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THE
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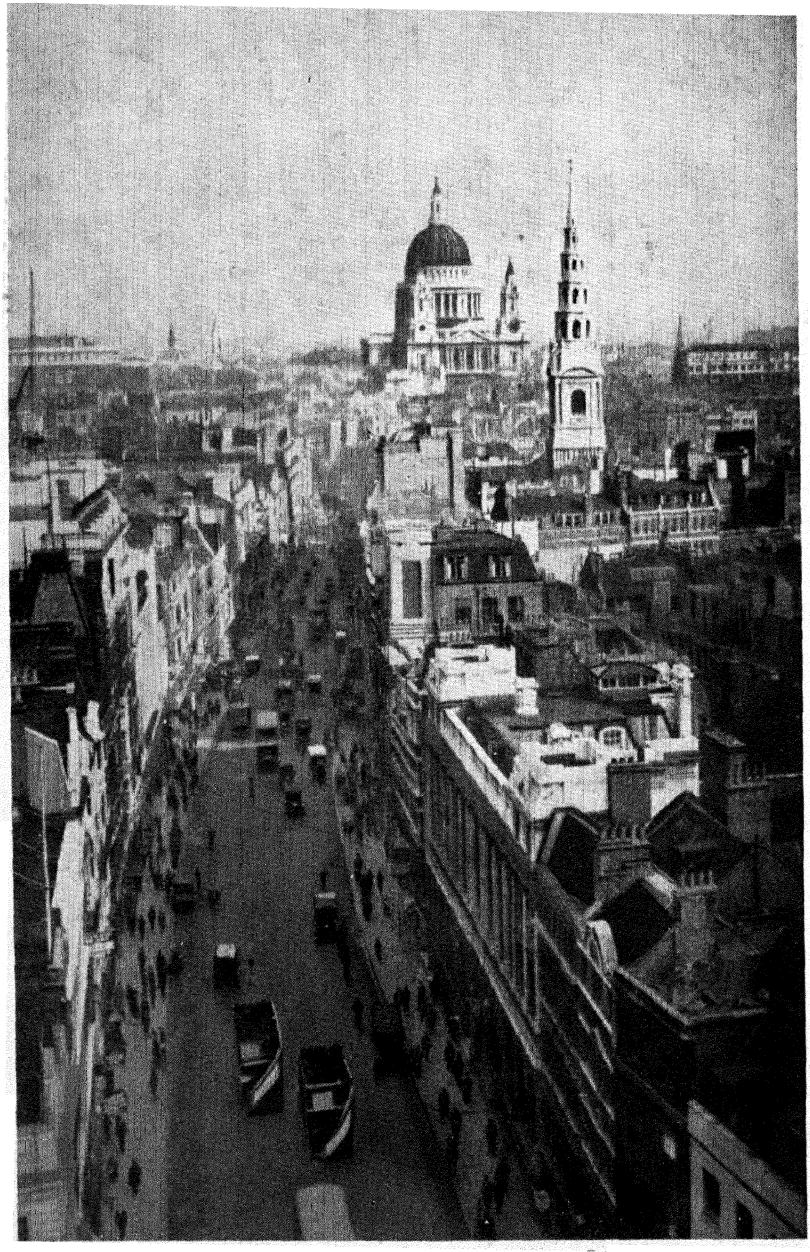

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FLEET STREET, LONDON

Fleet Street in 1935, looking east, with the vista of Ludgate Hill leading up to St. Paul's Cathedral. On the right is the beautiful steeple of St. Bride's Church (one of Wren's structures), and on the left, or north, side of the street, about opposite, can be seen the big clock on the front of the *Daily Telegraph* office

THE
COMPLETE JOURNALIST

A STUDY OF
THE PRINCIPLES AND PRACTICE
OF NEWSPAPER-MAKING

BY

F. J. MANSFIELD

EDITORIAL STAFF OF "THE TIMES," 1914–1934
LECTURER AND EXAMINER IN PRACTICAL JOURNALISM, UNIVERSITY OF LONDON, 1925–1934
PRESIDENT OF THE NATIONAL UNION OF JOURNALISTS, 1918–1919

WITH A FOREWORD BY THE

RT. HON. D. LLOYD GEORGE

O.M., M.P.

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DEDICATED TO
ALL MY FELLOW CRAFTSMEN
WHO ARE STRIVING TO UPHOLD
THE BEST TRADITIONS OF BRITISH JOURNALISM
AND TO CARRY IT TO A HIGHER PEAK OF
EFFICIENCY, INDEPENDENCE AND PUBLIC SERVICE

FOREWORD

DURING a lifetime devoted to the political service of this country, I have naturally had an intimate and varied experience of the activities of its journalists. For politics and the press are very closely allied. They are the twin pillars which sustain the system of government in a democratic country. In Britain to-day nearly two-thirds of the total population are included in the Parliamentary electorate, and have the right to exercise their free and independent vote for choosing those who are to direct the affairs of the State, and for dictating to these rulers the general line of policy they are expected to follow. Clearly the stable and healthy working of such a system postulates a highly educated public, informed and instructed about the facts upon which their judgment must be based, and trained to weigh the merits of alternative policies. The growth of the democratic method of government among us may be ascribed to various causes—to a sturdy strain of independence and love of personal liberty, present in the national character; to the advance of popular education; to the idealism of statesmen and national leaders.

But beyond a doubt, one of the major circumstances which both led to the spread of democracy and sustains it to-day is the work of our newspaper press, which supplies the nation constantly with a full, accurate, and on the whole an honourably fair account of all important events, enlightened by expert comments and criticisms from various angles. This daily education equips the people for the responsibilities of freedom and self-government. One of the first

measures of despotism is to muzzle the press. Liberty and enlightenment go hand in hand. Not without justice was it once declared: "Ye shall know the truth; and the truth shall make you free!"

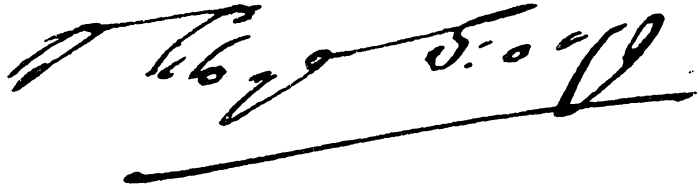
The part which the journalist thus plays in the nation's political life is of vital importance. But it is far from exhausting his services. He is responsible for keeping the people informed on all matters affecting their social life, business, sport, art, literature, religion, and morality. All the nation is his class, and his courses of instruction run on all the year through, without vacations.

Men who devote themselves to a calling so far-reaching in its influence upon the nation clearly deserve the most careful training and preparation, the fullest literature of instruction, that can be provided. Yet it is an astounding fact that only in the most recent years have courses in journalism found their way into the curricula of a very few of our universities, while there are hardly any really good text-books giving an adequate survey of this field of crucially important activity.

So I welcome with particular pleasure and commend very heartily Mr. F. J. Mansfield's masterly treatise on "The Complete Journalist." For fifty years he has been practising his craft, rising steadily to the topmost rank of his profession, enlarging his knowledge, storing his experience. Here, in a form lucid, living, eminently readable, he has set down for the guidance of those who follow after, a body of information and practical instruction in the art of the journalist, which is bound to become a text-book of the utmost value to all who follow that calling, old hands and new entrants alike.

The honour of the journalistic profession is jealously

guarded by its members. Mr. Mansfield has done more; he has supplied an instrument whereby the quality and efficiency of journalism may be enhanced. Not only journalists, but the country, in whose progress journalism plays so critical a part, must be grateful to him.



3rd October, 1935.

PREFACE

THE purpose of this book is to describe the working of what Thackeray called "the great engine of the Press"; to show how newspapers are produced, and to examine the principles on which journalism is conducted. These chapters will, I trust, prove to be of some public interest, for newspapers have themselves become "news"; they are intended to be of definite value to the young journalist and to all who contemplate entering the profession; and they can claim the attention of experienced men, to whom this co-ordinated mass of information may be useful and entertaining.

For some years I have been in contact with youth in the University of London, and a good deal of this book is based on the lectures I have delivered there to diploma students in Practical Journalism. Many of my old students are doing good work on newspaper staffs to-day and it is one of the rewards of very pleasant toil to receive letters of appreciation, from abroad as well as at home, of the services thus rendered.

Although many historical links are traced, the book does not profess to be either a philosophy or a history. A young journalist of the ultra-modern type whom I once rashly rallied on his "hysterical" treatment of stories, promptly placed me in the "historical" school. I must, at any rate, plead guilty to a tendency to find the roots of the present in the story of the past. Journalism has a history which cannot be avoided by one who sets out to describe the activities of to-day. But I am not seriously historical—only allusively so. My story is the product of nearly fifty years' work on various kinds of newspapers, ranging from the provincial weekly to the world's leading organ. The hurly-burly of Fleet Street absorbs all one's energies; the period of retirement, which comes all too soon, enables one to stand back and think. After the thrill and the adventure, contemplation has its charm, some of which I hope I succeed in passing on to my readers. The title chosen may be regarded as

far-fetched. Has the "complete journalist" yet been found? I cannot say that he has. He would be a Defoe and a Delane, a Sala and a Scott, a Barnes and a Blumenfeld, a Woodfall and a Wallace all rolled into one. Nature does not work that way. The "choice and master spirits" come on the scene but rarely, but study and emulation of them is the path towards perfection. That I take to be the warrant of my title.

F. J. MANSFIELD

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THE COMPLETE JOURNALIST

CHAPTER I

THE STANDING OF JOURNALISM

Burke said there were Three Estates in Parliament; but, in the Reporters' Gallery yonder, there sat a *Fourth Estate* more important far than they all. It is not a figure of speech, or a witty saying; it is a literal fact—very momentous to us in these times.—CARLYLE.

IT is the natural order that consideration should first be given to the name which is the title of this book. What is the origin of the word "journalist"? Although it is customary to-day to speak of the earliest news writers as journalists, and a biography of Muddiman, the editor of the *London Gazette* in Restoration days, has been published with the title "The King's Journalist," it is clear that they were not known by that name when they lived and worked. When written letters were the medium of circulation of news and a scrivener wrote his first diurnall, there seemed to be some doubt in the public mind as to the proper designation of the scribes. Hence we find an extraordinary variety of names: intelligencer, news-monger, curranto-maker, court pamphleteer, author, purveyor of news, coranto-coiner, currantier. In Jonson's "Staple of News" the "emissaries" were evidently reporters, the "examiner of the register" the editor, and the "clerks" the sub-editors. In 1631 an editor was alluded to thus:—"A coranto-coiner is a State newes-monger, and his owne genius is his intelligencer." Editor is quite a modern word. Defoe wrote of the "journal man" and "journal scribe," and varied the title by such alternatives as "gentlemen of the pad," "men of scribble," "the world's instructors" and "publick writer." In 1693 a writer referred to "epistle writers, or jurnalists [*sic*], mercurists," in 1710 "journalist" appeared formally in print, and later Defoe adopted it. Addison used the word and thereafter it came into the vocabulary.

So much for origins; now a word about definitions, although this book itself, in its dealing with the whole range of journalism, is the best practical indication of what a journalist is. The Oxford Dictionary says that a journalist is "one who earns his living by editing or writing for a public journal or journals." This is broad enough to be safe. An attempt to get closer to the heart of it is made by T. H. S. Escott in "Masters of Journalism": "A fair working definition of a journalist would be a man who seeks to influence public opinion in a given direction by periodical writings published at short intervals." Now let two well-known modern editors enlarge the matter somewhat. Mr. R. D. Blumenfeld says that in Georgian times, as to-day, the person who procured, prepared and published the news was the journalist; he is the foundation stone of the newspaper structure, and the news sheet, minus his magic touch, would fail without hope of recovery. The journalist makes the newspaper. Mr. Wickham Steed, writing of the functions of journalism, says: "The ideal journalist would be one who, having mastered and assimilated the wisdom of the ancients, the philosophies of the more modern, the knowledge of scientists, the mechanics of engineers, the history of his own and of other times, and the chief factors in economic, social and political life, should be able to hide all these things in his bosom and to supply as much of them as might be readily digested to his millions of readers in proportion as he divined their desire for them." The latest definition, and that noteworthy because it is an official one contained in a law just passed in France, is as follows:—"The professional journalist is he who has for principal, regular and remunerated occupation the exercise of his profession on a daily publication or periodical published in France, or in a French news agency, and who obtains therefrom the principal of the resources necessary to his existence." This is drafted for the special purposes of a law dealing with rates of pay and conditions of work, and is therefore limited.

In America some distinction seems to be made between "newspaperman" and "journalist." Julian Ralph, spoken

of by Kennedy Jones as "the most complete journalist I have ever met," confessed that he liked the former as an "honest, modern word better than the word journalist." Yet the title of the book in which he says this is "The Making of a Journalist." In a notice in *The Times* in 1898 appeared the statement: "The writer is a 'newspaper woman'—which is, she tells us, 'the preferred American substitute' for the more polite English term 'lady journalist.'" When the Americans scored in point of time and completeness of news in 1923 at the time of the murder of Sir Henry Wilson in London, a little piece of sarcasm appeared in the *Saturday Evening Post* (Philadelphia) headed "Slowing down through Fleet Street." It said: "Splendid lads, the Fleet Street boys—generous, good-spirited, writing better English in the main than the American reporters, but, alas, they are born, live and die journalists instead of newspapermen."

Mr. Marlen E. Pew, editor of *Editor and Publisher* (New York), kindly answers my query as to the significance of the distinction, in the following note: "There is no difference between 'journalist' and 'newspaperman.' 'Newspaperman' has been preferred in this country for many years, but the reasons for it are obscure. Possibly there is an explanation in the fact that in our national humour the 'journalist' has been depicted as a gentleman with loud clothes, a tall hat, spats, a gold-headed cane and a small head. I mean, that has been a familiar caricature. Several years ago I complained that the prejudice against this word was unreasonable, so for at least five years I have been writing the word 'journalist' in preference to 'newspaperman.' I see no reason why a perfect descriptive term should be made obsolete by reason of a ridiculous and false interpretation. The word 'newspaperman' is comparably awkward and it is not descriptive, because a newspaperman may not be a journalist."

