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# THE TEXAS JOURNALIST

THE UNIVERSITY OF TEXAS

PUBLISHED BY  
THE SCHOOL OF JOURNALISM  
AUSTIN, TEXAS

## THE GREAT MAN

Greatness is never achieved at a single bound; it isn't attained even in a year. Greatness is a growth and no one can know when he has become great, for the standards of yesterday can not be used as a test tomorrow.

The moment a man thinks himself great, growth stops and decay sets in. Great men are great only from the viewpoint of others and never in their own sight.

Genius is unconscious of its own gifts, conscious only of its visions of higher ideals toward which it is striving.

It is as foolish to try to make oneself great as it is for a man to endeavor to increase his height by pulling at his own bootstraps. Yet many ambitious persons wonder why the world does not approve their gymnastic performances of this kind.

Men who have become great have been those who have done their very best with whatever has been at hand to do,—but they have not worked with the thought of elevating themselves. The truly great give themselves to others, not to themselves.

Most greatness has grown out of circumscribed conditions and limited opportunities, which tend to self-effacement and invite struggle. Development comes only from effort, and effort is often the offspring of necessity.

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A Monthly Newspaper Trade Journal Published by The School of Journalism  
of the University of Texas

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## JOURNALISM, A NEW WEAPON FOR DEMOCRACY. PART 2.

By Dean Walter Williams of the University of Missouri School of Journalism at the University of Texas

Certain faults are charged against journalism. If these faults existed in the measure and to the extent apparently thought true by some, one might well regard journalism as a menace not merely to democracy but to decency and right living. It is charged that in the practice of journalism yellowness, mendacity, sensationalism, the suppression of news, commercialism, triviality, flippancy, abound, that newspapers are narrow and unimportant and that they are disturbers of the public peace.

It is often said that journalism in its interpretation places too large emphasis upon the diseases that afflict society, the sorrow, the sin and crime. Some critics plead for the publication of the good and the beautiful only in their favorite journal. It was an earlier people, not a wiser one, who cried, "Prophecy unto us smooth things!" In a single slight book of the five which Moses edited, a book the contents of which would not occupy a half page in today's newspaper, Moses, the first great editor, gave more criminal news and that more graphically and nakedly than today's newspaper would dare to report—the disobedience of Adam, the drunkenness of Noah, the falsehoods of Abraham, the iniquity of the whole city of Sodom, the vileness of Shechem, son of Hamor, the wickedness of Judah with Tamar, the woman in black who sat by the roadside — and then, with superb faith-in man, Moses recorded, with his interpretation of the Decalogue, the ten words upon Sinai's table of stone, the solitary autograph of the Eternal One — recorded it for interest leading unto a higher life. There's good ancient journalism. Nothing would better please the evil doer than secrecy. It is exposure that he fears.

The New Journalism is preeminently the profession of the interpreter. The interpreter first assembles that which he would interpret. The journalist, like Wesley, has the world for his parish. His couriers are in every country. The facts which he interprets are flashed the globe around. He must needs hold the mirror up to all life. It is a n unflattering picture sometimes. If there be more mean deeds than deeds of heroism, more gray days than days of glory, not he who records and interprets is therefore responsible. Human life is not everywhere and at all times a clear and wholesome and beautiful picture. Even Cromwell had a wart on his cheek and Cleopatra's nose was crooked. The picture is not a truthful one except warts and crooked noses are included.

The journalist's mirror sometimes presents distorted likenesses and gives panoramas out of due proportion. It is his constant temptation to exaggerate. To be heard amid the clamor of the market place the voice must often be pitched on a high key. But even a lecturer sometimes lectures in strident tone and the unnecessary and misleading superlative has not been entirely banished from the compressed and concentrated wisdom of the classroom. It must beat the big drum to attract attention. It may not gum-shoe its way to public notice and favor. But journalism is a mirror for all that—to change again the simile—and as a mirror, more truthful usually than those who buy it wish it to be.

It must be remembered that no artist's picture would fairly represent the actual facts of life that did not give large space to sin and shame and suffering. The remedy for the diseases of the body politic is first publicity, second

and last and all the time, publicity.

In the practice of the interpreter's profession the journalist must do more than play the mirror to humanity. He must comment upon the picture his mirror shows. Indeed, it takes the comment to make clear the picture. In his columns of comment the interpreter becomes also an advocate and a judge. He presents the facts of human life, the unusual and changing experiences of each day, fastens upon some facts and experiences for special comment and bases thereupon his argument, gives other facts and pronounces judgment thereupon and finally interprets in news column and on editorial page the whole body of facts for those who read his journal.

The newspaper is manufactured out of the most elusive raw material in the world—truth. In every newspaper office truth is at a premium. "Get the facts," is the final word of instruction from every city editor. Criticism is often made of the inaccuracies of the newspaper. The reporter, you say, has not got the facts straight, he has his facts in wrong proportion, he has misquoted your most brilliant epigrams. Perhaps—but the intentional misquotation is so rare as to be a negligible quantity. The errors or inaccuracies are seldom the trained individual reporter's fault. It may be that he understood you to say what he quoted you as saying and what was not your meaning. More clearness of statement on your part would have prevented misquotation. My experience with reporters is that the man quoted is more often made to say things he meant and didn't say than things he said and didn't mean. The reporter can not always make speakers utter good sense, but he nearly always makes them utter good grammar. That's a mission of the reporter.

Mendacity is rightly punished in the office of every good newspaper. Even if the libel laws were not constantly before the vision of the newspaper maker, he has had drilled into him the injunction that no liar can inherit the kingdom of good Journalism. It is difficult to get facts free from admixture of error from sometimes unwilling source and to get them in time for the newspaper's first edition or its last. When the difficulties which lie in the way of honest faithful reporting and of useful, helpful comment or interpretation are fairly considered, the wonder is not that there are occasional and unimportant errors in the best newspapers—frequently, by the way, typographical—but that any newspaper gets so much of attractively presented, truthful news in its columns. I am aware of the exceptional criminal news-

paper which deliberately lies and for some special purpose—lies by omission as by commission. But I am speaking here of the general body of the press. He who draws indictment against the entire press indites by the same token the whole people, for whom and by whom the press subsists.

No phrase is more frequently hurled against the new journalism than that it is yellow, the publisher of sensation. No one condemns yellowness in journalism more than the reputable journalist himself. Yellowness, however, means different things to other persons. To some it is a matter of size of headlines; to others it is a matter of faking or deliberate untruthfulness; to yet others it is merely an expression of striking sensationalism.

Now, the headline may be in large type or small without affecting the value of the newspaper story, though it may affect its good taste. It is only the yellowness that fakes, that really matters. Such yellowness is fading out of the columns of American press. It never existed in the measure its critics claimed. Twenty years ago it apparently reached its zenith. It was employed by certain publishers to attract attention to their wares—a kind of signboard effect. With it often went a difference not of method or quality of product but of purpose and of moral responsibility or moral debasement. "Yellow" was claimed to mean by its promoters, force, originality and independence in the presentation of ideas. This is consolatory to "yellow," but not accurate. Yellow printed an interesting exaggeration or misstatement, knowing it to be such. If in doubt about the truth of alleged news, but in no doubt whatever as to its immediate value as a sensation, yellow gave the benefit of the doubt to the sensational every time—and printed it with headlines tall enough to reach Saturn. The headlines were not blamable for the misstatement. They merely made it more notorious. A white journalism is taking the place of the yellow—not only white but red, white and blue. The old journalism was red, yellow and blue. After all, however, yellow journalism had and has its value. It created a demand for newspapers among groups of people where no demand had before existed. Moreover, it made them gasp simultaneously, even if it did not make them think simultaneously. It created a common feeling, it helped to break the crust of conservatism and permit the coming of a new democracy. A sensation is not necessarily bad—an alarm clock may serve a good purpose. There are good sensations and bad sensations. The creation of sensation in journal-

ism means the arousing of public interest. This interest may be aroused by the publication of good news or by the publication of what you may call bad news, in proper or improper ways. Except the newspaper interests, it does not sell; except it sells, it cannot exist. Sensationalism in the newspaper may deserve commendation, not condemnation.

