestly, we will find an answer to our problems."

With time growing short at an afternoon session, and interest in the distinguished Russian guests running high, a question and answer period on Saturday morning was arranged. The complete transcript of both will appear in the Proceedings.

Prior to the appearance of the Russians, Wilbur Forrest brought up to date his report on ASNE activities in the interest of World Freedom of Information. Mr. Forrest last year served as chairman of a standing committee on the subject appointed by President Knight. This forty-page document is recommended reading for every member of the society.

## Lie Addresses Banquet; Patterson and Price On Final Program

SUCCESS of the banquet was assured with the announcement that Trygve Lie, Secretary-General of the United Nations, would be the speaker. Mr. Lie's plea for support of the one agency that can insure the future peace of the world was accorded front page space in newspapers throughout the country the following day.

At the dinner, Byron Price received a scroll testifying to the Society's appreciation of his handling of the Office of Censorship during the war. Speaking briefly, Mr. Price urged continued vigilance against more subtle forms of censorship "which may be striking at you over somebody else's shoulder" and asked that we fight "for intelligent self-regulation and against every form of governmental censorship over the mind and self-expression of man."

The Society's tribute to correspondents who lost their lives in the war was presented by Grove Patterson, editor in chief of the Toledo Blade. The complete list will be published in The Proceedings.

## To Represent ASNE In Accrediting Plan

DWIGHT MARVIN, editor of the Record Newspapers, Troy, N. Y., reported in full on the project of accrediting schools of journalism in which the ASNE is cooperating with other groups. Two members of the Society were appointed by President Knight as our representatives on a committee which will lay out the accrediting rules and plans. They are A. H. Kirchhofer, managing editor of the Buffalo Evening News, and Stephen C. Noland, editor of the Indianapolis News.

Schools asking accreditation will be fully investigated by newspaper editors in the locality, under standards still to be worked out.

Meanwhile the matter is in responsible hands. Messrs. Marvin, Noland and Kirchhofer were reported by eye-witnesses attending early morning Easter services together in New York City, after which they went into an all-day conference on accreditation.

J. ALBERT DEAR, Jr., drew the biggest convention laugh at the session on reconversion. Following the discussion of what to do about returned veterans, displaced women on the staff, overtime and other problems, the editor of The Jersey Journal rose to ask the panel of experts: "Have you found any new uses for women?"



## FIVE RESOLUTIONS ADOPTED

FIVE RESOLUTIONS were adopted by the Society at the convention, all suggested by members and presented by Ralph Pulitzer, editor of The St. Louis Post-Dispatch, and William F. Maag, editor and publisher of The Youngstown Vindicator, chairman and co-chairman respectively of the Resolutions Committee.

The first paid tribute to honored and beloved members of our profession who lost their lives in the war and resolved that copies of the resolution be sent to the bereaved families.

The second took cognizance of famine conditions abroad and urged that ASNE give its utmost cooperation to the work of President Truman's Famine Committee.

The third resolution concerned the prejudices of bar associations and judges against newspaper photographers, "based on the fear that operation of cameras in courtrooms will destroy the dignity and decorum of that sacred institution," a fear that has been proved unwarranted by photographic coverage of the Nuremberg trial and United Nations conferences.

Thus it was resolved that the ASNE recognizes the value of photographic reports of important judicial proceedings and believes that, if given proper facilities, photographers can do

their work without upsetting the dignity of the court. The resolution further resolved that judges and bar associations be asked to reconsider and liberalize current rulings, and that "Members of the Society take up this question in individual cities with judges and bar associations to work out an agreeable plan."

Resolution Number Four was adopted with only minor changes. The complete text follows:

"The American Society of Newspaper Editors in convention assembled calls upon statesmen of all nations to meet the issue of world freedom of information in a spirit of international good will and understanding.

"RESOLVED, That this Society believes that a free press in any part of the world is a responsible press and will more nearly meet the obligations of accuracy and fairness if released from interference by governments."

The concluding resolution was subject to some discussion as to wording, all of which will appear in the Proceedings. In its final form, it reads:

"RESOLVED, That the President of the American Society of Newspaper Editors is asked to appoint a committee to study the problem of world dissemination of news, and report to the Board within six months."



MAT GRAY, associate editor, New Orleans Times Picayune, left, got the low-down at the convention on why Frank Sparks, editor of the Grand Rapids Herald, wears a Windsor tie. "It isn't a tie," Mr. Sparks confesses, "it's a birthmark."

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**SECRETARY**  
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**TREASURER**  
B. M. McKELWAY *Washington Star*

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VIRGINIUS DABNEY *Richmond Times-Dispatch*  
ALEXANDER F. JONES *Washington Post*  
JOHN S. KNIGHT *Knight Newspapers*  
DAVID LAWRENCE *United States News*  
HAMILTON OWENS *Baltimore Sun*  
DWIGHT PERRIN *Philadelphia Bulletin*  
ROY ROBERTS *Kansas City Star*  
BASIL L. WALTERS *Knight Newspapers*

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### To Direct Society

Officers elected for 1946-1947 appear in the Masthead above.

In the general election for the Board of Directors Mr. Canham, Mr. Forrest, Mr. McKelway and Mr. Young were re-elected, all winning the three year, regular terms. Four new directors, elected for two year terms are:

Dwight S. Perrin, managing editor, Philadelphia Evening Bulletin.

Hamilton Owens, editor, The Baltimore Sun.

Virginius Dabney, editor Richmond Times-Dispatch.