The meaning of "journalist" is approached from a different angle by the late Hugh Chisholm, in the 11th edition of the "Encyclopaedia Britannica," of which he was the editor. He wrote the introductory portion of the article

on Newspapers and in it he said it was no longer possible nowadays to confine the meaning of "journalism" merely to the work of those who write for the Press. "Properly it may be said to include the whole intellectual work comprised in the production of a newspaper; and although the designation of 'journalist' is generally applied only to editors and to writers . . . the modern tendency has been . . . to give increased weight in journalism to those who occupy what may be called the 'managerial' offices, the business side of making a paper pay having itself developed into an art on its own account." Although it is quite true, as he proceeds to point out, that modern newspapers depend primarily on advertisement revenue, and that the business side has gained increased importance, that is no warrant for revising or altering the meaning of "journalist," as contained in the definitions already given.

The story of the journalist in England has its shady, as well as its shining, periods. In the 18th century the associations of the name were not creditable. Johnson wrote in 1757—

> Of those writers who have taken upon themselves the Task of Intelligence, some have given, and others have sold their Abilities, whether small or great, to one or other of the Parties that divide us; and without a Wish for Truth, or Thought of Decency, without care of any other Reputation than that of a stubborn Adherence to their Abettors, carry on the same Tenor of Representation through all the Vicissitudes of Right and Wrong, neither depressed by Detection, nor abashed by Confutation; proud of the hourly Encrease of Infamy, and ready to boast of all the Contumelies that Falsehood and Slander may bring upon them, as new Proofs of their Zeal and Fidelity.

It was an age of venality and the practices of the journalist corresponded with the moral tone of the time. Grub Street thrived in the atmosphere. Walpole spent over £50,000 of national money on subsidies to the Press, which was the paid servant of political parties and personages. More than this, a polite form of blackmail prevailed, in the levying of what were called "suppression" and "contradiction" fees. Nothing was more calculated to cover journalism with ill-repute. How a better tradition was established is told in the official history of *The Times*: "Not until Thomas

Barnes was appointed to the editorial chair of *The Times* in the first quarter of the new century was the modern doctrine of complete editorial independence from political parties and persons within prospect of formulation; it was only after a severe struggle made concrete by example."

Barnes's vindication of the integrity of a free press is a subject of pride to all journalists. It won for him such influence with the public that Lord Lyndhurst, Lord Chancellor designate in 1834, declared: "Why, Barnes is the most powerful man in the country." Such a tribute to the journalist was a big step on the road to the improved status of the Victorian era, when the British Press gained its world-wide reputation for incorruptibility, independence, and enterprise. Every journalist, great and small, shared in the reflected glory. Men destined to immortality in literature did not then disdain association with a regenerated journalism. Saintsbury in his "Nineteenth Century Literature," writing of the opening of that century, said; "The keenest intellects, the best-trained wits of the nation, sometimes under some disguise, sometimes openly took to journalism, and it became simply absurd to regard the journalist as a disreputable garreteer, when Windham and Canning were journalists."

With all its blemishes, the record of British journalism was irradiated with the lustre of great names. The genius of a Defoe in its beginnings; the invective of a Junius; the powerful, if precarious, polemics of a Coleridge; the prowess of a Cobbett; the fascinating literary frolics of a Lamb; and the courage of a Leigh Hunt, to name a few of the many, laid the foundations of a profession to which distinguished men in politics and literature were to make their contribution. Statesmen in the days of their political probation wrote for a Press that boasted the eminent editor Delane, who was sought out by Ministers and courted by Society, and who ranks among the "makers of the 19th century."

It was said of James Macdonell, the accomplished leader writer of mid-Victorian days, that the name of journalist in

his eyes was a title of honour; that he saw in journalism much more than a battle-field, more even than a profession —it was a life to which he deliberately and spontaneously dedicated himself. He possessed what the *Spectator* in 1879 defined as the faculties of the modern journalist—the power of clear exposition, light touch, insight into the meaning of events and brilliancy of expression. Men of his calibre and character give distinction to journalism. J. R. Green says that under the two first Georges the progress of journalism was hindered by the absence of great topics for discussion, the worthlessness of its writers, and above all the political lethargy of the time. The second of these causes was removed when the Press received powerful recruits, and in recent years C. P. Scott, of the *Manchester Guardian*, felt justified in proclaiming: "As to our craft, surely it is about the proudest profession to which a man can belong."

Journalism does not lack tributes from those outside its ranks. One of the most striking was that offered by Mr. Ramsay MacDonald in 1924, when he was Labour Prime Minister. An old journalist himself, he spoke with evident feeling—

> Journalists belong to a great and honourable profession. The journalist is a man whose craft means that by instinctive ability he can gather together and co-ordinate all those feelings that go to the making of public opinion, who has got an instinctive sense of what the interests of the people are, and who, with skill and mastery, can sit down and under the most trying and impossible conditions produce the finished article. . . .We can compare our Press with the Press of any other country in the world. We can compare our journalists with any journalists in the world, and we have no reason to offer an apology. Our American friends have their greatness; they have got their wonderful newspapers, so have the French, so have the Germans—or, at any rate, they did have them. But the English journalist has still that elusive quality of fine independent distinction which makes him, and makes his Press, special in the whole world. So long as that lasts—and I see no signs of its decay—fellow journalists, we may be proud of the walk that we have chosen as our walk in life, and we may be perfectly certain that the profession by which we are earning our living is an honourable profession, and one to which we belong, and hope to belong, with great pride.

Lord Rosebery in 1913 declared: "I believe in the power of the Press. I believe in the potentiality of the Press. I

believe even more in the responsibility of the Press; and I believe most of all that the British Press is the best and cleanest in the world." When a few months ago the Prince of Wales, as Master of the Company of Stationers and Newspaper Makers, bade good-bye to the delegates who were about to attend the fifth Imperial Press Conference in South Africa, he said that the Press of the Empire had a great tradition, in that it supported the King and his people quite apart from any political beliefs. The power of the Press, he proceeded, was a familiar saying, but it was a saying which was becoming truer every day. The power of the newspapers was immense, and it was no exaggeration to say that they could mould public thought and opinion into almost any shape they chose. The Lord Chief Justice, who in early days was a journalist, introduced a personal note in a speech at Liverpool: "Do we always think as gratefully, or indeed as justly, as we might of the amazing ability, diligence, care and learning, the wit, the humour, the skill and the versatility, the dutifulness, the courage, the conscientiousness, and the sheer hard work which go to the making of the best kind of newspaper?"

Lord Hewart's compendium of qualities serves well as an appreciation of "The Complete Journalist." How many types of mind and training are comprehended in the varied structure of journalism! There are the specialists who have profound knowledge of particular things; the versatile men who are at home in any environment; the men of ready and adaptable brain who, though not experts themselves, can popularise the abstruse, which is a prime journalistic quality; men of high literary bent like Morley who fulfil the highest functions of editorship; and those who are saturated with the "human interest" which makes the printed page a living, throbbing story for the multitude. A writer in the special number issued by *The Times* to commemorate its 150th anniversary, described Thomas Barnes as the "first real editor," and realized the point I am endeavouring to expound when he said: "In illustrating Barnes's independence and political penetration, his 'nose

for news" has not been forgotten. But these qualities in combination are insufficient to make the complete journalist, or at least the able editor. There remains the eye for seeing that news and comment hang together; that the paper is not a miscellany but a whole."

"The complete journalist" may be a visionary creature, and perhaps some reader of practical mind will regard my search as an idle one. If I thought so clearly I should have chosen another title for this book. A process known as the composite photograph was in fashion some years ago. One face was photographed upon another and when this had been repeated several times the result was a composite supposed to portray the blended character of all the subjects. In the development of my subject all sorts and conditions of craftsmen will come upon the stage, and the whole should be a comprehensive picture of the world in which they work. From this my readers will perhaps educe the ideal journalist. It may be an incentive to the younger portion of my constituency to think it out. Half a century of newspaper work has not killed, but rather kindled, my idealism, and after all ideals are the mainspring of progress. My story tells of the scenes of action in which the evolution of the more perfect journalist is in process.

Newspapers are valuable sources of reference for the historian, and an analysis of journalism may justly take this important phase into account. The transition from the journal to history is reached when facts are marshalled and reviewed in relation to ideas. Newspapers approach the sphere of history when they give reflections upon, or interpretations of, news in the light of policy and principle, although it is clear that such judgments are often of necessity provisional and conceived in haste. But the value of the chronicle is not to be under-rated. When the mass of newspaper files in the British Museum was removed from Bloomsbury to the new library at Colindale (Hendon) in 1932 the latter building contained 275,000 bound volumes of newspapers, which weighed 20,000 tons and were placed on fourteen miles of shelves. Twenty thousand tons of

Newes out of Holland:

Concerning Barnevelt

and his fellow-Priſoners their Conſpiracy againſt their Natiue Country, with the Enemies thereof:

THE

Oration and Propoſitions made in their behalfe vnto the Generall *States* of the vnited Prouinces at the HAGVE, by the *Ambaſſadors* of the *French* KING.

WITH

Their Anſwere therevnto, largely and truely ſet downe: And certaine Execrable Articles and Opinions, propounded by *Adrian du Bourg*, at the end.

VVherevnto is adioyned a Diſcourſe, wherein the Duke *D'Eſpernons* revolt and pernicious deſeignes are truely diſplayed, and reprehended, by one of his Friends.

LONDON:
Printed by *T. S.* for *Nathanael Newbery*, and are to bee ſould at his ſhop vnder S. *Peters* Church in Cornehill, and in Popes-head Alley at the ſigne of the Star.
1619.

PLATE I

A "RELATION" OF 1619

NEWES FROM FRANCE.

A true Relation of the great losses *which happened by the lamentable accident of fire* in the Citie of *Paris*, the 24. day of October last past, 1621. which burnt downe the Merchants Bridge, the Changers Bridge, and diuers houses neere vnto them.

Together with the speedy diligence vsed by the Duke DE MONBASON, *Gouernour of the said Towne, for the* quenching thereof.

Also a Decree made in the Court of Parliament *in* PARIS, *whereby an Order is taken for* prouiding for the Merchants that haue lost their goods *by the sayd Fire, and to prevent the like* mischance *in time to come.*

Translated according to the French Copie, *printed at* PARIS.

LONDON,
Printed for *R. R.* at the *Golden Lyon* in *Paules* Churchyard, 1621.

PLATE II

A "RELATION" OF 1621

history! Much of it local and of small value, but a great deal national, responsible and accurate. Speaking on the occasion of the removal Professor Gilbert Murray said that the value of the newspaper for historical research was particularly realized by persons interested in ancient history. If they only had a week's file of a newspaper of the fifth century B.C. what a flood of light it would throw on those days. In his view the newspaper was not so much a record of contemporary facts as a picture of the feelings of the time. There is no doubt that the newspaper takes rank with the records, civic chronicles, State papers, law reports, diaries, parliamentary journals, ballads, satires, and other sources to which historians go for their information. This idea was present to the mind of Thomas Hardy when he wrote some lines under the title "The Newspaper Soliloquises"—

> Yes; yes; I am old. In me appears
> The history of a hundred years;
> Empires', kings', captives' births and deaths;
> Strange faiths and fleeting shibboleths:
> Tragedy, comedy, throngs my page
> Beyond all mummed on any stage—
> Cold hearts beat hot, hot hearts beat cold,
> And I beat on. Yes; yes; I am old.

Of Lord Macaulay I have read that he made much use of the newspaper, when in Holland, for the purposes of his history. Whether this conduced to the picturesqueness of his narrative, for which he has been criticized, I will not venture to say. The idea I am discussing was expressed in *The Universal Chronicle*, a weekly paper started in 1758 by John Payne, a friend of Samuel Johnson, who contributed "Idler" papers to it. In his opening manifesto Payne gave some reflections "On the duty of a Journalist," in which he declared: "A Journalist is an Historian, not indeed of the highest class, nor of the number of those whose works bestow immortality upon others or themselves; yet, like other Historians, he distributes for a time Reputation or Infamy, regulates the opinion of the week, raises hopes and terrors, inflames or allays the violence of the people. He ought therefore to consider himself as subject at least to the first

law of History, the Obligation to tell Truth." If newspapers are to meet the test of the historical chronicle the essential thing is accuracy, and the instructors of journalists rightly urge them to regard this as one of their first objectives. It may be freely admitted that journalism of the type of Defoe's, whatever its brilliance and attractiveness, is risky material for the sober historian. In a sketch of the Gordon Bennetts and the New York *Herald* Oswald Garrison Villard says that when its "yellowness" began to fade away it became a remarkably accurate news sheet. "Anyone who has had occasion to test those files of the *Herald* knows that they are remarkable historical material, whereas no historian would care to rely upon the daily journalistic records of to-day—woe to future generations if they should trust the contemporary press accounts for the true story of the great war of the nations!" This was written of the American press nine years ago. It is the kind of frank estimate one would expect from the grandson of the abolitionist, William Lloyd Garrison, publisher of *The Liberator* in 1831.

The charge has been made that journalists live for their work and neglect their citizenship. In a sense, and in some cases, it may be true, but in my view journalism itself at its best is a public service of no mean order. The calling is so intimately concerned with the life of the State, the activities of the citizen, that to cultivate it to the full is to enter deeply into the living, being and moving of humanity—to see men, women and children in their homes, their offices, workshops and schools, in their pleasures, arts and crafts, sciences and industries, religions and philosophies, to share their idealisms, to expose their weaknesses and follies, to depict their sorrows and tragedies, in fact to hold a mirror up to life. Beyond this stands the responsibility of leadership, for the Press is rightly a pioneer of progress and a seer of visions. "Write the vision, and make it plain upon tables, that he may run that readeth it." All this, and nothing less, is the function of the "complete journalist." If this book helps some young Drake, gazing into the mysterious ocean of life, to launch forth with his boat well found, his rigging and tackle sound,

and withal a worthy ambition in his heart, then one of its main purposes will have been served.