Dishonest commercialism is charged upon journalism. Now and then the charge is well-founded. Here and there a mistaken advertiser argues that he is not given his money's worth, though space is sold him at fair rate, when news and editorial column are not manipulated at his beck and call. He is mistaken. The man in the street who pays a penny for a copy of the daily newspaper has a right to expect from that newspaper honest editorial comment and all the news that's fit to print, uncolored by its advertising columns. When the man in the street is dissatisfied he looks with suspicion upon all the newspaper, advertising columns included. The advertising space is no longer so valuable, whatever the present circulation may be, and gradually the circulation grows less. It is from this standpoint the advertiser is most interested in the conduct of the newspaper, from the standpoint of its interpretation of the news. Most advertisers have come to realize this fact. As a rule it is the advertiser with political aspirations or in close relationship with interests seeking public favor through legislation of whom the contrary is true. During the campaign preceding a state election in Massachusetts the governor of the commonwealth, who was a large general advertiser in his private business and who was anxious to help elect a successor of his own political faith, sent out an interview to the newspapers through an advertising agency that requested its publication in full and added: "If you do, we will be able to give you some extra advertising during the coming year that will more than offset the value of the space that you give this article, outside of its value as news."

This instance is more than paralleled by the testimony of a St. Louis editor at the whiskey ring trial during the second term of President Grant. "Sometimes," he said, "I am paid for putting things in the paper and sometimes I am paid for leaving things out of the paper."

These are infrequent instances and are becoming more infrequent. Enough, however, occur from time to time in connection with the new journalism to make them a real danger to an honest and a free press.

Many more attempts at suppression fail than

succeed. Of these the public does not hear. The Pittsburg Leader, not a particularly shining light of good journalism, borrowed money at a local bank and paid its interest promptly. The Leader published some news regarding local political conditions. The news was displeasing to the gangsters. One day Mr. Moore, chief owner of the Leader, was called to the bank from which he had borrowed. He found not only his own banker but twenty-five others—representatives of the chief banks of the city. Unless you stop publishing this news you can not renew your note at this bank, he was told, nor anywhere else in Pittsburg. Mr. Moore stood pat. "I will just have money enough left to print and distribute one issue of the Leader, if I must pay this note immediately. I will publish and distribute that one issue. It will contain a report of this meeting of bankers, of your connection with the gang." The bankers promptly backed water, the note was renewed and the Leader continued to publish the news.

Triviality does not abound in newspapers. Frequently the news and comment thereupon are presented in skimpy form and concerning insignificant matters. Here too democracy may be served. It would be impossible to bring a people to consider, even to read only accounts of of the most significant affairs and comments thereupon. A populace who, in order to rightly select their governors biennially needs a short ballot at election time cannot be expected to appreciate a long article every day. A newspaper must be a world-gossip, giving the news of the world about which the world is talking. News is really gossip about facts, an impressionistic picture of the truth. Does the average man—does the super-man—always or often discuss the highest and most significant things of life? Of what was the discussion at your dinner table tonight? Spring hats or Homer, baseball or immortality?

Observe other criticisms of the new journalism. To one group it is too conservative; to another it is dangerously radical. In the oldest script in the world, written perhaps 2,000 years B. C. and preserved in the National Library in Paris, we find an old priest recording his regrets that the world was not as it was when he was young, that the golden age was over and that the modern times were degenerate. So some would have journalism record and interpret today. The temptation, however, with the journalist is to be an iconoclast rather than a cynic, a progressive rather than a conservative. He is tempted to radical democracy, to turn down the old idols before the new gods have arrived.

Possibly the conservatism of capital is needed here. The average journalist of the new type, whose constituency is of all classes and every temperament, whose newspaper represents large financial investments seldom yields to the temptation. He seeks not, however, to remove the ancient landmark except gradually. He is usually a real progressive but within limitations.

Journalism is colored by its environments. It is the servant of society, society made and the reflex of the characteristics of society. It is charged in America with audacity akin to flippancy, with irresponsibility and unrestraint, with restlessness approaching fickleness, with undue curiosity, sensation-loving, with cupidity, with being commercial and materialistic. So far as these charges are true—and some have foundation—they reflect the national characteristics of the American people. Do we not as a people lack reverence? Are we not impatient of restraint, often too aggressively individualistic? Are we not restless, inconstant, tossed by every wind of doctrine? Are we not interested more in personalities than in ideas, in folks than in facts? Do we not hunger and thirst after novelty and amusement and speed? Witness the crowded movies and the automobile. Are we not as a nation frankly in love with the fleshpots? Is the spirit of America unlike the spirit of its press? But through it all there is a note of truism, of public service to which the newspaper constantly responds when it does not of its own accord first sound the high note in a community sodden in commercial or, worse, in intellectual selfishness. Religion, science, law, art, philosophy, are old. Journalism is wholly new. A generation still lives which saw its birth in its present form. It is the great, unfinished new adventure.

In an address before Phi Beta Kappa at Harvard, Samuel W. McCall, now governor of Massachusetts, said: "We tax ourselves enormously to support schools and colleges and carefully discuss systems of education and yet the press, as a practical force for good or evil, is hardly second to any other agency."

How may the new journalism serve toward a new democracy? How curb its audacities, check its unfair violation of private right while leaving it free to fight the common enemies of democracy and to tell necessary truth?

Not by further regulation by law. Except to reach the grosser abuses, the statutes may not be widely used. The law may punish the liar; it cannot make him tell the whole truth. It may put the criminal editor in jail, it cannot place

him in the ranks of gentlemen. At best the law is negative to prevent wrong, not positive to insure right.

Not by the recognition of the newspaper as a public utility and its control by board or commission as other public utilities are controlled. That would destroy the freedom of the press. The first amendment to the Constitution would be nullified. We would return to the days of the Stationers Company and the Star Chamber.

Not by the establishment of endowed newspapers. We may wisely endow a theater which is a luxury, not a newspaper which has become a necessity. An endowed newspaper would take color of opinion from its endowment. It would represent the intellectuals or the capitalists or both. The popular press, to the theorists who urge the endowed newspaper, has usually these chief evils — its triviality, its publication of matter inimical to good taste, its slap-dash style and its expressions that hurt people's feelings. Now the journalism which avoiding these evils would be the organ of the educated minority, would be an enemy of genuine democracy. Journalism must be for the whole mass.

The newspaper which seeks to give the public only what the public should want, practices paternalism, it does not promote democracy. The newspaper which gives the public what it wants must decide who is the public and what does it want. The general newspaper must appeal to the merely literate as well as to the highly educated. It must be expressed in the language of the common folk. Herein lies one source of its strength for democracy and one of the causes of a frequent but mistaken criticism. Only as journalism expresses itself in phrases understood by the man in the street do the common people hear it gladly.

Not by the publishing of newspapers without color — pale statements of bare facts. The news must bear the tint of the writer's eyes and the editorial columns a deeper hue.

The hope of the new journalism is in the profession of journalism itself and in the public opinion of which it is at once the creator, the recorder and the slave.