Wright Bryan, editor, The Atlanta Journal.

As past-president, Mr. Knight automatically becomes an ex-officio member of the Board for three years.

### Amendment Defeated

A PROPOSED amendment, to permit associate memberships for members no longer eligible, was defeated. A. H. Kirchhofer, Buffalo Evening News, suggested that they might eventually outnumber regular members. Treasurer David Lawrence, United States News, contended that if restrictions are to be eased, editors in cities under 50,000 population should be favored over former members leaving the profession.

# THE BULLETIN

OF THE AMERICAN SOCIETY OF NEWSPAPER EDITORS

No. 275

June 1, 1946

## HOWARD HEADS STUDY OF NEWS

Forrest Names Committee of Eight to Survey World Channels and Report in October

N. R. HOWARD, editor of the Cleveland News and first vice president of the Society, has been named by President Forrest to head the ASNE committee to study world dissemination of news which was provided for in a resolution adopted at the meeting in Washington.



Mr. Howard, one of the first members of the Society to go into government service during the war, served for two years in the Office of Censorship, as deputy to Byron Price. For the last two years he has been Press Relations chairman of ASNE, an appointment made by John S. Knight in response to Washington correspondents' indignant cries that the editors' press relations belonged in the world's-worst category.

Others on the committee are: EDWIN L. JAMES, managing editor, The New York Times.

GEORGE A. CORNISH, managing editor, New York Herald Tribune.

ALEXANDER F. JONES, Managing Editor of the Washington Post, has been named Program Chairman for the 1947 meeting of the Society.

In making the appointment, President Forrest said that as Chairman in 1943 and a member of the Washington Committee Mr. Jones has both the background and the year around contacts to facilitate building of a program equal in interest to that of the convention just past.

B. M. McKELWAY, associate editor, The Washington Star.

GIDEON SEYMOUR, executive editor, Minneapolis Star Journal and Tribune.

OVETA CULP HOBBY, executive editor, The Houston Post.

BEN REESE, managing editor, St. Louis Post Dispatch.

HAMILTON OWENS, editor, Baltimore Sun.

An inconclusive debate, at the convention, on the stand the Society should take on the refusal of the AP and the UP to furnish news to the State Department for dissemination abroad over the government short-wave, voice radio broadcast led to passage of a resolution asking the president to appoint a committee to make a comprehensive study of the situation. The committee will report its conclusions on or before October 8.

### 'When You're Knocked down, Get up and Try again'

THE HEADLINE above appeared over an editorial in the Wisconsin State Journal citing the ASNE committee on world freedom of information as "a sturdy example of fortitude and tenacity for the rest of the world."

That committee noted with sadness but not utter despair, the editorial said, that the cause of freedom of information had not been conspicuously advanced with the end of the war; and it drew conclusions of ominous significance in some nations. With all the pleading and explaining the committee had done on its world tour seemingly gone for naught, the editorial pointed out, most people would be more than content to quit; but the ASNE has not done so, thus setting an admirable example for all Americans who are too easily bruised and discouraged by the present international situation.



DWIGHT MARVIN

PRESIDENT Forrest has appointed Dwight Marvin, editor of The Record Newspapers, Troy, N. Y., as ASNE representative on the American Council on Education for Journalism. Mr. Marvin has since been honored by election to the presidency of the Council.

He succeeds Richard P. Carter in both offices. Mr. Carter, formerly editor of the Roanoke World-News, has left newspaper work temporarily to live in Florida due to ill health in his family, and has resigned from the Society.

Mr. Marvin last year served as ASNE alternate on the Council and did much of the groundwork on the plan for accrediting schools of journalism.

For the information of new members, he has been a prodigious worker in the ASNE vineyard for many years. For five terms he served as faithful watchdog of the treasury in the days when the Society's financial standing was not as secure as it is now. He was president in 1942 and this year concluded his ex-officio term on the Board of Directors.



## Members' Newspapers Needed in Education Of Japanese Editors

A SINGLE COPY of your newspaper, sent to Tokyo, can help in educating Japanese newspapermen in the standards and ideals of the American press. It's a simple request to comply with, and it will be of inestimable aid to an Army officer working on this project, Major Daniel C. Imboden of GHQ, Supreme Commander of the Allied Powers.

The best United States newspapers, Major Imboden writes, are also the best text books. Japanese editors already have become aware of the meaning of the freedom of press that General MacArthur gave them, he says; they appreciate that democracy cannot be prefabricated but has to grow, and that it grows from habits, practices and precedents, in which newspapers are an important factor.

"There are obvious things which Japanese newspapers should do now," Major Imboden continues. "They should predicate their editorial policies on just foundations, presenting both sides of public matters and carrying articles that truthfully show all shades of public opinion. They should abandon irresponsible reporting of news and mixing editorial comment in the news. Along these lines, the editors have been instructed by us. I do not believe it is too much to say there has been marked improvement. Therefore, the need for proper text books—the best daily newspapers published in the United States."

"American newspapers," Major Imboden sums up his plea, "are worth a half dozen lectures on the subject."

Okayed last March by President John S. Knight as a worthy project for any member wishing to participate, the plan struck a snag. Major Imboden is eager to receive newspapers by airmail but the post office can accept a maximum of only two ounces in one package. This technicality has been hurdled by Cranston Williams, ANPA manager, who has arranged for newspapers to be sent airmail to Tokyo through Army channels. Members interested in helping out will please send one copy of their paper, to Cranston Williams, ANPA, 370 Lexington Ave., New York 17, marked 'For Major Imboden,' and notify the

office of The Bulletin when they have done so.