Turning to a more prosaic theme let me quote a few figures to show the actual dimensions of journalism in this country. The census does not give the total of journalists as a distinct class. They are included in the group, "authors, editors, journalists, publicists," and the figures for the 1931 census are—

	England and Wales	Greater London
Males	15,824	6,976
Females	3,213	1,718

Of these it is estimated that about 10,000 are journalists in the sense of employment on newspaper staffs. Many trained journalists, of course, become authors and publicists, and editors of publications other than newspapers.

During the last half century newspapers have increased only slightly in number, but their growth in circulation has been remarkable. In 1846 there were 551 papers; in 1882, 1986; in 1911, 2,398 and this year the total is 2027. The decrease of 371 during the reign of King George V shows the effect of huge capitalization and of newspaper combines in absorbing and crushing out the smaller concerns. In 1846 there were only 14 daily newspapers; in 1882 there were 168; in 1911, 190; and now 155. A decrease of 35 daily papers in 24 years is significant. The total sales, however, are now much vaster. In 1871 the largest circulation of a daily paper in this country was 170,000; to-day the top figure is over 2,000,000.

CHAPTER II

A TALE OF 300 YEARS: EVOLUTION OF THE BRITISH PRESS

Count the mighty men who slung
Ink, Evangel, Sword, or Tongue
When Reform and you were young—
Made their boasts and spake according in the Files—
(Hear the ghosts that wake applauding in the Files!)
Trace each all-forgot career
From long primer through brevier
Unto Death, a para minion in the Files
(Para minion—solid—bottom of the Files) . . .
Some successful Kings and Queens adorn the Files
They were great, their views were leaded,
And their deaths were triple-headed,
So they catch the eye in running through the Files
(Show as blazes in the mazes of the Files);
For their "paramours and priests,"
And their gross, jack-booted feasts,
And their "epoch-marking actions" see the Files.

—KIPLING.

THE newspaper is inseparably linked with the later heroic days of English history. It emerged in times of crisis as the assertor and defender of popular liberties, and even if in these later days it shows tendencies here and there to fall from its high estate and to become unworthy of its noblest purpose, the story of early struggle and triumph cannot be effaced. Fleet Street, with its coffee houses, its taverns and its printing presses, has played, and in its modern form still plays, an intimate part in the movement of public opinion. It has helped to make and to maintain all that we understand by the English tradition of freedom, justice and fair play. Among the men who have made the British Press are some of the most noted in our literature, and though journalism is not in itself literature in the complete sense, it has claimed the service of most distinguished literary men.

The record of the rise and progress of our Press is a stirring story interwoven with the last three centuries of our national history. It is to be found in parts in many volumes;

a complete and comprehensive history yet remains to be written. A chapter such as this can scarcely be more than a collection of impressions.

As our fancy roves over the events of those 300 years since Nathaniel Butter produced his first *Weekly Newes* (1622) some events stand out boldly. The hacks of Grub Street are superseded by journalists with a real mission. The first daily newspaper, the *Courant*, appears three days after the accession of Queen Anne. Daniel Defoe, although his title to fame is mainly the imperishable story of Robinson Crusoe, becomes the pioneer of political, and the exemplar of social, journalism, and pays the penalty of his courage in Newgate and the pillory. He has been called the father of English Journalism. He planned his *Review of the Affairs of State* behind prison bars, where his brain and pen were ever busy.

Addison and Steele issue their elegant essays in the *Spectator* and the *Tatler*, names which happily survive to-day. Swift launches the bolts of his satire against the Whigs in the first *Examiner*. John Wilkes, democrat and rake, leaps into the forefront of national life with his paper *The North Briton*, published in opposition to Smollett's *Briton*, and characterized by serious news and sound argument. In his great campaign for popular rights Wilkes with his famous "No. 45" becomes the first journalist who dares to criticize a King's Speech. He fights a long duel with the Government and spends much of his time in gaol. At this period Junius enters the arena as a champion of Wilkes with a brilliant and acid pen, which infuses a new note of audacity and independence into political journalism. We picture Dr. Johnson writing up, from hearsay scraps and notes brought to him in a garret in Exeter Street, reports of Parliamentary debates for the *Gentleman's Magazine*, and taking care in his vicarious oratory "that the Whig dogs do not have the best of the argument."

Astonishing feats of memory are performed by William Woodfall, who, after sitting out in the gallery of the House of Commons the longest debates without a single scrap of

paper for notes, writes 15 or 16 close columns of speeches for the *Morning Chronicle*. His reports perplexed Parliament and surprised the country. Coleridge, Hazlitt and Chas. Lamb wrote for the *Morning Post* and the *Morning Chronicle*. Lamb got 6d. a paragraph for his wit and humour and Coleridge a guinea a week for his poetry. Long before this Milton had published the first great statement of the case for unlicensed printing, a liberty realized in 1695 when the censorship of the press was allowed to lapse. William Cobbett, in his *Weekly Political Register*, comes full circle from Toryism to Radicalism, and, joining the growing company of champions of the right of public criticism, is sent to Newgate for two years for his strictures on the flogging of British militiamen by German mercenaries.

Coming down to the last century our glance falls upon even more familiar names and scenes. In 1846 Charles Dickens, a Parliamentary reporter, founds the *Daily News* and proclaims its mission to be the redress of all the wrongs of society, the maintenance of all just rights and the securing of the happiness and welfare of the whole people. Unfortunately in one sense, but happily in another, Dickens tires in the prosecution of this modest programme, resigns the editorship and flees to a cottage on the shores of the Lake of Geneva to write his "Christmas Carol" and to plan "Dombey and Son." Suffering from the loss of the glamour of the great name of Dickens the *Daily News* found compensation in the Franco-Prussian War through the exploits of its famous war correspondent, Archibald Forbes. We see a travel-stained and haggard soldier in a long overcoat and forage cap, entering Fleet Street fresh from the battlefield. He looks up at the offices, and by the toss of a coin decides on the *Daily News*. He has the notes of a fine battle story with him and demands handsome payment. The paper is poor and the manager hesitates. As the visitor is bouncing out of the office he stops him on the stairs, and next day the paper has a three or four column war story, "From our special correspondent," written with vigour and distinction. The letter makes a hit, the writer becomes the special

correspondent of the paper with the French Army and the fortune of the paper is made almost by a fluke. *The Times*, which had a great reputation for war correspondence through the work and prestige of its famous representative, William Howard Russell (the first fully-accredited war correspondent), gracefully acknowledged the supremacy of its rival in the recording of the Franco-Prussian War.

This period sees the reign of George Augustus Sala, one of the journalistic giants of the Victorian period. He is equal to writing on almost any subject at 10 minutes' notice, and is reputed to enjoy the salary of an ambassador. His fluency is rivalled by the other leader writers of Peterborough Court, who created a style long known as "Telegraphese," and practised by the "young lions" of Matthew Arnold's satire. In this period many statesmen in their early days contributed to the Press—Salisbury, Harcourt ("Historicus" of *The Times*), Dilke, Leonard Courtney (a prolific leader writer), Robert Lowe, Morley (editor of the *Pall Mall Gazette*); later Ramsay MacDonald and Snowden (both working journalists), and even Asquith, though he was reputed to treat the Press with more aloofness than any contemporary leader.

Just one more cameo before ending this casual survey. Fifty years ago we see W. T. Stead in the heyday of his journalistic triumphs. A. G. Gardiner hails him justly as a prince of our craft and J. L. Garvin regards him as the only journalist to hold an international position by right apart from any particular paper. He is the pioneer *par excellence* of the New Journalism and like distinguished forbears has to suffer for his sins. His conduct of the campaign which profoundly moved the country, entitled "The Maiden Tribute of Modern Babylon," lands him in prison, but happily for him he has the amenities of Holloway Gaol, and is able to conduct his paper and continue his fulminations from the prison cell. John Morley, his predecessor in the editorial chair of the *Pall Mall Gazette*, visited Stead in Holloway Gaol and found him in a "strangely exalted mood." Stead told him: "As I was taking my exercise

this morning in the prison-yard I asked myself who was the man of most importance now alive. I could only find one answer—the prisoner in this cell"—an expression of the immense self-confidence which largely made Stead's exploits possible.

Looking back to origins we find that the first regular newspapers (using the term in the broad and not the technical sense) in this country were the news letters in manuscript. They were written by journalists retained by great men who desired to have regular reports of events happening during their absence from Court, and by various people who were able to pay for the service. These letters circulated not only in this country but all over the Continent, particularly in Germany. Valuable collections of these primitive news sheets, beginning in the 16th century, are to be seen in the British Museum, the Record Office, in the Advocates' Library in Edinburgh, and the Bodleian, Oxford. Some of the letter writers, who may claim to be the first English journalists, were men of great literary ability, who had access to official information. Their office grew into a recognized calling. Writers sent not only to individual patrons, but had periodical subscription lists, and thus wrote many letters. One enterprising scribe established an "intelligence office," with a staff of clerks. These letters developed into news books, and both are in the direct ancestry of the newspaper proper. The weekly book or pamphlet frequently consisted of two sheets folded to give 16 pages quarto. Some of them were known as "diurnalls," which is reminiscent of the Roman *Acta Diurna*, the record of daily events reputed to have been posted in the Forum and other places, containing news of battles, elections, games, religious rites, etc. With the Roman genius for organization these records were compiled by *actuarii*, officers appointed for the purpose. Apparently private copies were issued, for Juvenal speaks of a Roman lady passing the morning in reading the paper.

The circulation of the news sheet in England was greatly stimulated by the establishment of the weekly post. The

"intelligencers" became more active when the public post was instituted in 1637 and as their productions were hand-written they escaped the censorship that was imposed on printed matter. But news books or pamphlets, as distinct from news letters, had to be licensed, and in 1655 they were all suppressed by Cromwell, in favour of his own bi-weekly, entitled *Mercurius Politicus* on Thursdays and *Publick Intelligences* on Mondays. In 1665 the *Oxford Gazette* (the forerunner of the *London Gazette*) appeared, printed by the University printer. It was reprinted in London and Pepys wrote: "This day (Nov. 22, 1665) the first of the *Oxford Gazettes* come out, which is very pretty, full of news, and no folly in it. Wrote by Williamson." The "no folly" reference is to the absence of anything like a leading article. The *Gazette* contained only official news, so that people who wanted news of Parliamentary proceedings and other things not then allowed to be printed had still to subscribe for the luxury of a news letter, for which £5 a year was generally charged. The *Gazettes* sold for a penny each, two a week. The *London Gazette*, its successor, still appears twice weekly. Henry Muddiman was the first editor.

The life of an editor in Restoration days was vastly different from what it is to-day. The bewigged 17th century journalist who lived outside London could be seen mounted on horseback and travelling to Whitehall or the "Seven Stars" in the Strand, armed with a sword and a brace of pistols in his holster, because of the footpads at Knightsbridge. To-day your editor, living in the West End or in the country, comes up in his motor car, or perhaps by the Underground.

When I was working 25 years ago on the *Standard* one of my colleagues often used to come in strangely habited for a member of the indoor staff. He had ridden horseback, in Bedford cord breeches and generally correct equestrian attire, from his home in North London and stabled his mount at Smithfield. He was a real sport, full of the spirit of the older days, and gave life and vigour to the company of the "night hawks," who were more accustomed to a

tram ride in the Brixton road than to the emulation of Dick Turpin.

Passing over the two centuries of English newspaper history during which printed weekly papers sprang up all over the country, I come to the modern press, which had its real beginning at the opening of the 19th century. Its vigorous development came in the second half of that century, when various taxes which had burdened the papers were removed. These were—

On every printed sheet, 4d. a copy.
On every advertisement, 3s. 6d.
Duty on paper, 3d. per lb.

The removal of these imposts made the penny paper a possibility. Then paper became cheaper, owing to the use of wood pulp in its manufacture, advertisement revenues grew enormously, and the halfpenny newspaper made its appearance. The reading public increased by leaps and bounds in the latter half of the 19th century, because—

(1) The Education Act of 1870 produced a new generation of readers.

(2) The great urban populations created by the industrial revolution were more interested in politics and public affairs than the rural communities of the earlier days, and being more mentally active became eager readers of the newspapers.

These two potent factors produced a large increase in newspaper circulations. The expanding news enterprises and the literary quality of the papers gained for this period the title of the "Augustan Age" of British journalism. In London, naturally the source and seat of the great national papers, the *Morning Post* had been started in 1772, *The Times* in 1785, the *Morning Advertiser* in 1794, the *Standard* in 1827 and the *Daily News* in 1846. *The Times* was in a class by itself. It had a circulation in 1855 of 50,000 copies a day, while no other paper then printed more than 7,500 copies. The prices ranged from 2d. to 5d. The *Daily Telegraph* was founded in 1855 and failed in three months.

It passed into the hands of Mr. J. Moses Levy, a printer, the father of the first Lord Burnham, and was taken in satisfaction of an unpaid printing bill. With a stroke of genius Levy converted it into a four-page paper and sold it at a penny. The *Telegraph* was the pioneer of the penny papers, and as such it catered specially for the middle classes. It became an immediate success. Other papers met the competition by enlarging, widening the range of their reporting, popularizing their style of writing, and coming down to a penny—

The *Standard*, 1d. in 1858.
The *Daily News*, 1d. in 1868.
The *Morning Post*, 1d. in 1881.
The *Daily Chronicle* (hitherto the *Clerkenwell News*) entered the lists as a penny daily in 1877.

The Times declined to follow the general trend. When the Stamp Act was repealed in 1855 it fell from 5d. to 4d. and in 1861 when the paper duty was abolished it dropped to 3d., and had a circulation of 66,000. This total (then remarkable) was dwarfed by the penny papers of the next quarter of a century. *The Times*, however, under the control of the Walters, placed the whole world of the press under obligation, by its introduction of mechanical improvements which made great circulations possible. It was the first paper printed by steam.