The right practice of the best new journalism, its use as a weapon for democracy, will come through the exercise of a wholesome, enlightened public opinion, the recall of the bad newspaper — a remedy always at hand — at your hand, Mr. Critic—and more through the inculcation of a deep sense of personal responsibility among the trained men who are to be the leaders in the journalism of tomorrow. The remedy for the evils of democracy is more dem-

ocracy. The remedy is not found in permitting the maximum only to the small minority who have property or position or knowledge. It will not come from the rulership of the intellectuals, however well mentioned, any more than from the dominion of the political boss, however benevolent. Democracy brings evils in its train, many and grievous. Democracy, however, with its evils is to be preferred to the older state—which some moderns would reestablish under cover of fine, new phrases—in which certain classes were born to be beasts of burden and other classes born booted and spurred to ride them. The new journalism, if unthrottled, free from legal and financial thralldom, makes that impossible. It is more than a mere platitude that a free press means a free people. Democracy since the days of Milton's *Areopagitica*, and beyond, has followed, though sometimes with leaden feet, in the wake of unlicensed printing.

Democracy has its own grave responsibilities toward the press. The newspaper and its human environment inevitably act and react upon each other and in large measure it is true that the press is but the expression of the society which it undertakes to serve. How important then that educated men and women in free America should sustain the independent, honest press and help to make it better by their intelligent, their sympathetic cooperation, their responsive service and their just demands.

The members and graduates of such an institution as this, the crown of a great state's free public school system, trained in an atmosphere of independent and courageous thought to discern the true principles of an enlightened, progressive democracy and the necessary means by which to maintain and advance those principles, such people are—it appears to me—under a peculiar obligation to strive by their influence to make the press stronger, worthier, more truly serviceable to a genuine democracy.

The sixth stage of American journalism—who may predict?

Let me quote from Whitelaw Reid, who rose from farmhand and country editor to the highest American ambassadorship and the management of one of the world's greatest journals:

"We shall not have cheaper newspapers. They are the cheapest things sold now, considering the cost of making them. We shall not have continually growing supplement upon supplement of advertisements. Individual wants will seek mediums more suitable. Only general wants will need the wider publicity of great journals and these will be kept, by increased cost, within manageable compass.

"We shall not have more news. The world its ransacked for it now. Earth, sea, the air carry news for us now from every capital, from every state, from every continent, from every island. We shall not have bigger newspapers. They are bigger now than a busy people can read. We shall have better newspapers, the story better told, better brains employed in the telling, briefer, perhaps, dealing with the more important of current matters in such style and with such fascination that they will command the widest interest."

These newspapers are to be more and more, weapons for true democracy.

It was with this high function of the new journalism in mind that a master journalist of modern times wrote his creed. Born in oppressed Hungary, the child of a Jewish father and a Catholic mother, a mule-driver in soldier's barracks, a cab-driver on St. Louis streets, a tramp at 24, a cub reporter on a German newspaper, by sheer force of self-education and self culture becoming the most masterful figure in American journalism and incidentally a multimillionaire, but genuinely and aggressively a democrat through it all. "I know that my retirement," wrote Joseph Pulitzer, regarding his paper, "will make no difference in its cardinal principles, that it will always fight for progress and reform, never tolerate injustice or corruption, always fight demagogues of all parties, never belong to any party, always oppose to privileged classes and public plunderers, never lack sympathy with the poor, always remain devoted to the public welfare, never be satisfied with merely printing the news, always be drastically independent, never be afraid to attack wrong either by predatory plutocracy or predatory poverty."

This is the platform of the new journalism, with its splendid appeal. This makes it to those who use it a right a mighty weapon for a real democracy.

The oldest printed picture, a rude wood-cut from the fifteenth century, shows the giant figure of a man, St. Christopher, carrying a child across a stream to safety. So with the newest journalism. It will use its giant strength for social helpfulness, not for selfish ends. Many a child otherwise engulfed in the slums will find hope because of the news it prints, many a city will be helped to more abundant life, many a community will have ways unto a fairer living made possible through its leadership, seeing the path more clearly through its interpretation, and carried oft times on giant Journalism's broad back to better things.

It is for you, preferring achievement to com-

plaint, to aid the New Journalism, as all good journalism seeks to aid every righteous cause, to commend and help when commendation and help are merited, to condemn and refuse to support when condemnation and refusal are deserved, to give adequate training unto the new teachers of the people, awakening in them, at

the same time, the keenest sense of constant, personal responsibility.

In this fashion, may Journalism be indeed a shining weapon for a true democracy:

If you shall know the truth, the truth shall make you free.

## HOW TO SECURE FOREIGN ADVERTISING THROUGH COOPERATION

By Sam P. Harben, Secretary Texas Press Association

(The lack of business methods in many Texas newspaper offices is deplorable. The best newspaper offices of the country have found it brings business and pays to cooperate with each other and with the advertiser in every possible way. Some, however, are so indifferent as to fail to send statements for services rendered although repeatedly requested to do so. Is it any wonder that men who follow such lax business methods should fail?—Ed.)

The invitation to make a short talk on this subject was accepted at random or rather "off hand" as we should say. For more than a year, as manager of the Texas Press Advertising Bureau I have been studying Foreign Advertising, as my time would permit and have found two very different meanings for the word "Cooperation" as used in this text.

The first thought of course, is cooperation of publishers, one with another to secure foreign business and this is very good. That there are ways of making this profitable, has been my observation during a short experience in the advertising game. If the papers of Texas, say 100 of the leading weeklies of the state, should adopt the same rate per inch, per thousand circulation, for foreign advertising this would be a great help to all of them, more especially would it be a help to the advertising agent who is trying to get business for them. You have no idea how far apart these rates are and naturally this wide difference creates a doubt in the mind of the advertiser; maybe that he is paying too much for one set of these papers, maybe he is dealing with a man who quotes a high rate in order to make a compromising rate as high as possible later. The advertiser is willing to pay as much per thousand circulation, always based upon nothing less than 1000 for any paper, in south Texas as he is in north Texas. The advertising agent knows his game of course, some of them are sharks and desire to slip a "joker" into your advertising contract, the better class of advertisers will not place their business with this class of an agency if they know it.

The man who belongs to, say the Texas Press Advertising Bureau, and receives a proposition

from some foreign company for rates, space, etc. should promptly quote his rates, the same price being always quoted to all alike, then he should send this letter and his answer to the central Bureau so that others on the list may have an opportunity to secure this business. If all of the 100 papers that form this Bureau are not exchanging with each other (and in this time of high price of paper, they are not) the other fellow might lose a juicy advertising contract because the few members receiving the proposition, were to narrow minded to turn this inquiry into the Bureau. A young lady in my office reads all the papers of Texas that I can secure and among other things closely watched for, are new foreign ads appearing in any of the exchanges. The papers of Texas that we receive are carefully checked, those carrying certain advertising are grouped and when we find the advertiser has left out some of the best papers of the section he wishes to serve, we write calling attention to this and have on several occasions, succeeded in having other papers added to the list being carried.

The second case of cooperating, and the greatest to my mind, is that of the publisher with the advertiser or for the advertiser. The "Holland Plan" promulgated by our good friend Frank P. Holland and family of the two great Dallas publications, is the first step taken in this direction in Texas. These people have spent thousands of dollars in trying to convert the publishers of Texas to their plan. They have spent money for experts to prepare copy that has been sent to you; did you read what was sent? They have sent the list of papers converted or rather pledged to their plan, to foreign advertisers and have caused many lines of advertising to be placed in Texas weekly papers. They have proved beyond a shadow of a doubt that this class of cooperation will pay.