Since his original request, Major Imboden has asked for, and received, copies of the ASNE Code of Ethics. These are for use by the Japanese Press League, a voluntary group of Japanese publishers organized to improve the standards of their press.

## Medals for Heroes



THE FACE of the ASNE medal presented to next of kin of correspondents killed in the war is shown above. The reverse side is simply engraved, "In Memory of" and the name.

N. R. Howard, Cleveland News, suggested the design and saw the project through to completion.

Grove Patterson, Toledo Blade, paid tribute to these war heroes at the annual banquet. Copies of his address may be obtained by writing Mr. Patterson.

## News of Members Wanted

THE BULLETIN is indebted to Harold Sanford and C. C. Hemenway for stories in this issue about Virginius Dabney and Blanche Hixson Smith. Other members are earnestly requested to submit any news of their colleagues.

## ASNE Invited to Name 16 Members on Juries For Pulitzer Awards

CLOSER cooperation of the Society in determining the annual awards of Pulitzer Prizes in journalism is being sought by Dean Carl W. Ackerman of the Graduate School of Journalism, Columbia University.

In a letter to President Forrest, Dean Ackerman asks the appointment of two members to serve next year on each jury to recommend prizes in the journalism division, or 16 ASNE advisers in all.

For some years the Society has been represented only by its president. Under an older formula, two members were nominated to serve with one member of the faculty. "The committees met one or two days in New York," Dean Ackerman recalls, "examined the material submitted, for example, for the Public Service prize, and made recommendations to the Advisory Board. The Board always welcomed the cooperation of these editors although, as in all human institutions, they were not always in agreement. However, from the standpoint of the University and the Board, the association was valuable."

The scope of the advisers' work can be broadened, Dean Ackerman points out, by the appointment of members who would not only take an interest in the material submitted but would also watch for the best examples of journalistic work in their own localities and bring them to the attention of the Board.

Accepting the invitation, President Forrest terms it "Quite an honor to the Society."

## Philadelphia Bulletin Wins University of Missouri Medal

ASNE MEMBERS' newspapers ranked high in the 1946 Pulitzer awards, already covered by the press associations.

In addition, The Evening Bulletin, Philadelphia, received the medal of the University of Missouri School of Journalism. The citation recognizes The Bulletin's policy of publishing news without sensationalism; the excellence of its plant; and its place in the community, as familiar "as the dining table or the sitting-room clock."

## NO ROOM FOR SECTIONALISM

Dabney, Talking in Rochester, Asks End of Predjudicial Misconceptions about South

VIRGINIUS DABNEY, editor of the Richmond Times-Dispatch, newly elected director of ASNE and outstanding authority on the problems of the South, is carrying his plea for intelligent understanding far beyond his own bailiwick. Last month he made the Phi Beta Kappa address at the University of Rochester.

The invitation was extended by Harold W. Sanford, editor of the Rochester Democrat and Chronicle, president of the local chapter. Mr. Sanford knew Mr. Dabney as one of the real leaders of the New South and for his eminence in Phi Beta Kappa and selected his fellow-member in ASNE for the annual address. "Mr. Dabney's address shows," Mr. Sanford said, "what editors who really are dug into their communities and regions can do in their extra-curricular activities to make different sections of the country understand each other better."

In a hard-hitting speech, the Virginia editor asked that the North discard prejudicial misconceptions about the South. There can be no room for sectionalism, he declared, if this country is to shape its ultimate development upon the anvil of destiny.

Liberal observers, Mr. Dabney said, are becoming increasingly confident that Senator Bilbo may meet defeat in his run for re-election. He pointed out that ex-Governor Tammage's bid for a new term on a "white supremacy" platform received a significant set-back recently when an Augusta political machine supporting him suffered a two-to-one licking in the primaries.

Mr. Dabney expressed the belief that proposed federal Fair Employment Practice legislation would cause more harm than good because it would conflict violently with Reconstruction-born prejudices that only time can remove. While the South has not given the Negro the right opportunities for education, recreation, wealth, health and employment, he said, there are plenty of whites in the South who are seeking the means to remedy the situation.

The address was warmly acclaimed.



VIRGINIUS DABNEY

His remarks were well received, Mr. Sanford comments, "even in this town where Frederick Douglass, most famous Negro leader of Civil War times, lived and which, in the old days, was a red-hot Abolition town."

Editors of the two Rochester Ganett newspapers entertained at a luncheon in honor of the speaker.

## Freedom of Information Pamphlet Available

AN ADDRESS on World Freedom of Information made by Wilbur Forrest, assistant editor of the New York Herald Tribune, at the 25th annual convention of the New York State Publishers Association has been printed in pamphlet form by that organization. Besides presenting Mr. Forrest's authoritative views on the subject, it includes the recommendations of ASNE to Mr. Stettinius on goals that should be sought in international agreements.

The New York group has generously provided extra copies of the pamphlet for distribution to ASNE members. These may be obtained from the Secretary, Dwight Young, The Herald-Journal, Dayton 2, Ohio.

## Credits to Members Who Contributed Time to Convention

Credit for a successful convention rightfully goes to the president and program chairman but work behind the scenes is done quietly and effectively by members whose names do not appear on the program.

B. M. McKELWAY, Washington Star, co-chairman of the program committee, took over completely arrangements for the head table, from selecting and inviting all the distinguished guests to consulting the State Department on protocol in seating. That is more of a job that anyone suspects unless they have ever tried it.