In the new and favourable circumstances evening newspapers came into being. True the *Globe* had had a precarious tenure since 1802, and the *Standard* had a long history as an evening paper. In 1865 came the *Pall Mall Gazette*, the paper with the Thackerayan tradition of being written "by gentlemen for gentlemen"; in 1880 the *St. James's Gazette*, started by Frederick Greenwood, brother of James Greenwood (famous as the "Amateur Casual"); and in 1893 the *Westminster Gazette*, later to be called with gentle irony the "sea-green incorruptible." These three set a high literary standard. They were challenged in due time by the halfpenny evenings, the *Echo*, the *Evening News*,

and the *Star*. In this way the newspaper, once the luxury of the educated few, became the daily reading of the million. The telegraph, the telephone, and speedier transport enabled the papers to collect news quickly from the world at large and to distribute their editions on a vastly bigger scale. A later development of an equally revolutionary character, was the arrival of the halfpenny morning paper.

The beginnings of the New Journalism are to be traced in the hectic days of the *Pall Mall Gazette*, when W. T. Stead was its editor. Stead's "escapades," as he himself called them, were practised in the field of politics and social reform and were a startling revelation of the potentialities of the Press. The modest "interview," the germ of which I believe came from America (now so familiar a feature of our papers) was one of the things which characterized the birth and development of the new era. The leaders on the proprietorial side, as distinct from the brilliant journalists who formed their staffs, were Sir George Newnes (the founder of *Tit-Bits*), Alfred Harmsworth (founder of *Answers*) and Arthur Pearson (*Pearson's Weekly*). Each of them saw a huge public ready for these attractive weekly papers, and two of them went on to exploit apparently almost inexhaustible fields with their popular daily newspapers.

In 1896 Harmsworth started the *Daily Mail* as a ½d. morning paper and in 1900 Pearson launched the *Daily Express* on similar lines. The combat between these papers, which has been joined by other popular papers, notably the *Daily Herald*, has determined the character of the huge circulation press of to-day. An important development has been illustrated journalism, made possible by half-tone pictures capable of being printed on the fastest machines. Without pictures no newspaper (not even the obscure weekly of distant provincial towns) is to-day complete.

The national Sunday papers, published chiefly in London and Manchester, have attained a great vogue, and, though not of the weight and volume of their contemporaries in the United States, they are the exponents of a tense and lively journalism and have become an important branch of

newspaper production. They really take the place of the national dailies for the week-end interregnum, supplying not only full news services, but copious surveys of literature, art, music and finance.

In recent years the depression in industry, the shrinkage of world trade, the power of capital, and the process of amalgamation has caused a diminution in the total of papers, but happily there is observable a check to most of these tendencies. During the 25 years covered by the King's reign the total number of newspapers in the whole country has decreased by nearly 400. This is shown in the appended table, which is based on figures given in the 1911 and the 1935 editions of Mitchell's "Newspaper Press Directory"—

TOTAL NEWSPAPERS

	1911		1935
London	465		361
England and Wales[1]	1468		1290
Scotland	254		213
Ireland	195	(Northern Ireland)	53
		(Irish Free State)	96
British Isles[2]	16		14
Totals	2398		2027

[1] Including localized editions.
[2] Isle of Man, Guernsey and Jersey.

DAILY PAPERS

	1911			1935	
	Morning	*Evening*		*Morning*	*Evening*
London	23	8		23	4
England and Wales	48	76		29	70
Scotland	8	10		6	9
Ireland	10	7	(North. Ireland)	4	1
			(Irish Free State)	5	4
Totals	89	101		67	88

It will be convenient to say something at this point about the group of plates (numbers I to XI) illustrating the development of the British newspaper from its beginnings,

which are reproduced by courtesy of Mr. Stanley Morison from his book "The English Newspaper," in which he gives an account of the physical development of journals printed in London between 1622 and the present day. This handsome folio work is composed of six lectures in the Sandars Readership delivered at Cambridge in February, 1932, is freely illustrated, and is itself a fine piece of typography by the Cambridge University Press. The author is a well-known expert in printing and he handles his very technical subject in an interesting way. Plates I, II, III and IV are placed among the corantos; No. III issued by Butter and Bourne marked the important stage of the periodical as distinct from the news-book or pamphlet. The issue here printed is Numb. 44. The series began in 1622 and is regarded as the first newspaper in the modern sense of regular, serial and numbered publication. The title pages of III and IV are really summaries of the best news contained in the papers, and all the news is of events abroad, owing to the fact that it was safer for printers in those days to avoid the perilous path of domestic affairs. No. IV shows originality in typesetting. The indentations of the lines produce a striking "flower-pot" effect. Following the corantos came the diurnalls and mercuries, mostly half-folios folded once to give four pages. They are all curious specimens of primitive printing—rough and uneven type pulled on hand presses, which looks strange in comparison with the exactness and symmetry of modern type, printed on machines of enormous speed. Plate V is a quaint production, which was known as Jane Coe's Perfect Occurrences. It is a little larger than the average size and the striking feature of the title page is a huge factotum, i.e. an initial letter design pierced in the centre for the placing of any capital letter required. In this case it is the letter L, and the illustration shows the House of Commons in session. Plate VI shows the first issue of the first English daily newspaper, the *Daily Courant* of March 11, 1702. In form it closely resembles the *London Gazette*, which retains its original shape and form to-day. Again the news is foreign, and the sources are

Auguſt 21.. *Numb.* 44.

Our laſt weekly Newes:

Declaring
WHAT HATH LAST
hapned in the Empire betweene
the Emperor and the Princes.

The ſtate of TILLIES and BRVNSVVICKS Armies ſince the laſt encounter.

The King of *Denmarks* Preparations.

Count *Mansfields* faſtneſſe.

Together with other buſineſſe of the Low Countries and the GRISONS.

The Election of the new Pope.

The Turkiſh Pyracies.

And certaine prodigies ſeene in the Empire.

With diuers other particulars.

LONDON,
Printed for *Nathaniel Butter*, and *Nicholas Bourne*, 1623.

PLATE III

NEWS-PAMPHLET, 1623, WITH DATE, SERIAL NUMBER, AND CONTENTS ON TITLE PAGE

Nouember the 10. *Number the* 5.

IN THIS WEEKES NEWES IS Related the occaſions and ſucceſſes of the late Iournies and proceedings which Count *Mansfield* hath effected in *France, England, Italy, Denmarke, Sweden*, and the Low-Countries, eſpecially deſcribing his laſt dangerous and miraculous preſeruation betweene *Zeland* and *England*.

With a Iournall and perfect deſcription of all ſuch occurrences which hath happened both within the Towne, and alſo to the two Armies of the Prince of *Orange*, and the Marqueſſe *Spinola*, from the beginning of the Siege, vntill this preſent.

With the beſieging of the City *Strasbourgh* by the Emperiall Forces, who hath already incompaſt the ſame, likewiſe the impriſonment of the Spaniſh Marqueſſe, who was lately Ambaſſadour for the King of *Spaine* in *England*; whereunto is annexed diuers other paſſages *out of moſt parts of Chriſtendome*.

Printed at *London* by *B. A.* for THOMAS ARCHER, and are to be ſolde at his ſhop in Popes head Alley, ouer againſt the ſigne of the Horſe-ſhooe, 1625.

PLATE IV

NEWS-PAMPHLET, 1625, WITH DATE, SERIAL NUMBER, AND CONTENTS ON TITLE PAGE

acknowledged. The "author," the equivalent of the modern editor, emphasizes the fairness and impartiality of his news and declares that he will not "take upon him to give any comments or conjectures of his own, but will relate only matter of fact; supposing other people to have sense enough to make reflections for themselves."

Skipping a century, Plate VII presents some interesting points. The student of journalistic style will note several points—plain, small and formal heading; the list of names of jurors; the report of the opening speech by Crown counsel for the prosecution in the first person; the whole main page of *The Times* given to a murder trial, the prominent illustration, and the long solid paragraphs of the report, unrelieved by any crossheads. The picture, composed of wood engravings, was a spectacular innovation and caused a sensation. Other pictures followed, but, as Mr. Morison observes, "after then the enthusiasm of *The Times* for illustration seems to have ceased—until 1914." Plate VIII shows how in stages from 1850 to 1907 the headlines in *The Times* altered and grew in size. Mid-Victorian journalism is exemplified in Plate IX. The *Daily Telegraph* illustration shows in the note "to advertisers" in the first column the boast that its circulation exceeded that of "any London morning newspaper, with the exception of *The Times*." The first issue of the *Evening News* in 1881 (Plate X) is an excellent sample of neat and orderly typography, with restrained headings in ordinary plain capitals. Its first edition was printed on light blue paper and later editions on yellow and green. The green anticipated the *Westminster Gazette*, which made its appearance in 1893, and, under the heading "Evening papers and the eyesight," explained that the tint was chosen to save the eyes of those who would read the paper while going home in badly-lighted and jolting railway carriages and omnibuses. Plate XI introduces us to the paper which began the "New Journalism," the *Pall Mall Gazette*, under W. T. Stead. The page illustrated is chiefly notable for the bold display of the news about Gladstone's resignation, which was a

historic "scoop" for the paper. The headings are in bold condensed sans serif type, and the text is set in bold black type—then a rarity, but to-day a common method.

I may divide the British Press broadly into five classes—

(1) The great dailies of the widest national and imperial character, employing large staffs and having representatives all over the world. These are the London dailies, and with them may be classed the national weeklies. London is the Imperial centre and it sets the journalistic standard for the world. As the seat of Government and the centre of finance and politics it has created the most prolific press in the kingdom, but other big centres have, in a modified degree, challenged its supremacy. America to-day would of course dispute London's claim to supremacy, having developed a characteristic journalism of its own since the days when the old country provided the prototype. Greater London to-day furnishes the greatest reading constituency in the world, with its many millions of readers. Manchester runs it close and Glasgow and Birmingham are also great centres. But for the journalist London is the Mecca; its press is the most wealthy and enterprising. The work commands bigger salaries in London than elsewhere. Some of the London papers print editions in the North.

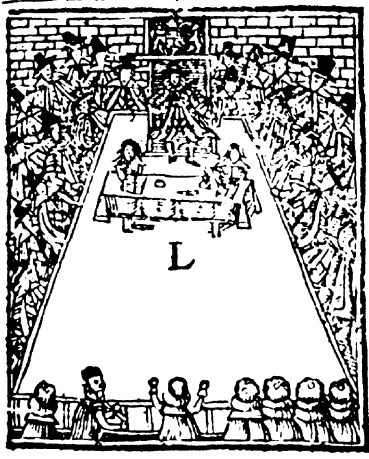
(2) Daily papers in the country; some with national and even world-wide outlook, but with more limited resources, and more largely concerned with the affairs of the localities they specially serve. Thus even national papers like the *Manchester Guardian*, *Glasgow Herald*, *Scotsman*, *Liverpool Post* and *Birmingham Post* have a strong local tinge. Their London services of news and comments are excellent; foreign news good. In the next rank the lesser provincial dailies, with a London correspondent, who keeps them up to date, but for national and foreign news these papers rely mainly on agency services. The chief agency is the Press Association, which covers home news very thoroughly. The Central News and the Exchange Telegraph Company deal with foreign as well as home news. Reuters is the leading source of foreign news and has long held that

Perfect Occurrences
OF PARLIAMENT:
And Chief COLLECTIONS of LETTERS of
severall Victories; Obtained by

{The Lord Generall. / Lieut. General *Middleton*. / Major General *Whitlcot*.} {Collonel *Sandys*. / Collonel *Ware*. / Collonel *Gowre*.} {Alisbury Forces. / Chethire Forces. / Salisbury Forces.}

The Kings Speech to Captain Blythe. *The Parliaments Messages. A Copie of the* Palsgraves *speech to the* Lords *and* Commons. *The Queen sick again in* France, *and an Impostume broken under her right arm. A great victory at* Pomfret Castle, *obtained by* Collonel Sandys; *who hath kild a Lieutenant, and 4. others of quality, taken two of their chief Gunners, and other prisoners; wounded many, taken 100. sheep, and 40. oxen, and other particulars thereof. Also the Lord* Generall *relieved by Sea, and his beating of the Kings forces at* Blazey Bridge, *where were slain many o' them; a* Collonel, 2. Captaines, *and others taken prisoners: and a Dam made to hinder the Enemy from relieving their forces at* Lestithcel Castle. *And* Rw Farthings *are not put down, but the abuse to be remedied.*

From Friday the 30. of *August*, to Friday the 6. of *September* 1644.



FRIDAY. August. 30.

Look about you brave spirits of London; if you go to Oxford, *Rupert* hath sent Colonel *Rumsey* his Pastrey Cook thither, that hath trust up Citizens of London there for Spies, and hath sent his Nurse hither; I hope some these Spies will be found out here, it would vex you to have your throates cut, and to be Massacred on a suddain, when you dream not of it; well, for all the malice of the Enemy and all their plots and projects, I hope God will protect us.

For newes I finde in the collections in the first place, that the King was eight dayes before, for certain at the Lord *Mohuns* house in Cornwall, and that his forces are at the least 30000. but not half fitly armed to fight.

Captain *Blythe* came this day to town, who was taken at the Lady *Mohuns* house; and we are informed, that when he was brought before the King, his Majestie asked him, why hee would take up Arms against him? who answered his Majestie, that he did never take up Arms against his Majesties person: *Ol* (said the King) *that is a mistery you have*. But the truth of it is, that it is a mistery, and a misterie of iniquity, to pretend to settle the Protestant Religion, by the Priests, Jesuites, and Papists, that are in armes against the Parliament.

This Captain *Blythe*, is come up to see if he can be exchanged, and to labour the exchange of the Rest of the commanders that were taken with him. Judge *Maller* is propounded to be exchanged, the very same man that was so violent in judgement against Master *Henry Walker*, for the Petition to the King of, *To your tents, O Israel, &c.* The Judges malignant faction, reported it to be because he was a Tub-preacher, as they called him; but the Judge knew well enough that false. Here followeth a true copie of Masters *Walkers* Petition to the King, for which he suffered.

D To

PLATE V

Numb.

The Daily Courant.

Wednesday, March 11. 1702.

From the Harlem Courant, Dated March 18. N. S.