We will take the case of a prominent automobile concern that has been advertising in Texas during the past year. We went after them for some of their money for our subscri-



bers. They came back promptly for a list of our papers published where they had agents, these were sent them, then they asked for the names of men who would make good agents where they had none. This was asked for from our clients, and do you know not over eight per cent of the inquiries sent out from my office were answered. Of the number sent to the manufacturer, five contracts were made as a result. Just a little, but it shows you what I mean. A first class tailoring concern asks you for the names of three good firms; the best is always desired, in your town, who might be interested in handling their line. Do you send the names? My records show, less than twenty per cent of you answer at all. Where I have been able to secure the cooperation of the publishers with the advertisers, I have been able to get some business.

It should not be out of the line for you, for instance, when the Crockett & Weil syrups are being advertised in your paper to drop into your grocery stores and casually ask the grocers if they handle these goods. If they do and you buy syrup, try a can of their brand. Finding their advertising claims made good in the product, tell the groceryman so and then write a short local telling your subscribers you have tried the goods these people are advertising and know they are good. See that your groceryman makes a window display of these goods. Then publish a local about his nice window, this will help get more advertising from your local merchant and a marked copy to the advertiser will not hurt your standing any with the firm.

A prominent auto tire firm or auto accessory manufacturer wants to get into a certain territory. Do you think if out of your line of business to help them get established. It certainly ought not to be. Then after being established, is it out of the way for you to submit the claims of your publication to them to make known their goods locally. Get your local man to connect with the foreign advertiser by carrying an ad in your paper, suggest to him that he write the advertiser and ask for their cooperation with him and he will get it and you will get more business.

Now for the final thought of cooperation: you have sold your space, you have interested your local man, then give the advertiser service. See that papers are mailed him regularly, see that your agency receives papers just as regularly as your subscribers. When the end of the month comes, see that a bill is made out according to the contract and promptly mailed.

If copies of the paper have not been received, mail them at once upon the first request.

As a concrete example of what I mean, a certain line of foreign advertising was sent out by the Texas Press Advertising Bureau, last November to eighty-five papers, this advertising was to run eight times, a letter was sent to each publisher asking that a bill be rendered just as soon as the last issue containing the advertising was printed. January 10th found forty per cent of the bills in, a second letter to the delinquents was sent, ten days more, forty per cent more of the bills in. February 1st, nine papers had sent no bill, neither had they sent papers to the Bureau for checking; this after a third and fourth letter had been sent. Now nearly sixty days have elapsed and three of the papers have never billed us, yet we know they carried the advertising, at least part of the time. What do you call that?

Let me insist, answer your correspondence as soon as received, don't let your bookkeeping stagnate your advertising columns. Get the habit of handling your publishing business just as your banker handles the affairs of his institution. Sell your space and throw in first class service with prompt delivery.

(Paper read by Sam P. Harben, Publisher Richardson Echo, Secretary Texas Press Association, "University Journalism Week," Austin, February 23, 1917.)

The Milford Weekly News has reached its twenty eighth year and to celebrate its birthday installed a Model K linotype. C. L. Phillips, the editor, says that he went to Milford under difficulties and is still under them, but that prospects look brighter. Men like Phillips will succeed; he takes the time from a busy office to attend Newspaper Week and study newspaper problems as they are handled by others.

Bastrop County is ably represented in the Texas legislature by Julian O. Smith, of the Elgin Courier. A fine boy baby came into the home while the legislature was in session, and that body passed congratulatory resolutions and named the young man Fuller, for the speaker of the House. So, Julian Fuller Smith is to be his name.

Tom Parker, a graduate of the Missouri School of Journalism, who has been employed on several papers in Missouri, Kansas, and California, is now a reporter on the Galveston Morning News. The News appreciates professionally trained men and is using a number of them.

# THE TEXAS JOURNALIST

Issued monthly during the school year by the School of Journalism of the University of Texas in the interest of the publishers of Texas.

Austin, Texas, March, 1917.

## NEWSPAPER WEEK A SUCCESS

While there was no increase in attendance on Newspaper Week over that of last year, those who attended were united in their expressions of appreciation of the program because of the practical nature of every talk made. The newspaper workers who were here all said that they had received in helpful discussions many times the cost of the trip, and they wondered why every newspaper in the state was not represented.

The program was most interesting in that most of the phases of newspaper activities were discussed and all who were present took part in the discussions, most of them giving the results of their personal experience.

The hope of the School of Journalism is that the time may soon come when every newspaper man in the state will think it is important to take advantage every year of this short course of study as it is for him to have a good office equipment. After all which is more essential, to have the machinery and other material with which to conduct a newspaper or to have the training necessary to make the most advantageous use of that equipment? Every sensible man will answer that the training is most important, yet it is a fact the thousands are spent for equipping the office while little or nothing is given to equipping the men to run most of the offices.

Many of the papers and addresses before Newspaper Week will be published in the Journalist and distributed to the newspaper offices of the state, but those who have only the opportunity of reading the papers lose the benefit of the personality of those who spoke, and it will be impossible to publish the hundreds of valuable suggestions made in the course of the discussions.

## A COOPERATIVE STYLE SHOW

Merchants of Brownwood are cooperating in giving a style show at the meeting of the Mid-Texas Teachers' Association to be held in that town in March, and the local papers are giving their help to make it a great event. Incidentally, while helping the style show, the papers will

help themselves. The plans proposed for Brownwood could be used to advantage in almost any town. The largest moving picture house in the town will be rented for the occasion, the stage will be beautifully decorated for the event and an orchestra will furnish music during the show. Living models selected from home girls will demonstrate the latest styles in frocks, hats, and other wearing apparel for women, and it is hinted that even men's styles may be shown. The show will be a continuous afternoon and evening performance, each mercantile establishment taking its turn in demonstrating its goods. Punch will be served in the lobby of the theater to all visitors, and the entire town will put on a gala appearance during the show.

An extensive local advertising campaign will be conducted by the merchants as an organization, to be supplemented by such individual advertising as the different firms may wish to do. The advertising campaign will be extended to all the neighboring towns, and tickets of invitation will be sent to thousands of people in the surrounding territory. Admission to the show will be by ticket, but all who apply will be given tickets, the purpose being merely to keep account of the crowd.

The plan is a good one, and any enterprising paper in a town with progressive merchants could stimulate interest in something of the kind to its advantage and to that of the business interests. It is something that could be repeated time and again, and would be far better for any place than the disgusting carnivals that are held on a pretext of drawing trade to a town. Why not try it?

## COLLECTING SUBSCRIPTIONS

Guy U. Hardy, of the Canon City, (Colorado) Record, gives his experience in the Colorado Press in collecting subscriptions on the weekly edition of his paper. His is an old plan, but it is not much in use. On a loud golden bond slip of paper, which is pasted on the newspaper, he makes out the subscriber's account in compliance with articles 441 and 442, page 232 and 233, of the Postal Laws and Regulations. The statement to accord with the law can show only the name, subscription price of the publication, and the subscription due thereon. After subscriptions become due statements are sent about once a month until the amount is paid.

The Record has about 1,000 subscribers. Collections for one year under this plan amounted to \$1,226. The first five months the collections averaged \$55.00 and the next seven months

\$136.00 a month under the frequent billing system.

The advantages of this system are that the slips attract the immediate attention of the entire family and causes comment as to the debt, and it saved Mr. Hardy about \$150.00 in stationery and postage. Subscription receipts may also be mailed with the paper.

To obviate any possible danger of trouble with the local postoffice, it would be well to submit to the postmaster, before enclosing, accounts and receipts, and it may be necessary to refer him to the postal laws.