MICHAEL A. GORMAN, Flint Journal, chairman of the Reception Committee, struggled with the problem of finding the guests of the Society among the 800 at the cocktail party, seeing that they were cordially greeted and introduced to their tablemates. This is a step forward from the days when invited guests were left to fend for themselves.

ALEXANDER F. JONES, Washington Post, arranged the session with Congressional leaders and also made the arrangements for the Russians' visit, from the original invitation extended through the State Department to the belated word that they actually were coming.

DAVID LAWRENCE, of United States News, and his efficient secretary patiently handled advance arrangements on banquet tickets, including innumerable changes in reservations, and registration fees. Confusion among members, who neglect to enclose fee or pay it for all their guests, indicate a new procedure is worth investigating. There's no changing editors; simpler to change the system!

AS A COMMITTEE of one on public relations, N. R. Howard, Cleveland News, did a quiet job that netted him no reward but was of inestimable value to the Society. For the first time in ASNE history, Washington correspondents knew where they could turn for convention information. He held press conferences daily, and was available at all times for reporters with special questions on their minds.



## CONVENTION QUOTES FROM MEMBERS' COLUMNS

### Knight Prefers Eisenhower Speaking Extemporaneously

JOHN S. KNIGHT, *Knight Newspapers, in The Editor's Notebook:*

GENERAL Dwight D. Eisenhower is showing the effects of an intensive speaking tour. The usually ebullient general is acquiring a husky voice and he is not at his best when reading an address prepared by his public relations officers. "Ike" makes a grand impromptu speech and it is a crying shame that his tremendous charm and vitality are permitted to be lost in a stereotyped presentation of his views.

We humbly suggest that in all future appearances "Ike" be left to his own devices because you simply can't capture the man's personality in one of those "safe" speeches bearing the imprint of the War Department.

### Howard Describes Russians' Visit as Brave Adventure

N. R. HOWARD in *The Editor's Column in the Cleveland News:*

FRANKLY, with all their totalitarian ideologies, our Russian colleagues wowed our Society. They were so intense, so excited at their first American experience, so filled with their own emotions. It was a great, brave adventure for them, and equally for our Society. . . I went to dinner and drank vodka with the three visitors, along with five other American editors and had one of the fantastic and gala evenings of my life. I described the News to Ehrenburg and Simonov, and dared them to say our paper was "fascist" according to their definitions because our policy is Republican and conservative. He responded:

"We of Russia simply do not understand American politics. We greatly admire your President Roosevelt because he was the champion of the small people. . . We admire almost more your President Lincoln. Then we are told that Lincoln and Roosevelt belonged to different political parties. We do not see how they could."

The poet Simonov said:

"Is your paper for the people?" I said yes, it was. "Then, whatever you

say, it is right," he asserted. I let it go at that.

All these Russians said they came as friends to visit friends who were, like them, writers and editors. I think a great good will come of their visit for, whatever they may do and say, they have interested and greatly attracted 420 U. S. newspaper editors by their frank and amiable ways.

### Dallman's Notes on Members Include Mrs. Hobby's Hats

V. Y. DALLMAN, *editor-in-chief, Illinois State Register, Springfield, and Admiral of the Sargemon, in his column, Lighter Vein—Log of the Flagship Smiles:*

THE EDITORS, most of whom are capped with snow and some of whom are bald, symbolize the highest ideals of journalism. They want to make their publications stronger in reader interest, typographically attractive, editorially effective and with prestige due to service for the public and improvement in government. Among them:

John S. Knight, well groomed, slightly bald, soft of voice and with a kindly smile, is the ideal presiding officer.

Wilbur Forrest, world traveler and brilliant newspaperman, graduated from Bradley Polytechnic Institute, Peoria, and started his career as a reporter on the old Peoria Journal. . . He likes to reminisce of those days so rich in romance and so thrilling in political pyrotechnics.

Noel Macy, the Yonkers (N. Y.) Herald-Statesman, pipes his tobacco constantly and wears a necktie printed like a newspaper.

Joe Vodrey, flower-festooned managing editor of the Canton (O.) Repository, is the best-dressed man of the American press.

Nat Howard, gracious and dynamic editor of the Cleveland News.

Dick Finnegan, the brains, sinew and snow-white topped editor of the Chicago Times.

And as a climax, the beautiful wartime Colonel of the WACS, now restored to her classic, peace-time millinery, a directing force of the Houston Post—Mrs. Oveta Culp Hobby.

### Meeting Nation's Leaders Aids Park to Appreciate Problems

JOHN A. PARK, *editor and publisher, The Raleigh Times, in an editorial in The Times:*

FROM the visiting Russian writers there emanated an unmistakable attitude of sincerity in the express hope for thoroughly cordial and permanently friendly relations between the Soviet States of Russia and the United States of America. As to how these relations may be assured and maintained—that was beyond the capacity of the visitors and their interpreters to tell. Such questions of policy, as Americans already know, are determined in Moscow and ostensibly by just one individual there.

Rubbing elbows with men like President Truman, Secretary of State Byrnes and General Eisenhower and plain citizens of Russia was a real privilege from which every participant will benefit. . .

For one thing, there comes a greater appreciation for performance by our leaders when we learn more fully about the grave responsibilities resting on their shoulders. In similar manner, peoples of other nations, when fully informed are less inclined to be critical and impatient over failures to reach desired objectives.