Naples, Feb. 22.

ON Wednesday last, our New Viceroy, the Duke of Escalona, arriv'd here with a Squadron of the Galleys of Sicily. He made his Entrance dreſt in a French habit; and to give us the greater Hopes of the King's coming hither, went to Lodge in one of the little Palaces, leaving the Royal one for his Majeſty. The Marquis of Grigni is alſo arriv'd here with a Regiment of French.

Rome, Feb 25. In a Military Congregation of State that was held here, it was Reſolv'd to draw a Line from Aſcoli to the Borders of the Eccleſiaſtical State, thereby to hinder the Incurſions of the Tranſalpine Troops. Orders are ſent to Civita Vecchia to fit out the Galleys, and to ſtrengthen the Garriſon of that Place. Signior Caſali is made Governor of Perugia. The Marquis del Vaſto, and the Prince de Caſerta continue ſtill in the Imperial Embaſſador's Palace; where his Excellency has a Guard of 50 Men every Night in Arms. The King of Portugal has deſir'd the Arch-Biſhoprick of Lisbon, vacant by the Death of Cardinal Souſa, for the Infante his ſecond Son, who is about 11 Years old.

Vienna, Mar. 4. Orders are ſent to the 4 Regiments of Foot, the 2 of Cuiraſſiers, and to that of Dragoons, which are broke up from Hungary, and are on their way to Italy, and which conſiſt of about 14 or 15000 Men, to haſten their March thither with all Expedition. The 6 new Regiments of Huſſars that are now raiſing, are in ſo great a forwardneſs, that they will be compleat, and in a Condition to march by the middle of May. Prince Lewis of Baden has written to Court, to excuſe himſelf from coming thither, his Preſence being ſo very neceſſary, and ſo much deſir'd on the Upper-Rhine.

Francfort, Mar. 12. The Marquis d' Uxelles is come to Straſburg, and is to draw together a Body of ſome Regiments of Horſe and Foot from the Garriſons of Alſace; but will not leſſen thoſe of Straſburg and Landau, which are already very weak. On the other hand, the Troops of His Imperial Majeſty, and his Allies, are going to form a Body near Germerſheim in the Palatinate, of which Place, as well as of the Lines at Spires, Prince Lewis of Baden is expected to take a View, in three or four days. The Engliſh and Dutch Miniſters, the Count of Friſe, and the Baron Vander Meer, and likewiſe the Imperial Envoy Count Lowenſtein, are gone to Nordlingen, and it is hop'd that in a ſhort time we ſhall hear from thence of ſome favourable Reſolutions for the Security of the Empire.

Liege, Mar. 14. The French have taken the Canon de Longie, who was Secretary to the Dean de Mean, out of our Caſtle, where he has been for ſome time a Priſoner, and have deliver'd him to the Provoſt of Maubeuge, who has carry'd him from hence, but we do not know whither.

Paris, Mar. 13. Our Letters from Italy ſay, That moſt of our Reinforcements were Landed there; that the Imperial and Eccleſiaſtical Troops ſeem to live very peaceably with one another in the Country of Parma, and that the Duke of Vendome, as he was viſiting ſeveral Poſts, was within 100 Paces of falling into the Hands of the Germans. The Duke of Chartres, the Prince of Conti, and ſeveral other Princes of the Blood, are to make the Campaign in Flanders under the Duke of Burgundy; and the Duke of Maine is to Command upon the Rhine.

From the Amſterdam Courant, Dated Mar. 18.

Rome, Feb. 25. We are taking here all poſſible Precautions for the Security of the Eccleſiaſtical State in this preſent Conjuncture, and have deſir'd to raiſe 3000 Men in the Cantons of Switzerland. The Pope has appointed the Duke of Berwick to be his Lieutenant-General, and he is to Command 6000 Men on the Frontiers of Naples: He has alſo ſettled upon him a Penſion of 6000 Crowns a year during Life.

From the Paris Gazette, Dated Mar. 28. 1702.

Naples, Febr. 17. 600 French Soldiers are arrived here, and are expected to be follow'd by 3400 more. A Courier that came hither on the 14th. has brought Letters by which we are aſſur'd that the King of Spain deſigns to be here towards the end of March; and accordingly Orders are given to make the neceſſary Preparations againſt his Arrival. The two Troops of Horſe that were Commanded to the Abruzzo are poſted at Peſcara with a Body of Spaniſh Foot, and others in the Fort of Montorio.

Parma, March. 18. We have Advice from Toulon of the 5th inſtant, that the Wind having long ſtood favourable, 22000 Men were already faiſl'd for Italy, that 2500 more were Embarking, and that by the 15th it was hoped they might all get thither. The Count d' Eſtrees arriv'd there on the Third inſtant, and ſet all hands at work to fit out the Squadron of 9 Men of War and ſome Fregats, that are appointed to carry the King of Spain to Naples. His Catholick Majeſty will go on Board the *Thunderer*, of 110 Guns.

We have Advice by an Expreſs from Rome of the 18th of February, That notwithſtanding the preſſing Inſtances of the Imperial Embaſſadour, the Pope had Condemn'd the Marquis del Vaſto to loſe his Head and his Eſtate to be confiscated, for not appearing to Anſwer the Charge againſt him of Publickly Scandalizing Cardinal Janſon.

ADVERTISEMENT.

IT will be found from the Foreign Prints, which from time to time, as Occaſion offers, will be mention'd in this Paper, that the Author has taken Care to be duly furniſh'd with all that comes from Abroad in any Language. And for an Aſſurance that he will not, under Pretence of having Private Intelligence, impoſe any Additions of feign'd Circumſtances to an Action, but give his Extracts fairly and Impartially; at the beginning of each Article he will quote the Foreign Paper from whence 'tis taken, that the Publick, ſeeing from what Country a piece of News comes with the Allowance of that Government, may be better able to Judge of the Credibility and Fairneſs of the Relation: Nor will he take upon him to give any Comments or Conjectures of his own, but will relate only Matter of Fact; ſuppoſing other People to have Senſe enough to make Reflections for themſelves.

This Courant (as the Title ſhews) will be Publiſh'd Daily: being deſign'd to give all the Material News as ſoon as every Poſt arrives: and is confin'd to half the Compaſs, to ſave the Publick at leaſt half the Impertinences, of ordinary News-Papers.

LONDON. Sold by *E. Mallet*, next Door to the *King's-Arms* Tavern at *Fleet-Bridge*.

PLATE VI

FIRST NUMBER OF THE FIRST ENGLISH DAILY NEWSPAPER, 1702

position. The British United Press is a recent competitor in this field.

(3) After these dailies come the weekly papers, by far the largest in number. The vast majority of journalists begin their training on the weeklies, which deal with local news mainly, *plus* national news when it has a direct local interest. Foremost are the papers published in the county towns and giving news of the whole county. Daily papers in large towns often have a weekly edition. Much more numerous are the weeklies centred in cities, boroughs and urban districts, which have a purely local outlook.

(4) Trade and technical and periodical press. All the great professions, trades, and interests have their own special papers, many with a high standard of content and production. To name some of the chief—accountancy, aeronautics, agriculture, art, architecture, baking, banking, building, co-operation, country life, drama and stage, education, engineering, fashions, insurance, iron and steel, law, literature, medicine, mining, motoring, music, natural history, nursing, railways, shipping, textiles, and transport are all represented by considerable groups of publications, while the churches and religious bodies have a very large number.

(5) The picture papers, daily and weekly.

Perhaps the best way of illustrating the development of phases and styles of journalism is to trace the records of representative newspapers. In so doing I will take *The Times* as standing for the class papers; the *Daily Mail* for the popular press and the *Manchester Guardian* as an example of the great provincial newspapers with a national status. Other great papers have their own striking history of achievement, but my choice is determined by types.

First then *The Times*, which has just celebrated its 150th anniversary amid a world-wide chorus of congratulation. From its earliest day when John Walter the First established it as the *Daily Universal Register* (changed to *The Times* after three years) it has been a power in the land and has often interpreted the voice of Britain to the world. It has had a

succession of great editors, with whom it is a tradition to accept no honours from the State and to preserve the independence of the paper. An early instance of its power was in 1834 when Lord Lyndhurst, the Lord Chancellor, deeming the friendship of *The Times* essential to the young government negotiated with Barnes, the editor, through intermediaries. Conscious of his power the editor required written assurances instead of mere vague declarations. Thereupon the Duke of Wellington wrote a note and Lyndhurst a letter which were accepted as satisfactory. One pledge exacted was "No mutilation of the Reform Bill." The "treaty" was ratified at a dinner given to Barnes by the Lord Chancellor. The incident caused an uproar and ministers were accused of being too condescending. Lyndhurst's reply was the discerning exclamation quoted on page 5. Another illustration is the tribute written by Sir Robert Peel on quitting office in 1835. He did not even know Barnes, but acknowledged consistent support "given exclusively on the highest and most independent grounds of public principle." The reply was signed "The editor of *The Times*," in harmony with the principle of anonymity which is still the rule of the office, though not quite so absolute as it used to be.

In those days *The Times* had an easy pre-eminence. It was an age of restricted franchise and little general education. The governing classes read it; its great news services and the authority of its writers gave it power and influence as the guide of public opinion. It became known as the "Thunderer." Carlyle spoke of Edward Sterling, one of its great leader writers, as "thundering through *The Times* to the shaking of the spheres." Later on when J. Thadeus Delane became editor (1841–1877) an eminent critic declared that *The Times* under his leadership "saved the English language." It was a fine tribute, and not undeserved. There are evidences of a similar ideal to-day, although the assaults of slang and colloquialisms are probably more severe to-day than in Delane's days. A living language is subject to change, but it is well that this sort of revolution

The Times.

NUMBER 6704 | LONDON, MONDAY, APRIL 7, 1806. | PRICE SIXPENCE.

TRIAL OF RICHARD PATCH.

ADJOURNED SURRY ASSIZES, HORSEMONGER LANE.

SATURDAY, APRIL 5.

The prisoner had been indicted for the murder of Isaac Blight; and in consequence of the rumours which were supposed to have prejudiced the public mind, it was not thought fit that he should be tried at the Assizes for the County of Surry, and the investigation of his case was removed, that it might be decided by a Special Jury, in the neighbourhood of the Capital. The following were the Gentlemen, who, after several objections taken by the prisoner, were sworn upon the Jury:—

THE JURY.

Mr. BLIGHT's HOUSE.

Ground Plan of Mr. Blight's House.

PLATE VII

Front Page of *The Times*, April 7, 1806, with Illustration of the Blight Murder Case

INDIA.

BY EXPRESS FROM MARSEILLES.

THE TIMES-OFFICE, Friday Morning, Half-past 4 o'clock.

We have received by express from Marseilles our despatches in anticipation of the overland mail, which left Bombay on the 4th ult. and Calcutta on the 22d of January.

The chief event of the fortnight which has elapsed since our last intelligence has been the Governor-General's visit to Bombay. Having journeyed from Simla through the Punjab and Scinde, he arrived there on the night of the 26th of January, and left on the 2d of February, having during his stay won golden opinions of all sorts of people.

The Chief of Baroda, his Highness the Guicowar—the first Prince in Western India—was at Bom-

1850

LATEST INTELLIGENCE.

THE WAR IN ITALY.

[A portion of the following appeared in our second edition of yesterday:—]

The following telegram was received at Mr. Reuter's office May 24:—

"PARIS, TUESDAY, MAY 24.

"The *Moniteur* of this morning publishes the following telegram:—

"'ALESSANDRIA, MAY 23, EVENING.

"'Yesterday the Emperor attended mass in the Cathedral.

"'His Majesty everywhere receives testimonies of the public sympathy.

"'His Majesty enjoys perfect health.'"

THE BATTLE OF MONTEBELLO.

The *Moniteur* of yesterday publishes General Forey's official report of the battle of Montebello,

1859

LATEST INTELLIGENCE.

THE WAR.

THE CAPITULATION OF PARIS.

(BY TELEGRAPH.)

(FROM OUR SPECIAL CORRESPONDENT.)

VERSAILLES, JAN. 28, 2 P.M.

M. Jules Favre is now here with proposals for Capitulation.

He proposes that the garrison shall leave Paris with honours of war.

This is quite inadmissible.

The attack on St. Denis and the great defeat of the 19th have mainly led to the resolution to ask for terms.

Trochu is ill.

Vinoy commands.

M. Favre has seen Count Bismarck.

1871

IMPERIAL AND FOREIGN INTELLIGENCE.

ASSASSINATION OF THE KING OF PORTUGAL AND THE CROWN PRINCE.

BRAVERY OF THE QUEEN.

(FROM A CORRESPONDENT.)

LISBON, FEB. 2.

When driving through Black Horse Square from the landing-stage on their return from Villa Viçosa, at 5 o'clock yesterday evening, the King and the Crown Prince were killed by assassins

1907

PLATE VIII

EXAMPLES OF HEADINGS IN *The Times* AT FOUR PERIODS—1850, 1859, 1871, AND 1907

be accomplished with some show of reason. *The Times* manifesto of 1788 has a quaint flavour to the reader of 1935. A few sentences may be quoted—

To record with fidelity the events which occur in the world of politics, commerce and fashion ought to be the peculiar province of a newspaper. How little this is attended to, the present state of our diurnal publications will fully answer. They too frequently present details of events that never took place, prostitute the language of eulogium to persons and things unworthy of public favour, or . . . sacrifice, without any regard to truth, the reputations of private individuals. . .

Solicitous to correct enormities so flagrant and to present the world with a newspaper—such as, in the opinion of the conductors of this publication, a newspaper ought to be—*The Times* was established.

The Debates in Parliament will be given with a marked correctness and impartiality . . . our reporters being of the first class.

The world of fashion we have taken effectual measures to represent, as it really may be found; and to record with prompt authenticity the events which occur in high life, whether . . . fashionable levities or unfashionable virtues.

To indecent language or *double entendre* no place shall be given in *The Times*, nor shall it contain any passage capable of insulting the eye or ear of modesty, or suffusing the cheek of innocence with a blush.