If any newspapers in this state are using this method of collecting, the Journalist would be glad to have the result of their experience. It seems to be a money saving plan as well as a good method of making collections. Suppose you give it a trial for a few months at least and report results.

#### ADVANCE THE SUBSCRIPTION RATE

There is no longer any reason why the country weekly should not be sold at at least \$1.50 a year. The increase in price of print paper and everything else that enters into the make-up of a newspaper justifies a larger subscription price than \$1.50, but when prices get back to a normal and steady condition there will still be sound business in a \$1.50 rate.

Many papers fear that they will lose too many subscribers to justify this increase in rate, but the people are fair-minded when they understand a situation, and they know that there has been a marked advance in the cost of producing papers. Most people are glad to do the right thing,—at least to allow those with whom they deal to make a fair profit from their business. Publishers should talk frankly to their readers about their business, and show that it is necessary for them to make money.

The experience of those who have advanced rates has been that there has been a falling off of about 25 per cent in subscriptions at first, but that these soon come back on the books. Philadelphia papers recently doubled their price, going from one to two cents on street sales, the result being there that sales at first fell off twenty-five per cent, but soon became normal. From this it would seem that city papers, as well as those in the country, need have no fear of a loss of business when they increase their price.

In view of the experience of others, what possible excuse can be given for continuing any part of the printing business at a loss?

#### TO HAVE A B-I-M-I-T WEEK

In an address before the editors attending Newspaper Week Gus W. Thomasson, manager of the Buy-It-Made-In-Texas Association, stated that it is proposed to have, some time in May, a B-I-M-I-T week. For this week merchants will be urged to advertise extensively and display conspicuously Texas made goods. In advance of the week Texas manufacturers will be expected to advertise their products extensively in the state press, and local merchants handling Texas made goods will be asked to supplement the general advertising in a way to bring the fact before the people that Texas is now manufacturing many articles for which the people have been sending abroad.

Mr. Thomasson stated that an effort would be made to interest at least one hundred Texas towns in this movement and through these towns to awaken the entire state to the advantages to be derived from the use of Texas products. The idea is a splendid one capable of great development and yet so easily handled that it is a matter of surprise that it has not been done before.

If as a publisher you are interested in reaping the advantages of the proposed plan and in having your town do so, suppose you write to Mr. Thomasson at Dallas for further particulars. The Journalist hopes to have the details for publication in April, but in the mean time ask Mr. Thomasson about it.

#### GALVESTON GETS PRESS MEETING

At a meeting of the executive committee of the Texas Press Association held in Austin on Thursday of Newspaper Week, it was decided to change the next meeting place from Texarkana to Galveston because of Texarkana's inability to furnish hotel accommodations. Invitations were extended by Fort Worth, Waco, and Mineral Wells, but Galveston was the choice on the first ballot. The time of the meeting will be June 14, 15 and 16. The program will soon be completed and a fine program it will be, according to Sam P. Harben, the efficient secretary. A letter received at the School of Journalism from George Waverley Briggs, the popular editor of the Galveston News, says: "We are going to do our part here to make the convention the most successful the association has ever yet had." Galveston will certainly to whatever Mr. Briggs suggests should be done for the visitors, for Galveston appreciates the Texas editors.

Plans are under consideration for a side trip to Key West and Havana, and for other features that will make the Galveston convention memorable.

**STUDY THIS PAMPHLET**

Jason Rogers, business manager of the New York Globe, has mailed to every publisher in the United States a pamphlet entitled Newspaper Efficiency, which shows how the Globe has met the heavy increased cost of producing a newspaper, through a knowledge of the cost system. The Texas Journalist is calling special attention to it, and asking that every publisher give it a close reading and study.

Of course methods in use in the Globe office may not be of practical use in a one man newspaper office in detail application, but if you will study that pamphlet closely you will get some ideas that will be worth something to you, even if you are in a small village. Too many publishers are inclined to think that their problems are in no wise related to those of the large city dailies or the papers published in other sections,—that their troubles are purely local and exist nowhere else.

In a circular sent along with the pamphlet Mr. Rogers says: "All publishers are urged to give it at least the once over to see if there is anything in it which may be utilized by them for increased economy or efficiency." If you will do that you may get several helpful suggestions.

**MEETING OF EAST TEXAS PRESS ASSOCIATION**

The East Texas Press Association will meet at Timpson April 12, when the following program will be given:

Welcome Address—By Mayor of Timpson.

Address by the President—G. E. Watford, News, Lufkin.

Response to Welcome Address—R. B. Walthal, Garrison News.

"Result of Raising Subscription to Weekly Newspaper from \$1.00 to \$1.50 a Year"—F. L. Weimer, Houston County Herald, Ratcliff.

"Possibilities and Advantages of Co-operative Purchasing"—W. L. West, Polk County Enterprise, Livingston.

"The Value of Rural Correspondents to the Weekly Newspaper"—W. S. Davis, Redland Herald, Nacogdoches.

"Advantages and Benefits of Organization and Co-Operation"—President Henry Edwards of the Texas Press Association, Banner, Troup, Texas.

"A Fair Rate for Foreign Advertising"—Giles M. Haltom, Sentinel, Nacogdoches.

"Little Things Entering into the Cost of Job Printing"—T. J. Molloy, Times, Timpson.

"The Best Methods of Securing Local Advertising"—E. E. Allen, Herald, Alto.

"Practical Methods of East Texas Development"—Hon. R. T. Milner, News, Henderson.

The Mineola Monitor is conducting a "Send-The-Paper-Away" campaign, in which the paper is offered for thirty days at the old price of \$1.00 a year, after which the price is to be advanced to \$1.50 a year to all subscribers. As a means of stimulating interest in the race a beautiful lavalliere is to be given as a prize to the young lady who secures the largest number of subscribers within the thirty days of the contest. Wood county would become a great beneficiary should the people subscribe for several thousand copies of the Monitor to be sent out of the county, for it is a creditable paper.

If the quality of your daily newspaper is being steadily improved, please attribute it to the fact that eighty universities and colleges are now giving courses in journalism and turning out men with some newspaper training. Thirty-one of the institutions have separate departments or schools devoted to the subject. These figures are from a directory published by Professor Carl H. Getz of Ohio State University.—Boston Transcript.

The Mercedes Tribune is some booster for its section. It keeps the citrus interests of that section before the world, talks Rio Grande Valley vegetables, has stimulated the organization of a Chamber of Commerce, and is at work to secure a creamery. The Tribune charges \$1.50 subscription, keeps its advertising rates standing in the paper, and is no doubt making money. Papers of that kind nearly always succeed.

The San Saba News has installed a linotype, and on that account Editor W. A. Smith could not get to Newspaper Week at the University, although he desired very much to do so. Mr. Smith is one of the alert newspaper men, who is always trying to improve his equipment and his paper. Did you ever notice that the man who does things like that is one who takes every opportunity to study his business?

Those lower Rio Grande Valley papers are nearly all first-class papers. They are neat in typographical appearance, are alive to the interests of the communities they serve, are well edited and show both editorial and business ability. This statement is prompted by a look at the Valley Review, of Edinburg, Hidalgo County, edited by Marshall McIlhenny and E. B. McIlhenny.

## HOW TO MAKE THE EDITORIAL PAGE INTERESTING

By L. B. Russell, Editor of the Comanche Vanguard

(Many country editors attach little importance to the editorial page, regarding it as of secondary importance. The Comanche Vanguard is one of the best edited papers in Texas and its editorials carry weight with them, making the paper a strong factor in the development of Comanche County. Major Russell tells how that can be done by any editor.—Ed.)