The difference between such attitudes in America compared with some in other countries lies in the expression of freedoms here by contrast with restraints on thought and expression in other lands.

### Mathews Foresees Truman As Party's Choice in 1948

WILLIAM R. MATHEWS expected to write several columns for the Arizona Daily Star from Washington but the program, "tops for all time," was so full he didn't turn out a line. On his return, he summed up the political outlook as it seemed to him after two weeks in the East.

President Truman's stock has hit bottom and should gradually rise; he is his party's probable candidate in 1948, although he has a genuine revolt of Southern Democrats on his hands. Labor may hold the key to that election. And the OPA will certainly expire by limitation before July of 1947.

## Bingay Traces Growth of Society From Founder's Dream to '46 Meeting

MALCOLM W. BINGAY told the story of ASNE to readers of his Good Morning column in the Detroit Free Press on April 23, as only an early member can know it, as only Bingay can tell it.

"It was a summer night in the Rockies. The year was 1912. A little group of American newspaper editors were enjoying a 'preview' of Glacier National Park before the official opening. We sat around a campfire and listened to a man talk. He was telling us of a dream which possessed him.

"The man was Casper S. Yost, editorial director of The St. Louis Globe Democrat. Mr. Yost was a quiet, scholarly person. He had eyes that a master might have used in painting a picture of St. Francis of Assisi.

"His dream was the creation of an ethical organization of American newspaper editors. He wanted to see them banded together on the common ground of high purpose."

That was 1912. War intervened. Mr. Yost organized the American Society of Newspaper Editors in 1922. Mr. Bingay joined the following year, when less than 50 editors gathered in The Willard in Washington.

"The seed had been planted.

"The idea did not fall on fertile soil at first. No group of men on earth are more self-conscious or more cynical as to their own activities than newspaper editors. That cynicism is born of too many years behind scenes where they see a different picture for the drama of life.

"And so it was that at first the growing membership accepted the annual gatherings at Washington in pragmatic mood. They did see some value in them. Editors from all over the nation got to know each other better and in these newfound friendships gained the wider wisdom that comes with understanding.

"Not that the ideals as laid down by Mr. Yost and his little pioneering group were lost. It was just that the organization was still in formative stage.

"It is axiomatic that no organization long lasts which does not have justification for its existence. Slowly

the ideal became the idea—the raising of the sights and the widening of the horizons."

Casper Yost died, but the ideals for which he had fought lived, and in times that called for new vision.

"It was clear by now to all thinking Americans that the real cause of war in a modern world is the ignorance of the peoples of what their governments are doing to them behind not one but many 'iron curtains.' This was the new challenge to the ASNE.

"The hour and the man had met."

John S. Knight had been elected president. There was no convention but Mr. Knight and the Board of directors were not idle. They got planks in party platforms calling for freedom of news; joint resolutions from both branches of Congress; endorsement from the State Department. They sent a delegation around the world "as missionaries in the new battle for human freedom; freedom of mind through knowledge." The committee spent eight days in Moscow pleading with Russian journalists for understanding. In April three brilliant Russian editors attended the ASNE meeting.

"They did not come as officials of the Soviet government. They came as

newspapermen. Twice they addressed the gathering—and talked often far into the night with separate groups. They will tour America and see us as we are. A beginning has been made.

"John S. Knight has played a leading role in what may loom in generations to come as a turning point in history.

"If the peoples of the earth can understand each other there can be no more war."

## EDITORS' LETTERS

LET US not allow the phrases "who refuses permission to use his name," "who declined to be quoted," "who prefers to remain anonymous" to appear in newspapers.

This not only encourages other people to decline to be quoted but it emphasizes to the reader that we are holding out on him and he will not like it.

We ought to make persistent efforts to obtain permission to quote when we think there is no good reason why the speaker should remain anonymous. There are a few cases where we recognize that the desire not to be quoted is reasonable. In such cases let us simply say, "A spokesman said," or "An executive said," without the unnecessary phrases such as the above.

EDWARD J. MEEMAN, *Editor Memphis Press-Scimitar*

**S**PEAKING AT THE Congressional session at the Washington meeting, Representative F. Edward Hebert of Louisiana, former city editor of the New Orleans States, paid the following tribute to an ASNE member:

"We came through a very vigorous campaign in the city of New Orleans only recently and Ralph Nicholson, who publishes The New Orleans Item, opposed the people I supported. He opposed them vigorously; he opposed them with everything that he had at his power and his command. He opposed the people that I was supporting, and if the people I was supporting were defeated, it would be a reflection on my own election. However, I pay a high compliment to Mr. Nicholson on the manner in which he publishes his newspaper, because he fought us as hard as he could, but he fought us on the editorial page of his newspaper, which was his right and privilege, and not once did he prostitute his news columns or slant his news against us. He fought us squarely and fairly. After the election, I wrote him a letter complimenting him and I am glad to admit it again. That is the kind of newspaper fight I like."

Gentleman with the smile, above, is Ralph Nicholson.





## NEWS OF MEMBERS GARNERED IN WASHINGTON

GARDNER COWLES, Jr., president, and W. W. Waymack, editor of The Register and Tribune, Des Moines, both were in Europe at the time of the convention. Mr. Cowles went with a group of editors on a tour arranged by the War Department. They were primarily interested in the American-occupied zone in Germany, but the Iowa publisher also visited England, France, Austria, Switzerland and Italy.