Soon after the start John Walter was imprisoned for a libel on the King's son and was deprived of his office as Printer to the Customs for attacks on the naval administration of Lord Melville. Pitt's government withdrew its support and stopped the foreign dispatches of the paper at the ports. This struck a serious blow at the important foreign news service; but the story of how the second Walter triumphed over the Government by a system of dispatch-running and smuggling is a stirring romance. He was a great organizer of news services. The paper gained great credit for its enterprise in the Crimean War when Russell as its special correspondent told England the alarming truth about the Army and the consequence was the memorable work of Florence Nightingale. The circulation soared to a total stated to be nearly four times the combined sale of its four contemporaries, the *Daily News*, the *Morning Post*, the *Morning Chronicle*, and the *Morning Herald*. Delane himself went out to the Crimea and started a fund for the sick and wounded. This was recalled in the Great War,

when *The Times* carried through the Red Cross Fund to a total of 16 millions.

Journalism claims the utmost loyalty from its liegemen and when Delane dropped the reins in 1877 at the age of 62 he wrote: "I may or may not live a few months; but my real life ends here. All that was worth having of it has been devoted to the paper."

For the encouragement of youth I may recall a joyful incident at the opening of Delane's career. He became editor of *The Times* at the age of 23. When he got the appointment he rushed to his lodgings in St. James's Square, which he shared with John Blackwood, the publisher, and exclaimed:—"By Jove, John, what do you think has happened? I am editor of *The Times*." He was a great editor, a dominating figure in the social and political world. When asked late in life if he felt no tremors as a young man shouldering such a task he replied: "Not a bit. What I dislike about you young men of the present day is that you shrink from responsibility."

Mr. Harcourt Kitchin, in his articles on "Adventures in Printing House Square," pays a striking tribute to the impartiality of the paper in its news, which is worth quoting in days when public men are complaining of the distortion of news—

> When Joseph Chamberlain was conducting his raging, tearing campaign for Tariff Reform the editor of *The Times* in his leading columns supported Mr. Chamberlain. It was my allotted task to give, with the strictest impartiality, a picture from week to week of the trade and commerce of the country. Again and again my serenely cold articles made nonsense of Mr. Chamberlain's arguments . . . but never once in those years of intense fiscal controversy did the Editor ever suggest that I should temper those cold blasts of weekly fact to the shorn carcase of Tariff Reform.

One characteristic of *The Times* has ever been the importance attached to its leading articles. Sometimes news of the first importance has been exclusively announced in those articles—a practice regarded as strange and inadmissible to-day, when *The Times* itself would give such matter in its news columns. It is to be remembered that it came under

the influence of Lord Northcliffe who was the principal proprietor from 1908 to 1922, when he died. But still, though perfecting and bringing up to date its news services *The Times* lays great store by its leaders. It is emphatically an organ of opinion. It has the distinction of having published the longest leading article on record. On the occasion of the Jubilee of Queen Victoria, June 21, 1887, its leading article exceeded 11 columns in length.

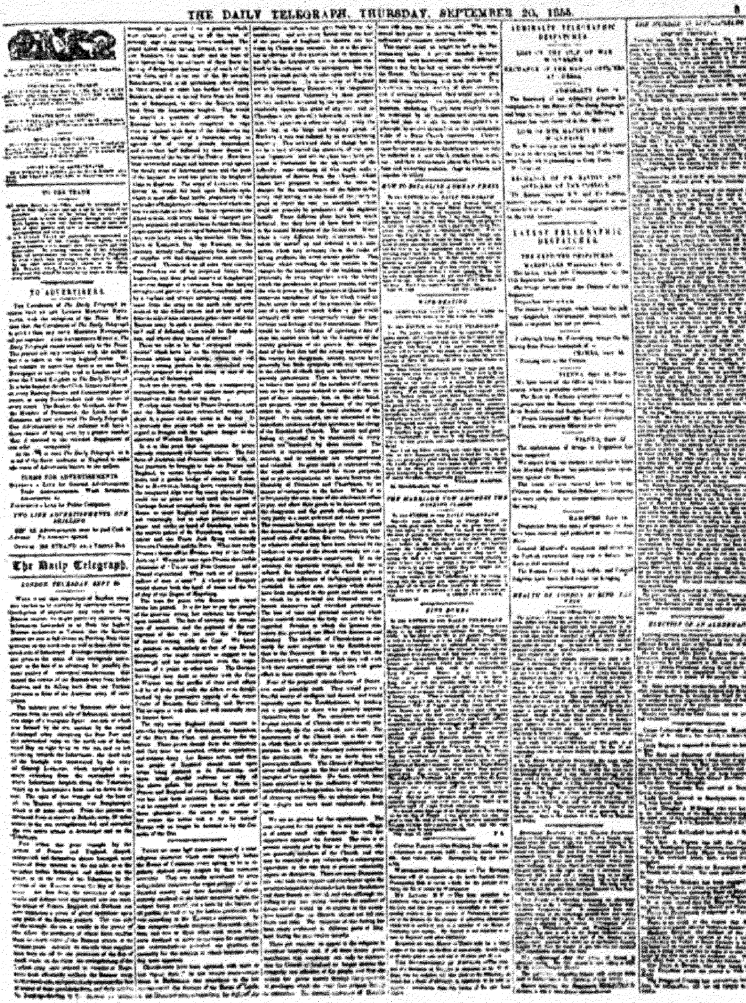
When Lord Northcliffe died *The Times* came into the possession of Major Astor, M.P., who is now the chief proprietor, and who has always taken a high and patriotic view of his position. So much so that the proprietors, jealous for the preservation of the tradition of independence, agreed to limit that unfettered power of disposing of their interests which is the normal prerogative. This is a novel and substantial security for the maintenance of the historic character of the paper, which assumes an even greater importance in days when financiers are usurping the old-time powers of the journalist. It is referred to in detail in a later chapter. In an article on the influence of the late Lord Northcliffe on *The Times*, Major Astor declared:—"Beyond all question he instilled new life and energy into a flagging business and made *The Times* a truly fine newspaper of the modern type. . . . At no time was the gibe that *The Times* was a 3d. edition of the *Daily Mail* true, but there was enough plausibility in it to lend it sting. For a time the individuality of Northcliffe obscured the individuality of the paper itself, but even he found his limitations at Printing House Square, conceivably in the realization that *The Times* was something greater and less tractable than the popular journal with which his intimacy was complete."

It should be remembered that *The Times* suffered for years from the staggering blow of the Parnell Commission. The exposure of the Piggott forgery which the paper published had the most serious reactions on its financial position, which it took many years to surmount. That unhappy episode was half a century ago; to-day the paper holds its

proud position as the leader of the British Press—a fact in which journalists as well as the public find satisfaction.

The *Daily Mail* was founded in May, 1896, by Lord Northcliffe (then Alfred Harmsworth) and Kennedy Jones, who had already made a success of the *Evening News*. The *Mail's* first sentence was:—"The *Daily Mail* is the first endeavour to issue all the news of the penny morning press for a halfpenny." It was an immediate success owing, says Kennedy Jones, "to the welding of the new journalism, which I represented, with popular journalism, ably represented by Alfred Harmsworth." The object of the promoters of the *Mail* was that it should make its way, partly by the lower price, "but mainly by its more human way of presenting news, and by its covering a wider ground of interest." It may claim to be the pioneer of the modern popular newspaper. Its success has been phenomenal; for long it had the distinction of the largest circulation in the world—a distinction since captured by keen competitors, working on a new method of "circulation buying" by means of competitions with cash prizes and free gifts of all kinds.

In his estimate of "a changing world," Professor Trevelyan says that "a significant portent was observed in the growth of Harmsworth's *Daily Mail*, catering for the new half-educated democracy of all classes, in a fashion quite different from that of the more solemn political organs which had satisfied the Victorian *bourgeoisie*." What then were the distinctive notes of the new force in Fleet Street in 1896? It was the antithesis of the highbrow organ; it catered for the man in the street and took pains to touch his life and interests at every conceivable point. The dictum to the staff was "Don't forget you are writing for the meanest intelligence," and they always aimed to provide a little bit for everybody and all classes of people. The personal note was strongly struck. The serial story was a prominent feature, recalling the time when "Robinson Crusoe" was published in that form in the *Daily Post* at the beginning of the 18th century. The paper was fond of mystery and sensation. When F. A. McKenzie wrote its history in 1921


THE DAILY TELEGRAPH. THURSDAY, SEPTEMBER 20, 1855.

TO THE TRADE

TO ADVERTISERS

The Proprietors of The Daily Telegraph in returning thanks for the extensive support they have received since the establishment of that Paper, beg to inform the Public and their numerous Advertising Friends, that, in consequence of the increasing circulation of The Daily Telegraph, they have been compelled to enlarge the size of the Paper, and that, on and after Monday next, it will be published in a form corresponding with the Morning Advertiser, Standard, Post, and other Morning Papers.

The Proprietors of The Daily Telegraph have also the pleasure to announce that, on and after Monday next, the Paper will be published at a Penny, and that the Price of the Stamped Edition will be reduced to Twopence.

The Daily Telegraph,

LONDON: THURSDAY, SEPT. 20.

PLATE IX

The Daily Telegraph AT A PENNY. LEADER PAGE, SEPT. 20, 1855

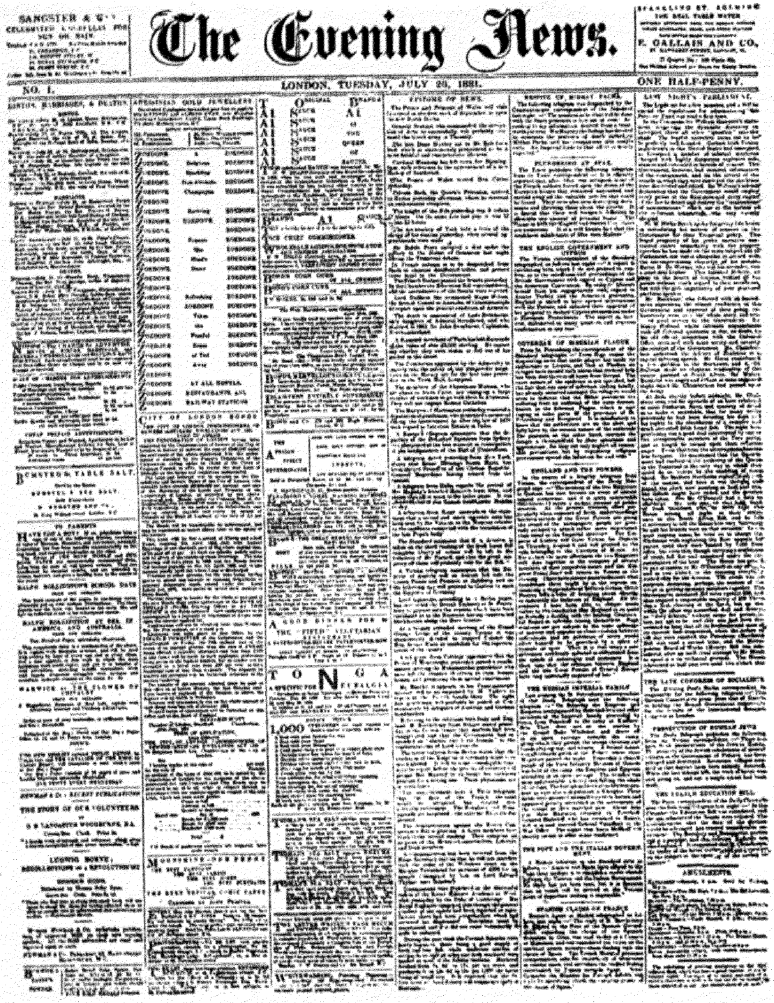

SANGSTER & Co.'s
CELEBRATED LIQUEURS FOR
NEW ORLEANS
The Evening News.
F. GALLAIN AND CO.,
NO. 1.
LONDON, TUESDAY, JULY 26, 1881.
ONE HALF-PENNY.
LAST NIGHT'S PARLIAMENT.
FUTURE OF NEWS.
THE ENGLISH GOVERNMENT AND EGYPT
OUTBREAK OF RUSSIAN PLAGUE
THE RUSSIAN INTERNAL FAMILY
THE LATE OUTBREAK OF SOCIALISM
PERSECUTION OF RUSSIAN JEWS
THE ITALIAN EDUCATION BILL
ARGUMENTS
THE POPE AND THE ITALIAN DUTIES
SPANISH CLAIMS ON FRANCE
BENGER'S FOOD
TONGA
1,000
THE STORY OF OUR VOLUNTEERS
LOUISA BOWES
MORNINGTON CRESCENT
CITY OF LONDON SCHOOL

PLATE X

FIRST NUMBER OF *The Evening News*, JULY 26, 1881

The first edition was printed on light blue paper and later editions on yellow and green

the title of the book was "The Mystery of the *Daily Mail.*" The editor announced that the doors of the fiction department were ever open to the unknown writer provided he or she could evolve a new story of the type known to be most popular with the millions of readers. It must contain plenty of incident, woven around real and interesting characters. Strong dramas and frank mystery stories made the widest appeal. The same was more or less true of news. It was the busy man's paper, presented its news with brevity and snap, and boasted that it gave all the news. The *Daily Mail* set the pace in the search for news of every conceivable variety, in any quarter of the globe, no matter what the expense. News was hunted as a hunter tracks his prey. Then came the women's page. "Movements in the women's world," it declared; "that is to say women and politics, dress, toilette matters, cookery and home matters generally, are as much entitled to receive attention as nine out of ten of the matters which are treated in the ordinary daily paper." No expense was spared. Lord Northcliffe raised salaries in Fleet Street by 50 per cent, and in so doing sifted the whole country for brains and ideas. A special wire was carried from Carmelite House to the end of the ocean cable at Valencia Island to transmit New York news direct.