I should say first, that in order to make the editorial page interesting, the editor must be as thoroughly informed, if not educated, as possible. Especially should he be well grounded in a knowledge of the best thought of the world touching moral ideals and the logic by which this thought has been crystalized. He should feel the responsibility which he has assumed of being a leader in his community; for if he does not become a leader in moulding public sentiment for better ideas of righteousness, he has mistaken his calling.

With this foundation of education or knowledge, he should be true to all the knowledge he has thus acquired in his own life and practice. If people are lacking in confidence in a preacher, lawyer, or editor's honesty and integrity of purpose, the best thing he can do is to get out of the business. It is this unqualified confidence in integrity as well as ability that goes largely to make the editorials interesting.

Second, with this foundation of subjective preparation, I study to find out what subjects the people in my territory are interested in. Of course every patriotic American citizen is interested in politics and government, and the editorial page should include some articles and paragraphs on current issues in these lines. I find that many of my patrons are very much interested in knowing how I look at these matters, many of them expressing a confidence in my judgement which makes me almost tremble at the weight of responsibility this confidence imposes upon me if I lead them wrong. But the editorial page should deal with everything of interest, whether general or local, to the limit of the space available for that purpose. But the more local and restricted the subject, the more careful one must be to avoid being drawn into severe or personal criticisms. Not through fear of losing business is this necessary, but through fear of losing that influence which is so essential in leading people into correct views of life.

Third, when informed of the general interest of the public, I study the subjects for myself, from a strictly judicial standpoint as far as in me lies. I am never in a hurry to write editor-

ials. Sometimes they are delayed until they seem almost out of time. But I would arrive at the right with slower processes rather than jump at conclusions and be wrong.

Fourth, having satisfied myself of the right, and that it will be interesting to the public, I try to write good English, avoiding too much technicality in the use of terms. If my thoughts are not clear to me, I hammer at them until I make them clear, and I find that the average man can then get the line about as easily as if he were a scholar. And my observation is that the ripest scholars are the greatest masters of simple English that anybody can understand.

Fifth, I never permit myself to write an editorial if I feel out of humor. If I can find it possible to embellish an editorial with a bit of spice, I do so, but I have to be in a gay mood myself to do it.

Sixth, I have no sympathy with the theory that a country newspaper should be impersonal in its general tone. That is all right for the great metropolitan daily from the simple fact that it circulates among thousands of people who cannot know the editor and be known by him. But the country paper with its limited territory presupposes that the editor is known to his subscribers in person or by reputation, and the personal touch becomes one of the most potent factors in its success. The editor is supposed to be hail fellow well met with virtually his entire subscription list. And the more this becomes a real fact, provided he has the milk of human kindness in him, the closer will be his touch with his patrons and the greater his influence.

Generally speaking, the country editor should be of broad education, full of human sympathy, with a range of versatility extending from the sublime to the ridiculous, the grave to the gay, and these qualities cannot be imitated. They must be innate or he must be regenerated into them with all the cultivation possible after the regeneration. There is no room for hypocrisy in the newspaper business if the editor would achieve the highest results to the public and the greatest satisfaction and happiness to himself.

George Martin, one of the original stockholders of the San Antonio Express at the time of its incorporation in 1877 died last month in San Antonio. For several years he had been practicing law at Pleasanton.

## HOW TO SAVE MONEY IN THE PRINT SHOP

By G. H. Boynton, Editor of the Hamilton Herald

(Mr. Boynton conducts a successful country paper and job office. He knows the details of money saving in a printing office and the suggestions he makes in this paper, which was read during Newspaper Week, could be adopted advantageously in all the printshops in the country.—Ed.)

In the beginning of the few remarks that I shall make which will be from the standpoint of a country editor and publisher, touching the matter of "how to save money in the printshop," I will say that it is incumbent on us to make our business pay, for unless it does pay we cannot continue long to discharge the important duty of helping, through the instrumentality of our paper, to improve the moral and material condition of the community where we live, and of aiding in the improvement of society—a work to which every true newspaper man should unreservedly devote himself.

I would therefore state that it is equally important that the publisher look after the financial end of his paper as it is to direct its editorial policies, for the paper cannot be of benefit to either the publisher or the community without the successful management of both. And in dealing with the subject assigned me I shall consider the job office as well as the department pertaining strictly to the publication of the paper, for nearly all weekly papers maintain a job department.

The successful paper, as I view it, is one in which every department is watched and managed carefully, with a full realization of the responsibility resting upon its editor and publisher. The losses that come to a newspaper office are not usually in large chunks. It is the little "leaks" that undermine the business, that cripple it and finally lead to its utter failure. Attention therefore must be given to the "details" or the first thing we know the whole business will be wrecked and destroyed beyond redemption.

In the first place, I have learned from long, and I may say some costly experience, that order and system in the office are the great fundamentals in avoiding the "leaks" that sap the vitality of the printing business. No enterprise, whatever its character, can prosper without the enforcement of these two great essential regulations. The stock must be kept free of dust and dirt so that it will not deteriorate or become wasted, and so arranged that no time will be lost in getting hold of what is wanted for the work in hand. "Time is money" and the

time of a good printer is a costly factor in the publication of a paper or in the other work of the office. Therefore it behooves us to inaugurate and enforce such policies as will save time.

Another item in this kind of saving in the print shop is the keeping of the type in the cases and not allowing dead jobs and other matter to accumulate. Few weekly papers are equipped with as complete a supply of type as is desired and needed, for type costs lots of money these days, and we can hardly calculate the time absolutely lost by the printer in hunting letters, to say nothing of the loss in the damage to the type when it is left standing, face exposed, on the galley or the imposing stone.

And another way we often fail to economize is in the kind of stock used. Bond paper should not be used in a job where a cheaper grade of paper will answer every purpose. The customer wants only what is needed and often leaves the matter of stock selection to the printer who ought to know best, and who earnestly desires to give his customer good and satisfactory service and to treat those who favor him with their patronage honestly and fairly, but to do this he need not be extravagant and wasteful.

The machinery in the office should be kept scrupulously clean and the publisher should see that it is not allowed to become covered with grease and dirt, causing it soon to wear out and even while still being used to require more time in its operation.

An important thing, not only as to the character of the work turned out, but in a financial way, is in the care of rollers. No ink should be allowed to dry on the rollers, especially of the job press where the finer quality of inks is used. Good rollers are necessary to good printing and should be taken care of if we would avoid loss along this line.

Another thing—I believe it pays to have competent men in charge of the mechanical department of a paper, for cheap labor is not the most economical. But that does not mean that we should have a \$20, an \$18, nor a \$12.50 printer distributing "pi." Work that can be done by an inexperienced hand should not have to be done by one who is competent to handle a difficult job. That kind of a waste and "leak" must be avoided if we expect to make our business a financial success. But too many apprentices who are just working "to learn the business" are in the way and are a source of annoyance and useless expense.

It should be the rule of every well-regulated office to keep everyone busy. No idle hand should ever be found in the office at any time. And a good foreman will see that every printer has something to do.

It is hardly possible for me to mention everything connected with the 'print shop,' the proper management of which will stop the "leaks" and result in saving money for the publisher. But this rule should prevail and must prevail in the print shop of every successful paper, viz: care in buying stock and other material, care in handling them, and care in the pricing of work done. There should be figured a profit for the publisher in every transaction, and then great care should be taken in keeping the books and making collections. The failure to collect many small accounts will make the loss pile up and if the loss approaches the profits the business is doomed to failure.