Mr. Waymack was a member of AMFOGE, the Allied Mission for Observing Greek Elections, and spent all his time in Greece. Both have since returned home.

GROVE PATTERSON, for many years editor of the Toledo Blade, has been made editor-in-chief. Michael A. Bradshaw, formerly associate editor of the Pittsburgh Post-Gazette, has succeeded Mr. Patterson as editor of The Blade.

V. Y. DALLMAN, editor-in-chief of the Illinois State Register, Springfield, addressed the National Council of Laymen in the Congress Hotel, Chicago, on May 30. The Council is an organization devoted to the in-

JAMES P. ROSEMOND is convinced that what editors think and do is of major importance and interest to newspaper readers. All stories of the ASNE meeting commanded front page space in the Syracuse Herald-Journal and Sunday Herald-American. Mr. Rosemond is executive editor of the papers.

struction of the laity of the Episcopal Church in its doctrine and practise.

Mr. Dallman gives his State Register readers the vicarious thrill of enjoying all his travels; he wrote eight columns of recollections on the ASNE meeting before going on to New York for more adventures, and intimate notes on them.

PAUL C. SMITH, Navy Commander and Marine Lieutenant during the war, did not get to the meeting. As editor and general manager of the San Francisco Chronicle he is doing a good deal of public speaking on post-war problems as he sees them in the light of his military experience. In

one week in May he spoke at the Press Club Gang Dinner; the Western Mechanical Conference; the Real Estate Association; and broadcast for the Jewish Welfare, all in San Francisco. He then headed south to speak at the Southern California Management Council of Occidental College, thence to address the Town Hall of Los Angeles.

B. P. (JACK) LYNCH has a new and unique title, "Vice President—News and Editorial" of the Arizona Republic and Phoenix Gazette. Five executives of the papers this spring were elevated to hyphenated ranks, which the management terms, "corporate designations," in recognition of their part in the success of the newspapers. Mr. Lynch, who joined the Republic staff as a reporter in 1932, became managing editor in 1934, a post he held until his recent promotion.

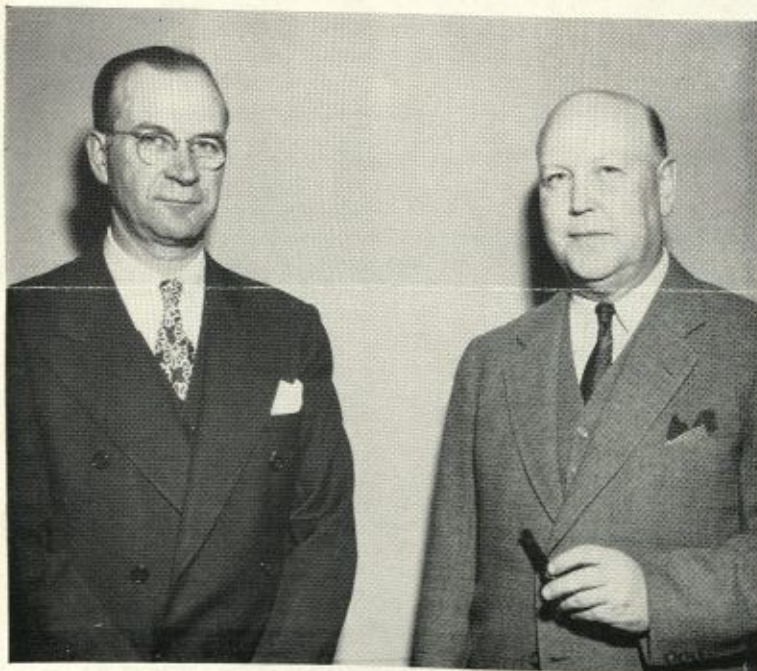
JOHN A. PARK, editor of The Raleigh Times, is vice president of the Carolina Microfilming Company. A son, Albert, is secretary and treasurer. The newly established business has a special newspaper service division which has been doing a job for the North Carolina State Library, including microfilming back copies of The Times.

### Hoyt, Interviewed by Nover, Decries Russian Censorship

BARNET NOVER, syndicated Washington Post columnist, recently interviewed another ASNE member, Palmer Hoyt, publisher of The Denver Post, on a broadcast carried by stations throughout the west and midwest.

Citing the iron curtain of censorship in Russia as one of the factors most responsible for deterioration in Russian-American relations, Mr. Hoyt said it is imperative for the United States to know what is going on in Russia and for the Russian people to get the real news from this side, not censored news and propaganda.

"The only thing capable of dispelling darkness is light," Mr. Hoyt said. "The only thing that can dispel ignorance is knowledge—knowledge made easily available and not subject to governmental or bureaucratic distortions."



WESTERNERS MEET AT CONVENTION: Walter P. Jones, editor of McClatchy Newspapers, California, and Fred C. Christopherson, editor, The Daily Argus-Leader, Sioux Falls, S. Dak.

Chase Photo.

## Late Elections Bring Total of New Members To 88 in Two Years

TWENTY-SIX members elected by mail ballot or at the last meeting of the Board of Directors bring the two year total to 88. Candidates elected since the last announcement in the April Bulletin follow:

CHARLES G. DOBBINS, editor, Montgomery (Ala.) Advertiser.

RICHARD F. HUDSON, vice president and assistant publisher, Alabama Journal and Montgomery Advertiser.

BLANCHE HIXSON SMITH, associate editor, The Meriden (Conn.) Record.