One of its most remarkable triumphs was the getting of the first news of the signing of the Peace of Vereeniging with the Boers. The negotiators were strictly isolated and protected by military guards. Even if anything leaked out there was the rigid military censorship of the cable. Using a secret code the special correspondent on the spot cabled from Johannesburg to a private address in London messages apparently dealing with gold mining and Stock Exchange transactions. Amid the daily mass of these ordinary messages the *Mail* cables got through. But there was the task of getting the news from the camp. By means not publicly revealed a representative was placed right in the camp and he communicated news by a system of pre-arranged signals to a passenger on a passing train. The *Mail* took pride in outwitting an officialdom bound on secrecy in a matter

concerning which they held that the public had a right to be told. W. T. Stead frequently wrote for the *Mail*, and one of his coups is described by Lord Fisher in his "Memories." He said—

> I have never known the equal of the late W. T. Stead. When he was over 60 he performed a journalistic feat that was wondrous. By King Edward's positive orders a cordon was arranged round the battle cruiser *Indomitable*, arriving late at night at Cowes with the Prince of Wales on board (on returning home from India), to prevent the Press being a nuisance. Stead, in a small boat, dropped down with the tide from ahead, and swarmed up a rope ladder under the bows, about 30 feet high, and then along a sort of greasy pole, talked to one of the officers, who naturally supposed he couldn't be there without permission, and the *Daily Mail* the next morning had the most perfect digest I have ever heard of one of the most wonderful passages ever made.

The message from Shackleton in 1909 telling the story of his South Pole adventures after an absence of nearly two years, was another "exclusive." The cablegram filled four and a half columns and was the longest press message that had ever come from New Zealand.

Beyond this brilliant news service the *Mail* took a bold lead in a novel manner, which may be described as *doing* things as well as recording them. From the earliest days, when a £10,000 prize was offered for the London to Manchester flight, strong support was given to aviation. The paper became famous for its exhibitions—lace in 1908; Ideal Homes (the home paper); Daily Mail village, Welwyn; sweet peas; farming and poultry enterprises; standard bread; insurance, etc. Some were not so successful as others, but if the Sandringham hat "stunt" fizzled out, others did well. Here is an instance of prompt enterprise. At a dinner one night the Duke of York suggested the use of village signs for the guidance of motorists. At once the *Mail* offered £2,100 in prizes for the best designs.

The *Mail* never lacked courage from the times when it was constantly warning the country of the German peril. One of its most exciting experiences was when in the Great War it proclaimed the Tragedy of the Shells and attacked Lord Kitchener, then a popular idol. The paper was then burnt on the Stock Exchange. Northcliffe was 30 years

IMPENDING RESIGNATION OF MR. GLADSTONE.

GRAVE POLITICAL CRISIS.

DISSOLUTION PROBABLE.

We have reason to know, from an authority which we are not able to disclose, but in which we have every confidence, that Mr. Gladstone has finally decided to resign office almost immediately. We understand that the letter announcing his resolution will be sent to the Queen before the reassembling of Parliament. This decision is due to a sense of his advanced age and to the great strain of the late arduous session. He is also deeply disappointed at the rejection of the Home Rule Bill, and at the opposition which the Parish Councils Bill has encountered. Domestic pressure, moreover, has not been without considerable influence in determining his mind at last. Who will succeed him? And what will be the result?

THE MATABELE CAMPAIGN.

SETTLEMENT ROUND BULUWAYO

BARBAROUS CRUELTY BY A WITCH DOCTOR

On the return of Sir John Willoughby and Hon. Maurice Colborne from marching for Captain Wallington's body, they met the Indunas whose regiments formed Major Wilson and his party, and overtook contingents of the Shangani valley graves of the gallant dead and scouts of Wilson and his men. Sir Cecil Rhodes has commanded that of this sacred party which has gone not under Colonel Colvile Adkins to seek for the bodies of Wilson's party is successful in its search, he will bear the news of the anniversary of the massacre in Zambesia, as well as of the burial and the interment of a monument to the memory of the gallant dead. Heavy rains have set in. Numerous settlements are being made round Buluwayo. Prospectors are arrive, and new claims the discovery of an alluvial field are begun. All the farms between Buluwayo and Tati have been secured. The Buchanan-Island Police have been placed at the disposal of the Chartered Company, who are administering the whole country.

MATABELE TORTURE OF A WOMAN

Sir Henry Loch, the High Commissioner, has received a report from Colonel Colvile Adkins announcing that he has captured a notorious witch doctor who has wasted the breast of the mistress of a native who has been many months and children. Her husband and the witch doctor were murdered as the most favorable moment. Her hands and feet were bound together, and the doctor then pushed out her eyes with needles. She was afterwards thrown into the Khumi river, where she was left to perish by strangulation. On hearing of this atrocity, Colonel Colvile Adkins states they the natives in the district are engaged in mowing.

LIEUTENANT MIZON BANQUETTED

THE DREAM OF OTHER DAYS REALIZED

Paris, Wednesday.—The Industrial and Commercial Society of the Colonies gave a banquet yesterday evening to Lieutenant Mizon, the famous explorer. Addressing those present, Lieutenant Mizon said other formerly explored. Addressing those present, Lieutenant Mizon said other formerly explored. Addressing those present, Lieutenant Mizon said other formerly explored

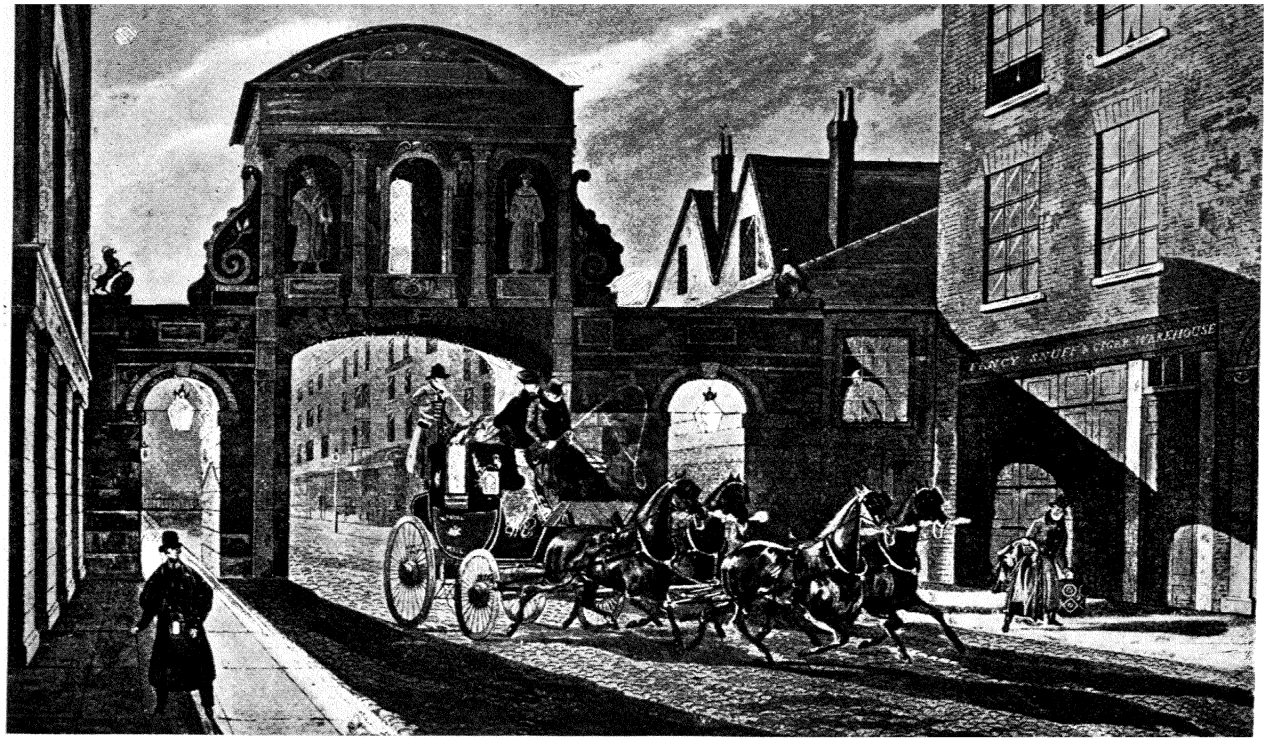


PLATE XII

MAIL COACH ARRIVING AT TEMPLE BAR

(From an old print reproduced in "Fleet Street in Seven Centuries," by Walter G. Bell)

old when he founded the paper and the total initial capital was less than £15,000. As profits came in they were invested again and again and the capital grew to millions.

The methods of the *Daily Mail* inspired the policy of all the popular papers—the *News Chronicle*, the *Express*, the *Daily Herald*, and the "live" papers issued from Withy Grove, Manchester, and other progressive centres. The pace indeed grew hotter and hotter, until there came a revulsion of public feeling against some of the more daring methods of the latest journalism, which one critic said had become "sloganized, peptonized, and vulgarized." Even the class papers have made concessions to the new style, though declining to adopt the circulation-raising "stunts" of their two-million sale competitors. The *Daily Telegraph* and the *Morning Post* have popularized their news services, type, and make up, and even *The Times* has brightened and enlarged its head-lines and expanded its area of news interest.

One of the foremost figures in the latest journalism is Mr. J. S. Elias, chairman and managing director of Odhams Press, Ltd., which has shared the control of the *Daily Herald* for the past five years. As a chief of the daily paper with the largest sale in the world his views on the Press in its latest stage of evolution are authoritative. He has very kindly responded to my request by sending the following statement on the function of the newspaper to-day—

It would be impossible adequately to assess the influence which the ever-expanding British Press has exercised over the home life and interests of the nation during the past twenty-five, and, more particularly, the past fifteen, crowded years. It is safe, however, to say that its contribution in this direction has been quietly and constructively revolutionary. Sometimes, when I consult the files of other days, I am thrilled, and a little awed, at the realisation of how journalism, advertising, printing and production have brightened and bounded ahead without sacrificing to any material extent the freedom, solidity and integrity of the Fourth Estate.

To-day the newspaper is as much a part of the family life of this country as the very roof over its head. They rely upon it as much as they rely upon the electric light, the gas and the water. If it is missing, as it is on three days of the year, there is a blank, a void, a genuine disappointment. Of the many boons and blessings it bestows upon the home the most paramount, perhaps, is *service*. All the news of the world is assembled in a form that neither bores nor bewilders. It is presented

in a manner that is truly democratic, inasmuch as it can be readily understood and appreciated by all classes.

But that is but the beginning of the service it renders. For the housewife the newspaper is alive with interest. Home and fashion notes, topical recipes, film and book notes, the finest of fiction, advertisements that make her shopping range unlimited, unite to lighten and brighten her days. For the man the newspaper is an inseparable companion. It is in his hands morning, noon and night. The development of sports news and features alone has made it indispensable to millions. The erstwhile dull and bewildering city page and financial news have been simplified and brightened, the intricacies of economics and politics ironed out, the events of the hour at home and abroad humanised. He is no longer dragooned into his opinions. If he troubles at all the facts are there for him to judge for himself.

All those things that affect his home life are dealt with in the Press, both in the editorial and advertisement columns. Houses, furniture, insurance, the car, the wireless, clothes, tobacco—none are overlooked. He can even select, without exhaustive inquiries, where the family shall spend the holidays, discover what it will cost and fix it all, with confidence, "in a flash." The culture of the people, too, has been tremendously enhanced by the many excellent articles which are now a regular feature of the magazine pages. The child-appeal of to-day's newspaper, too, is not restricted to the "children's corner." The perfection of half-tones and the use of abundant pictures brings the news and interests of the world easily to the eyes and minds of the youngsters. Need I say that volumes could be written as to the influence of the modern newspaper on the home? In all that concerns its welfare it has a good friend and worthy counsellor in the Press. So long as that happy state of affairs persists, and there is no fear in this country either of its limitation or destruction, just so long will the British home and the British newspaper be an example to the world.

This little sketch of the nation's press, fragmentary as it is, would be incomplete without reference to the great organs established in the provinces, foremost among which is the *Manchester Guardian*, first published as a weekly paper on the day of the death of Napoleon at St. Helena—May 5, 1821. No report of that event appeared in the *Guardian* until July, when a table of dates in Napoleon's career was given. The birth of the *Manchester Guardian* illustrates the point that often a crisis has created a paper. The country was seething with unrest, owing to dear food after the war, increased by the corn laws; while enclosure bills deprived the people of their commons. There was a Government campaign against the Press. William Cobbett, chief of the Reform leaders, deprived of pen, ink and paper, suspended

his *Political Register* and sailed for America. There were riots in London and demands for reform. Then came the Manchester demonstration and the so-called "Battle of Peterloo," when the crowds were charged by Hussars. Among the people arrested was one Tyas, a reporter of *The Times*, who wrote his account of the riot in prison and at the same time John Edward Taylor (founder of the *Manchester Guardian* two years later) sent a full report of the affair to a London paper. This latter report left Manchester by the night coach and was printed in London within 48 hours, being ahead of the official version. Inspired by Peterloo and the Reform campaign Taylor raised £1000 from 12 people and launched the *Guardian*, as a four-page paper of 24 columns, 7d. a week, including 4d. tax. The *Guardian* was notable chiefly for its leader writing and its reporting. For foreign news and Parliament it was dependent mainly on the London papers and scissors and paste—the London papers being the *Morning Post*, which Coleridge had been serving so brilliantly; *The Times*, then a strong Liberal paper, and the *Morning Chronicle*.

The *Guardian* was full of the eloquence of Cobden and Bright, in the stirring days of the Anti-Corn Law League. Its first reporter was Jeremiah Garnett, who combined the three functions of printer, business manager and reporter. He would take his notes of a meeting, set his report in type from the shorthand without transcription, and on Fridays take off his coat and turn the handle of the press. Garnett was an active citizen as well as journalist and did great service for the freedom of the Press. For instance, he fought a case right up to the High Court for the right to report coroner's inquests but was beaten at a cost of £150 to his paper. When the Press finally secured the legal right of admission to inquests Garnett attended the first open sitting and revenged himself upon the Coroner by a footnote to his report. At the opening of the first Free Trade Hall in Manchester the *Guardian* consisted of 48 columns, of which 39 were devoted to the report of that event. The paper became a daily in 1855, when the newspaper duty

was repealed. The duty on paper survived until 1861 and was the last of the "taxes on knowledge."