I would not presume to advise other publishers how to manage their business, for I realize

that circumstances differ according to locality, and each one must study his own surroundings, but from my experience I am convinced that the few suggestions I have offered will apply to any paper no matter where it is published. It is my belief that the newspaper should be, and may be, made the greatest force for righteousness, not excepting the ministry, in any community. And the publication of a paper is fraught with greater responsibilities than any other business or calling in the world. The paper goes silently into the thousands of homes and is read by the old and young. It helps in a most powerful way to mould the character of the people where it circulates, and therefore becomes an instrument for good or evil—to what extent will never be known this side of eternity. It therefore behooves the publisher to guard his business well and to see that the great opportunity afforded him to serve mankind is not curtailed by mismanagement and financial failure.

### HOW TO SAVE MONEY IN A PRINTING OFFICE

By O. C. Harrison, of the Seymour Banner

(Every publisher is concerned about making his business pay. It matters not how much the volume of business may be, if there is a loss instead of a profit, bankruptcy will be the final end. Mr. Harrison tells from his own experience some of the many things that help the publisher to make money.—Ed.)

A good statement of how to save money is to invest it wisely. The man who starts in to cut off all possible expenses is doomed to failure by a very short route. You could do without your telephone or electric lights, or you could wear shabby clothes and never give anything to the church, but these ways of saving will cost more than they save. Some have been able to accumulate by the miser route, but at best posterity thus enjoys all the blessings in which we should have shared.

One the best ways to save money in a printing office is to equip it for the best work. The limit on my time will not permit me to discuss in detail the various labor saving equipments. Suffice it to say, your ability to judge how far you ought to go with your equipment will tell whether or not you are to be a success. Doubtless, some have spent too much money on equipment, thus over capitalizing the business. However, where one has been guilty of such indiscretion perhaps there have been nine who have failed on the other extreme. No machine ought to be installed that will not pay for itself with a margin of profit besides. I have about \$14,000 in-

vested in my plant and building. It is an impossibility to earn the returns on this amount that could be made when my investment was 2000. Still, we must consider that the time demands more, and a man must take care of business or somebody else will do it for him. But whatever the amount of equipment, it is money saved to take good care of it.

Along the line of labor saving, much can be done in the way of arrangement. A properly arranged shop might easily do ten per cent more work than one with the same investment where everything is thrown in haphazard. Then, there is a world of difference in the amount of work that can be turned out by different forces of employes. It is of the highest importance that we have efficient men, that they work together in harmony and according to some system. It is extremely important that a simple yet accurate set of books be kept, that plenty of blanks of all kinds be had and that things be kept jam up, instead of flowing at loose ends. I have to confess that I have gone ten years without a card index for subscription accounts and had to be presented with a cabinet at last. I have kept a bunch of miscellaneous bills, instead of giving these accounts a page on the ledger. Form letters and cards are inexpensive and they are great time savers. Rubber stamps soon pay for themselves.

It saves money to keep a clean office, to have

a place for everything and everything in its place. (How many do that?) It pays to carry in stock the items you need, and not do your ordering by express and delay your customer several days. It pays to discount your bills. (How many do that?) You can figure that the money with which bills are discounted at 2 per cent will earn 24 per cent during the year. Where large quantities of any kind of stock are used it saves money to buy in case lots and take the discounts. It saves money to use the kind of stock most suitable to the job.

Many publishers are saving money these days by cutting off delinquent subscribers. The average newspaper loses many dollars each year by that method. Other savings could be made by refusing credit in the job and advertisement where credit is not deserved. More money can be saved by collecting accounts while they are fresh and before they are barred by the statute of limitations.

It saves money to co-ordinate the work in a printing office. Let the skilled man do the skilled work, even if you have to hire a boy. If your time as manager of the shop is worth \$100 per month, you are losing money when you are sweeping out the office. How much help to employ is another question as difficult as that of equipment. Enough should be had to do expeditiously the work that lies before us, but profits are quickly absorbed by keeping help whose time cannot be profitably employed. Also, do not let loafers rob you of your time, which should be worth 50 cents an hour.

It is useless sacrifice to issue a ten page paper with two pages worth of advertising. We are not in the business entirely to make money, but we have got to make money in order to stay in the business. On the other hand, a paper can be commercialized until it is little better than an advertising poster. Again, our discretion must

serve us. Some publishers never use plate. I consider that a great mistake. Valuable features are thus often obtained at small cost, though we never run plate unless we have more space than we have set matter.

There is an old song that starts out with these lamentable words: "The Mistakes of My Life Have Been Many." How much good money could be added to the dividend account each year if our mistakes could be eliminated. They cannot be eliminated, but the condition of that man is hopeless who does not believe he can make an improvement along those lines. Need I mention them in some detail, or do you know of them by personal experience? The way we can knock out a few of them is to tighten up. Go to bed at the proper time, eat sanely and keep your body fit. Then, come down in the morning in a good humor and hit your work squarely. Drive it and don't let it drive you. The time has come when we have got to cut the loose methods of our business. The newspaper man ought to be able to advise his community along any line, even financially, but how can he if he is the poorest business man in the town. The small amount of money made in our business has been subject matter for many a joke, but it need not be so and if it ever has been so that time is passing.

I believe that the newspaper man is coming into his own. I believe that our people are willing for us to make a decent living and I'm glad that some of our newspaper people have autos and a bank account. A simple yet effective cost system will enable us to take our work at a profit and get us to the point where we will be able to discount our bills. When our position shall have been more firmly established in our communities our publications will enjoy greater respect and will bring us in greater returns.

### HOW TO SECURE FOREIGN ADVERTISING

By R. V. Holland, Associate Editor of Holland's Magazine

(Mr. Holland has had large experience in securing national advertising, and he believes that Texas country publishers can get much of this national business if they will only go after it in the right way. This paper gives some of the many practical ideas advanced by him in an address to Texas editors during Newspaper Week. Ed.)

In the solicitation of foreign advertising for small town publications, this particular class of publishers must face one large problem: the competition of the highest salaried solicitors in the country, who are in continuous personal touch with practically every advertising possi-

bility.

These men overlook no opportunity to impress upon buyers and prospective buyers of publicity that they positively can cover the entire market better and cheaper, through the use of nationally circulated publications alone.

Not only are these solicitors top-notch salesmen, but they have back of them the finest equipped organizations imaginable for securing and presenting facts and figures designed to actually prove beyond doubt to agencies and advertisers alike that theirs is the only proposi-



tion worthy of consideration.

Then, too, it is well to keep in mind the fact that it is much easier to put a sizable appropriation in a few big mediums of national circulation than to spread it in small town, country, and zone papers. A mass of detail in the way of work and expense is eliminated, and you can rest assured that this advantage is never overlooked by the national publications.

Primarily, the small town publisher, to get results, must make it as easy as possible for foreign advertisers and agencies to patronize him. You must be able to forward promptly upon request, information relative to rates, size of paper, closing dates, type and other equipment, circulation, etc.

I have had some inside experience with one of our largest and best equipped advertising agencies. You can hardly conceive how much trouble they experience in securing from small publishers information and data necessary to place business with them.

It is practically impossible for publishers in towns of less than 10,000 population to intelligently solicit business direct from foreign advertisers. This for the very simple reason that these publishers have no way to list real prospects, or even possibilities for that matter, and it would be impractical to solicit at random.

A very large per cent of accounts that can possibly come to you, are handled by advertising agencies, which are largely responsible for the class of media used from time to time. It is therefore necessary to impress and acquaint these agencies with what you have to offer their clients, if you are to get desired results. Lists of recognized agencies are easily secured and can be worked with very little lost motion.