W. C. TUCKER, editor, Columbus (Ga.) Enquirer.

WILLIAM M. MCCARTHY, managing editor, Chicago Daily Times.

A. T. BURCH, associate editor, Chicago Daily News.

JOSEPH W. LEE, chief editorial writer, The Topeka (Kan.) State Journal.

VERNON E. FAIRBANKS, executive editor, The Dispatch and Pioneer Press, St. Paul.

BERNARD H. RIDDER, editor and publisher, The Dispatch and Pioneer Press, St. Paul.

EDWIN JAMES, managing editor, The New York Times.

EDWARD J. HUGHES, editor, Port Chester (N. Y.) Daily Item.

BENJAMIN H. CARROLL, editor, White Plains, (N. Y.) Reporter-Dispatch.

JACK R. HOWARD, assistant to editor, The World-Telegram, New York.

JACK H. LOCKHART, assistant to executive editor, Scripps-Howard Newspapers, New York.

JULIO GARZON, editor, La Prensa, Spanish Language Newspaper, New York.

NORMAN SHAW, managing editor, The Press, Cleveland.

WILBUR W. McCLANAHAN, Jr., managing editor, Toledo Times.

SAMUEL W. MILLER, editor, Call-Chronicle Newspapers, Allentown, Pa.

JOHN J. McSWEENEY, editor, Wilkes-Barre (Pa.) Times Leader, Evening News.

JOSEPH T. MURPHY, managing



BLANCHE HIXSON SMITH

editor, Wilkes-Barre (Pa.) Times Leader, Evening News, Wilkes-Barre.

E. J. LYNETT, Jr., editor and publisher, Scranton (Pa.) Times.

W. D. REIMERT, executive editor, Call-Chronicle Newspapers, Allentown, Penna.

ROBERT W. AKERS, editor, The Beaumont (Tex.) Enterprise.

ROBERT M. JACKSON, editor, Corpus Christi (Tex.) Caller-Times.

FELIX R. McKNIGHT, assistant managing editor, The Dallas News.

GEORGE CARMACK, editor, The Houston Press.

Julian Miller, Charlotte Observer, for two years chairman of the Membership Committee has been succeeded in that post by Wright Bryan, editor of The Atlanta Journal. Members wishing to sponsor editors for election to ASNE should write Mr. Bryan for membership blanks.

### Your Cooperation Solicited In Correcting ASNE List

THE OFFICE of the Secretary is struggling valiantly to put the membership list in order for printing. Confusion arises when members themselves don't seem to care how they or their papers are listed. Anyone who does care please write Dwight Young, The Journal-Herald, Dayton 2, Ohio.

## Meriden Editor Raised Family, Then Began Newspaper Career

BLANCHE HIXSON SMITH, associate editor of the Meriden (Conn.) Record, was notified of her election to ASNE in April, promptly set forth for the convention in Washington and gives indication of becoming an active member of the Society.

Activity comes natural to her when her interest is aroused. This is revealed in a feature article in the New Haven Register, Sunday, April 21, about her and Wayne V. Smith, her husband and publisher.

Mrs. Smith hails from Manistique, Mich. After graduating from Smith College in 1914, she devoted most of the next 20 years to running a home, rearing three sons and club work. About ten years ago, she began to review books for The Record. An avid reader, she reviews six books a week on a normal schedule. This led to frequent invitations to give talks to book clubs throughout the Meriden area.

Her first 'steady' job was as supervisor of white collar and women's projects in the New Haven office of WPA. Incidentally, she and her husband are listed as Republicans but Mrs. Smith cannot recall ever voting a straight ticket.

Three years ago, Mrs. Smith pinch-hit for an editorial writer who was ill, with gratifying success. A year later she was made chief editorial writer and associate editor. She does more than a bit of goodwill promotion too. Formerly a paid lecturer, she now gives her talks as a member of The Record staff.

Editorial duties have not interfered with household affairs. She still supervises the management of her home, does some cooking because she enjoys it, works in her garden, but only casually. Ranking high among her interests are three grandchildren.

What does Mr. Smith think of her editorial ambitions? He tried for years to encourage the idea and is justly proud of his wife's achievements. "But I wouldn't like to have her cover a football or baseball game," he adds cautiously. Fortunately for family peace, Mrs. Smith has no such aspirations.



## Wives Crashed News Columns For First Time at '46 Meeting

EDITORS' WIVES for the first time were played up in the press at the Washington meeting. An ASNE member, James A. Stuart of the Indianapolis Star, started it all by suggesting the feature possibilities to a Washington correspondent, Marjorie Binford Woods. Mrs. Woods turned out an advance story for The Washington Post on Sunday, April 14. Jottings from that story:

Mrs. John S. Knight requires a lot of adjectives for adequate description, "beautiful, brilliant, witty, gracious and slender as a willow." As a stockholder in Knight Newspapers she takes a lively interest in his papers "but only in an advisory capacity" and serves as critic for Mr. Knight's Sunday column, The Editor's Notebook.

Mrs. Harry M. Ayers, wife of the publisher of the Anniston, (Ala.) Star, was born Edel Olga Leonora Ytterboe in Northfield, Minn., and attended St. Olaf College, which her father founded. Later she worked for her M.A. at Columbia. Her husband calls her "the pillar on which I lean for journalistic support."

Mrs. W. S. Gilmore doesn't try to assist her husband in his work as editor of the Detroit News in any way except to be a companion to him. She loves to fuss around her home and garden and includes reading, theatre going and traveling on the Gilmore's "like-to-do-together-list."