A publisher to attain success must keep in close touch with conditions in his trade field. Every local and sectional market has merchandising and advertising conditions and possibilities peculiar to itself. To correctly analyze and intelligently present these to prospective

patrons is the most powerful selling factor at your command.

Send at regular intervals to agencies and advertisers facts and figures pertaining to your community, primarily designed to impress upon them the selling possibilities in your market, and secondarily, the selling influence of your paper.

I know that agencies will preserve data of this kind and use it to your advantage when occasions arise.

Have you ever stopped to think that Texas small town publishers are in an ideal position to combat national medium competition? This position is created by the peculiar distribution of population down here.

Mediums of country-wide circulation are usually strongest in big cities where news stands and street vendors are available. Texas hasn't enough large centers of population to warrant argument in favor of big city circulation other than that of local dailies.

According to Federal Census figures compiled by the government in 1910, there was not a city in the state with as much as 100,000 population; only four with as much as 50,000 each; only nine with as much as 15,000 each, and only thirty-nine with as much as 5,000 each. 75.9 per cent of Texans lived in towns of less than 2,500 population and in rural communities.

The combined population of the twenty cities having over 10,000 inhabitants each in 1910 was 620,712 or less than 20 per cent of the total population of 3,896,542.

In other words, nearly 90 per cent of the people in Texas live in towns of less than 15,000 population and in the country. Consequently, about 90 per cent of the buying power is vested in the markets covered by our small town publications.

That is the story you want to get over to the agency and to Mr. Advertiser; if you will get it over right, you can sell him. At any rate, you have a nine to one shot in your favor.

## HOW TO MAKE THE FRONT PAGE ATTRACTIVE

By Hon. C. W. Taylor, of the Rogers News

(The front page of a newspaper should be made as interesting and as artistic as the intellectual and financial ability of the editor and publisher and the character of the news, will permit, according to Senator C. W. Taylor in a talk made during Newspaper Week. An excerpt follows. Ed.)

This is a matter of much importance to every publisher whether he presides over the destinies of a great metropolitan daily or an obscure

country weekly, for a newspaper is judged largely by the appearance of its front page.

"How to make the front page attractive" should be considered carefully from at least two angles. First, from the angle of interest, as to the character of the matter carried, and second, the artistic arrangement of the matter selected for the front page. In other words, interest and art should both be considered as the

two factors of prime importance in the make-up of the front page.

Matter of the highest importance, that which is apt to arouse the greatest interest and be most eagerly looked for by the average reader should have a place on the front page. This rule applies, perhaps, with equal force to local, state, national and international news. Included in this list are the most interesting and sensational news items treating of local enterprises and happenings—those things that will elicit a welcome from the local readers—these should be featured on the front page in the most attractive manner possible.

That the front page may be attractive from the artistic or technical point of view each article should have an appropriate head, according to the importance of the subject matter of the news item or story. Matter of a sensational character should carry a three or four deck heading, which should begin at the top of the column and if it runs over to the next column, should be followed by smaller sub-headings to the bottom of the column. Large headings should not be grouped, but should be sandwiched with smaller news items containing small or single headings. The make-up should be uniform, and from an artistic standpoint the type used for the

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L. X. Hastie, aged 68, a veteran newspaper man, who was for many years editor of the Cheyenne (Wyoming) Leader, died January 29, at Beaumont.

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Coleman has a new paper, the Leader, a copy of which has not reached this office, but which, according to its neighbor, the Bangs Enterprise, is improving with each issue.

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The Aspermont Star, which was recently sold by Richard McCarty to Mr. and Mrs. Will A. Dunwody, is devoting much space to the public library and other public enterprises. If they follow these lines, Mr. and Mrs. Dunwody will make a success of the Star. Mr. McCarty is back with his first love, the Albany News, which he successfully conducted for many years.

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The Gorman Progress, being in a farm community, is giving much space to the varied agricultural interests of its neighborhood, thus showing a vital interest in the things its patrons are doing. Just now it is advocating the organization of an association for increasing interest in egg production and marketing. It takes pride on calling Gorman "The Farmers' Town."

headings of the front page should not be over heavy or bold. In my opinion, all matter used on the front page should carry heads. On this point, however, I am sure there is good ground for difference of opinion.

The local weekly should, in the interest of appearance, carry no advertising matter of any character on its front page, and particularly true is this as it applies to advertisements boldly displayed which greatly mar the appearance of the page.

Not many country publishers, however, feel financially able to conduct their papers with an eye single to the artistic tastes either of themselves or their readers, or even solely to interest and please their subscribers. They are often constrained largely by the desires and demands of their advertising patrons, and, as a result, most country newspaper publishers sell advertising space on their front page. When this is done, the advertisements, as far as possible, should be made models of neatness and modesty, and confined to the lower half of the page.

As a rule, the country publisher should seek earnestly after the ideal front page, attractive both as to art and interest, and excluding from the page all advertising matter when he can afford to do so without too great financial loss.

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In the announcement of the Panhandle Press Association meeting to be held at Amarillo, May 17, 18 and 19, it is stated that the greatest meeting in the history of that association is anticipated. In addition to an interesting program at Amarillo a visit to Palo Duro canyon has been planned.

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#### PRINTING OFFICE FOR SALE

The Victoria Fact, newspaper and job office, is offered for sale. This office is equipped with all modern machinery to handle newspaper, book, and job printing to advantage. Good cylinder presses, three C. & P. presses, cutter, wire stitcher, perforator, folding machine, three electric motors, plenty of job type and everything necessary to produce good printing at a profit; a new model K linotype. The Fact office is not on the bargain counter, but can be bought at a reasonable price on easy terms. The office has always made money, and has a steady income today. Reason for selling; the owner wants to take a vacation and rest from work. To the man who has money to invest, or who can get money to invest, this is a good opportunity to step into a ready made business. For further information, address

The Victoria Fact,  
Victoria, Texas.

No person can justify himself in doing less than his best in everything he tries to do; life is not measured by the years a man lives, but by what he puts into those years.

Do not try to live a year at a time, nor yet a month, a week or a day. The only time you have is the present. Use it in such a way that you will be better fitted for whatever the future may bring.

It is not what we do, but what we try to do that counts. Effort is never wasted, even though we may not be able to see the results. Every effort produces something; only lack of effort can result in failure.

Do not become discouraged because you are not pleased with your achievements. The man who is satisfied with what he does is easily pleased and is without very lofty ideals or ambitions.

Have faith in yourself and in your ability to accomplish things and do not be too timid in letting the world know that you have that faith. The world seldom places a higher estimate on a man than he makes of himself.

Your business may appear small to you, but it is the biggest thing you have in hand, so put your greatest effort into it. It is not the size of your work that counts, it is the degree of perfection with which it is done. A watch may be more valuable than a hall clock.

~~THE TEXAS~~  
~~STATE LIBRARY~~  
~~RECEIVED~~

# Get your prices right

Are you charging the same for Subscriptions, for Advertising, for Job Work that you did a year ago? Are you charging just enough to pull through? Then you are not receiving

## A reasonable profit

Paper has advanced, in many cases, 100 per cent. Your employes are entitled to an increase in pay to help them offset the higher prices they must pay for food and clothing. Everything is going up—in the newspaper business no less than in every other. In addition to advanced costs on everything you buy, you must still

## Figure depreciation, taxes,

insurance, and a salary for yourself. Think man! Your customer—it is paradoxical almost—does not expect you to sell your printing AT COST. His idea of fairness is an argument for proper returns on your work. He sees the justice in higher prices when they ARE JUSTIFIED.

In most country offices all prices have been too low. **You will never be more justified in raising prices to a reasonable level than now.**