Mrs. Talbot Patrick, wife of the publisher of the Goldsboro (N.C.) News-Argus and co-owner of the Concord Tribune, is vice president of the company but "merely a general supporter and background worker." Her principal interests are her three children; and music, in which the entire family is absorbed. "We're looking for other newspapers of larger circulation to add to those we have," Mrs. Patrick confided to her interviewer.

Oveta Culp Hobby, editor of the Houston Post, is an ASNE member who reverses the usual procedure by bringing her husband, publisher and former governor of Texas, to the convention. She calls him "Squire." Among the ten leading organizations which she lists as "active in membership," the ASNE stands first in her

interest and affection.

Also trekking to Washington with her husband was Mrs. Eugene C. Pulliam, for 17 years secretary-treasurer of the corporation which owns the Indianapolis Star and three smaller Indiana dailies. Mr. Pulliam, publisher, is not an ASNE member but was a guest of his managing editor.

With The Post story as a starter, other papers followed suit, and wives were as sought after for interviews as their more famous husbands.

The Washington Star carried a story on why ASNE convention wives have never organized an auxiliary: "Their interests are too diverse." It quoted Mrs. N. R. Howard, "Why, I came to these conventions for years before I learned other wives attended," and Mrs. John S. Knight, who said she was much too busy answering the telephone to think of entertaining members' wives, and believed they would rather go their own way anyway.

One wife who attends all sessions "when they will let me in" is Mrs. Harold Johnson, whose husband is editor and publisher of the Watertown (N.Y.) Daily Times. Mrs. Johnson, the Star reporter revealed, takes an active hand in programming at her husband's two radio stations and has attended all ASNE meetings since 1928.

One of the few former newspaper women among the wives, the story added, is Mrs. W. W. Ward, wife of the editor of the Beaumont (Texas) Journal.

### Yes or No on ASNE Album?

TWO PAST PRESIDENTS, W. S. Gilmore, The Detroit News, and A. H. Kirchhofer, Buffalo Evening News, have suggested printing half column cuts of the entire membership in the annual Proceedings. Unfeasible this year, it is particularly suitable for the 25th anniversary edition in 1947. Some directors like the idea; others dismiss it as "too collegiate."

Members' opinions are needed now, for the guidance of the Board of Directors, because it would be several months' job to assemble 450 pictures.

## THE AMERICAN SOCIETY OF NEWSPAPER EDITORS

**PRESIDENT**  
WILBUR FORREST *New York Herald Tribune*

**1st VICE PRESIDENT**  
N. R. HOWARD *Cleveland News*

**2nd VICE PRESIDENT**  
ERWIN D. CANHAM *Christian Science Monitor*

**SECRETARY**  
DWIGHT YOUNG *Dayton Journal-Herald*

**TREASURER**  
B. M. McKELWAY *Washington Star*

The Board of Directors consists of the officers and the following:

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HAMILTON OWENS *Baltimore Sun*  
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### History to Housing Covered In Requests to Bulletin

BANQUET seating, program printing, the Proceedings, detail work for months before the convention, checking the bills when it is over and similar tasks are customarily dropped into that catch-all for ASNE service, the Office of THE BULLETIN. But that's not all.

In a hands-across-the-sea gesture a director promises a group of foreign journalists aid in starting a society of editors—and asks this office to supply a short history of ASNE from its beginnings.

A member who thinks the Membership Committee has mislaid his candidate for membership wants to know the real low-down on how to get his man elected.

And a member whose son-in-law has just taken a job in Wilmington and is frantically hunting a place to live wants to know what we can do about his daughter's housing problem!

In view of assorted chores such as these, over and above the call of duty, the Board of Directors has voted to combine two issues of THE BULLETIN some time this summer and give the editor a vacation.

# THE BULLETIN

OF THE AMERICAN SOCIETY OF NEWSPAPER EDITORS

No. 276 July 1, 1946

## COMMITTEE STUDYING NEWS DISSEMINATION

Group Meets with State Department Officials in Washington



N. R. HOWARD (Chairman)  
Editor  
Cleveland News



GIDEON SEYMOUR  
Executive Editor  
Minneapolis Star Journal & Tribune



B. M. McKELWAY  
Associate Editor  
Washington Star



HAMILTON OWENS  
Editor  
Baltimore Sun



GEORGE CORNISH  
Managing Editor  
New York Herald Tribune



OVETA CULP HOBBY  
Executive Vice President  
Houston Post



EDWIN L. JAMES  
Managing Editor  
New York Times



BEN REESE  
Managing Editor  
St. Louis Post-Dispatch

THE COMMITTEE appointed to make a study of world dissemination of news, as directed by the Society in April, held its organization meeting in Washington last month, and, in a two-day session, began its preliminary survey.

As the initial step, Chairman Howard reports, they met with Charles Hulten and J. Noel Macy of the State Department who gave them the back-

ground of facts in the present handling of news for overseas dissemination. Mr. Macy, publisher of Westchester County Newspapers, is an ASNE member on inactive status while in government service. Assistant Secretary William Benton, who was seriously ill, arranged the meeting from his bed in Bethesda Hospital.

President Forrest hand-picked the members of this important committee

for their editorial experience, their background in world affairs, and the added insight into the problem at hand they have gained on overseas tours during or since the war. Most recent traveler abroad in the group is Mr. Cornish, who had not returned from Europe at the time of the meeting. Newest member of the Society on the committee is Mr. James, who was elected to ASNE last April.