The man whose name is mainly associated with the *Guardian* to-day is the late C. P. Scott, who was proprietor and editor for 57 years. He raised the paper to a position of world-wide renown for its probity and independence. He maintained in his journalism the highest ideals of public service. Prominent among the brilliant men whom he secured for his staff were C. E. Montague, leader writer, dramatic critic, and novelist; and W. T. Arnold, the Roman scholar and historian, who became chief leader writer.

A final word about Scotland which, as you will discover if you work there, differs from England in many ways in law and custom. The difference is also marked in its journalistic outlook. London is a long way off and does not dominate the country as it does the English provinces. Thus events south of the Tweed are treated more on their actual news value than is said to be the case in England, where often, the Scot will tell you, trivial stories because they come from London are written up to an extent out of proportion to their real national news value. Scotland, like the *Manchester Guardian*, keeps a jealous eye on London. The two really great Scottish dailies are the *Scotsman* and the *Glasgow Herald*. The former preserves its old massive appearance, though admitting some modern ideas in type and form. It is still stodgy in the view of the up-to-date journalist, but it is a venial fault to err on the side of dignity and trustworthiness rather than of sensationalism. The *Glasgow Herald* has largely the same qualities, with a difference; it has a snap and crispness which its classic competitor in Edinburgh lacks and probably would not have as a gift. It is the difference between the two cities—Glasgow a busy commercial centre, Edinburgh a city of learning and tradition. Thus the *Herald* places greater value on commercial news and views.

Apart from these two outstanding papers, Scotland is served daily by the *Dundee Courier*, the *Dundee Advertiser*, and

the *Aberdeen Free Press and Journal*, which are more local in character.

The weeklies have played an important part in the development of Scottish journalism. The Scots take their newspaper politics seriously, and the old-fashioned weeklies, with their excellent articles of a political and theological tinge, had a big influence in moulding public opinion. They have had a rude shaking in competition with the modern Sunday paper and many have become a re-hash of the week's news, handled in a more or less sensational manner. Three stand out in history. The *People's Journal*, created by John Leng, of Dundee, was a Radical organ whose text was Gladstone and the Bible. Its opponents called it the Ploughman's Bible. The *Weekly Scotsman* had a strong literary bias and the *Weekly Herald* likewise paid much attention to literature and published in serial form Meredith's "Ordeal of Richard Feverel," after it had been rejected in London.

CHAPTER III

A UNIVERSAL NEED: THE STAPLE OF NEWS

To us, who are regaled every morning and evening with intelligence, and are supplied from day to day with materials for conversation, it is difficult to conceive how man can subsist without a newspaper, or to what entertainment companies can assemble in those wide regions of the earth that have neither *Chronicles* nor *Magazines*, neither *Gazettes* nor *Advertisers*, neither *Journals* nor *Evening Posts*. All foreigners remark that the knowledge of the common people of England is greater than that of any other vulgar. This superiority we undoubtedly owe to the rivulets of intelligence which are continually trickling among us, which everyone may catch, and of which everyone partakes.—(SAMUEL JOHNSON, *The Idler*.)

EVER since man has been a rational and intelligent being news has been one of his primary necessities, following hard after food, shelter, and clothing in importance. Curiosity and self-interest have always made him want to know what other people are thinking and doing. Far back in our dim origins cave men had their means of communication and tribes of peoples in all parts of the world sought and spread news by word of mouth and by the use of symbols and tokens. Further, a writer asks: "What is the scenting of danger by animals but 'news' that their safety is threatened?" Since the beginning of life on this planet, he observes, news has played an important, sometimes a vital, part in the human, and even in the animal world. Here we find the *fons et origo* of journalism, and news as a basic thing must engage the close attention of every student. It may appear strange to the casual observer that English law recognizes no copyright in news, but only in the manner of its presentation. Is not this because news is so important to the public that it cannot be made subject to the limitations of private property? I have no specific warrant for this, but the theory seems tenable.

The indispensability of news in the national interest received a notable demonstration at the time of the general strike in this country in 1926, when newspapers were crippled in production and distribution. Public safety depends on

the free flow of news and the Government was driven to the expedient of publishing a newspaper itself. Broadcasting by wireless was found useful for issuing State proclamations and *communiqués*, but it did not entirely fill the blank. Therefore the *British Gazette* was published while the crisis lasted. Defoe grasped the vital social value of news when he described it as "the very nourishment and support of human society."

Before the days of newspaper enterprise in the collection of news, before the coming of the post and long before the electric telegraph, news really consisted of travellers' tales, and big events did not become known widely for weeks and sometimes months. It was eight days after the event that England had news of the battle of Blenheim. The reports came when the ships reached home and galloping couriers carried them to the countryside. Then the cannon were fired and the bells were rung. It was the coming of "a gallant merchant-ship full sail to Plymouth Bay" that brought news of the approach of "Castile's black fleet," and the blazing of the beacons that carried it from "Edgecumbe's lofty hall" to the "burghers of Carlisle." Little wonder that when the news letters came into use, and then the printed page, they found a public avid for the commodity thus offered. Just about the time when the first *Weekly Newes* made its appearance the primitive newsmongers were caricatured by Ben Jonson. Gossip Tattle, in "The Staple of News," observes "Look your news be new and fresh, Master Prologue, and untainted; I shall find them else, if they be stale or fly-blown, quickly." The "four cardinal quarters" of gossip were then the Court, St. Paul's, the Exchange, and Westminster Hall. Cymbal, the master of the "Staple or office," explains to his customers, who come to buy news of varied quality at corresponding prices, the arrangements of his novel business—

> The examiner, he sits private there, within,
> And here I have my several rolls and files
> Of news by the alphabet, and all put up
> Under their heads.

They ("news" is used in the plural) are subdivided into "authentical and apocryphal; news of doubtful credit, as barbers' news; tailors' news, porters and watermens' news; news of the season, vacation news, term news, Christmas news; news of the faction; the reformed news, Protestant news, and Pontifical news." A wide selection and a candid classification!

Sixty years later Crabbe expressed in amusing verse his amazement at the variety and volume of the journalistic output and exclaimed—

> A Master passion is the love of news:
> Not music so commands, nor so the muse.
> Give poets claret, they grow idle soon:
> Feed the musician, and he's out of tune:
> But the sick mind, of this disease possessed
> Flies from all cure and sickens when at rest.

Johnson, in a preface to the *Gentleman's Magazine* for the year 1740, "on the *Acta Diurna* of the old Romans," gave an interesting little picture—

> Everybody must allow that our newspapers (and the other collections of intelligence periodically published) by the materials they afford for discourse and speculation, contribute very much to the emolument of society; their cheapness brings them into universal use; their vanity adapts them to everyone's taste: the scholar instructs himself with advice from the literary world; the soldier makes a campaign in safety and censures the conduct of generals without fear of being punished for mutiny; the politician, inspired by the fumes of the coffee-pot, unravels the knotty intrigues of ministers; the industrious merchant observes the course of trade and navigation; and the honest shopkeeper nods over the account of a robbery and the prices of goods, till his pipe is out.

Coming down to Victorian times we find a writer in the *Cornhill Magazine* for 1862 describing journalism as the most characteristic product of the age. The newspapers, he wrote, were composed of two principal parts—original matter and the news. Daily papers were composed principally of news and the weekly papers of original matter. News was divided into two elements, intelligence and gossip. Though the leading articles were possibly the most important and

characteristic part of a newspaper "the goodness of its news has perhaps even more to do with its commercial success. It puts before us a sort of photograph of one day's history of the nation in which we live, including not only its graver occupations, such as legislation and commerce, but every incident a little out of the common way brought to light by police courts or recorded by local newspapers."

In this we catch an echo of the conflict between "news" and "views." A nodding acquaintance with the varied output of the presses of to-day reveals that some consist mainly of news and give opinion a very subordinate place; others devote themselves chiefly to policy and views; and others yet again preserve an equal balance between the two. But, speaking broadly, when Bernard Shaw says that "the business of a journalist is news and not political philosophy," he commands the assent of probably the largest body of public and journalistic opinion. It was news that gained world-wide repute for the *New York Herald*, despite the notorious "yellowness" of its early days. James Gordon Bennett learned that nothing pays like news. A striking instance was the discovery and rescue of Livingstone in darkest Africa by Stanley, acting as the special commissioner of the *Herald*. The triumphs of Stanley were shared by the *Daily Telegraph* (London). This is one of the most famous news "beats" on record.

Mr. Andrew Mellon, when he arrived in this country in May, 1932, to take up his post as Ambassador of the United States. made a notable speech on this subject—

> Twenty years ago, said Mr. Mellon, the most successful newspapers were dominated by brilliant and forceful editors and were read largely for their opinions. To-day, the real power of the press consists in the scope, accuracy and significance of the news which it furnishes to its readers; and while the modern newspaper is written as brilliantly as ever with regard to editorials and news, it depends for its influence not on a single dominating personality, but on the excellence of its organisation and its ability to furnish news. News to-day is more comprehensive in scope, better written and covers a greater variety of subjects than ever before, so that for the first time the average man is able to grasp the whole world with his imagination and to feel an interest in places where he may never go and people whom he may never see.

Mr. Wickham Steed, a journalist of the widest experience, says—

> The function of journalism is to gather, to make known, and to interpret news of public interest. It is a function useful, responsible, and, if uprightly discharged, honourable . . . The essence of news is to give timely warning of things that have happened or may happen; and the proper circulation of news is a social service of high value. Journalism is the chief modern form of this social service . . . In its news, no less than in its views, a successful newspaper must possess individuality. Hence the struggle to find original matter and "exclusive" news . . . In the absence of legitimate "scoops" [i.e. exclusive news] not a few journals attempt to create some striking or exclusive feature in the shape of "stunts." A "stunt" may be defined as a counterfeit "scoop," for it is an effort to palm off on the public, as something original and important, a sensation which exists only in the imagination of its author.

Mention of the word "stunt" recalls Northcliffe's sharp retort to someone who mentioned it to him. "Don't use that stupid word," he said. "A 'stunt' is merely what jealous newspapers call something their rival has done that they had not the brains to do themselves. It is mostly used by the pompous old ladies of the 'superior' Press. They are too silly to notice that they themselves are 'stunting' one thing or another all the time. The word is meaningless, because most news is a 'stunt' for one thing or another."

What is news? This question covers a great deal of debatable ground, and is one on which journalists themselves often differ. Who is to decide—the journalist or his public? I think the reader is the final arbiter. Hence the master of mass psychology will prove to be the best judge. Gauging the reader's requirements in news he is best able to decide what is news in the widest and most popular acceptance of the term. The question recalls the historic challenge of Pilate: What is truth? For many centuries the question has been discussed and the answer is yet to seek. It is impossible to set up an objective standard, an absolute criterion, of what is news at any time and in any place. And yet there is news that is absolute, such as an outbreak of war, the assassination of a king or a prime minister, an earthquake, a coronation, a budget and other events of that magnitude. It is when we investigate the vast realm of

events that are less in scale than these that opinion becomes fluid.

Some short and simple answers have been given—

"News is anything out of the ordinary."
"What the public wants to read."
"What the skilful journalist wants to write about."

And so on. But these are not real answers; they beg the question. Everything is left by them to analysis and opinion. The real answer is found out in practice by newspapers. Those that discover the answer, succeed; those that do not, succumb. And the answers are as varied as are the types of newspapers.

In his provocative little book on "What is News?" Gerald W. Johnson, of the *Baltimore Evening Sun*, gives a tentative outline. He ventures many answers and comes in the end to no very positive conclusion. The public demands a wonderful variety of news, much of which is neither interesting nor significant for everybody. It takes all sorts of people to make a world and the newspaper man must cater for all. In so doing he has to handle much that is not of the remotest interest to him personally. The journalist is a spectator, a commentator; not a participator. He sees the great game. Does he understand it? Can he interpret it? That is the real test of his efficiency. He has the whole world for his field in which to gather material from any and every source that will be of popular interest.

Some curious results are reached by Mr. Johnson. "News from the newspaperman's standpoint is an account of some incident in the life of the world which contains an element worthy of remark by a man of intelligence." News is not the event; it is the account of the event written for people who did not witness it. "News is such an account of such events as a first-rate newspaperman, acting as such, finds satisfaction in writing and publishing." This last is a subjective definition. You have to capture your newspaper man first before you have got the instrument of news discovery.

It is safe to say that news is what the public want to know and are interested in; and also what some of the public are interested in and some of the public want to know. Therefore news varies in value. The broadest and biggest news is that which appeals to everybody; which stirs the deepest emotions and touches the profoundest interests of the people. It is concerned with the elemental things of life—such as safety in time of peril and food in a famine. Is journalism a creator or a reflex of the public mind? Is it a leader or a follower? In opinion it often has been, and many say it should be, a leader; in news it is mainly a follower of what it finds to be the public taste. Therefore it follows that papers with the biggest circulation have best discovered the real secrets of news values, i.e. if you regard news as the thing wanted by the vast majority, and the thing for which they buy their papers. Nowadays perhaps huge cash prizes, free insurance, books for a mere song, may be more potent in circulation-building than news itself, which newspapers have always hitherto been run to provide.

Newspapers vary and news values vary correspondingly. What are termed "class papers" cater for select minorities, whose tastes and attitudes are quite distinct in many things from those who buy the two-million-circulation papers. Much that is news to the former is not at all popular or interesting to the masses. Like the play in "Hamlet" it "pleased not the million; 'twas caviare to the general." Yet to all papers—class and popular, sober and sensational —some news, being universal in interest, is absolute in value, and must be given. The differences in the character and quality of papers become manifest when there is no absolute news, and the pages have to be constructed on different estimates of public interest. On these days the keen news editor is in search of "talking points"—the topics under discussion where the people most do congregate.

The quest of news is one of the most fascinating phases of journalistic work. When journalists become reminiscent much is heard of the great feats of the past in getting news.

J. T. Delane had a keen "nose for news." He was out

one day with the old Surrey foxhounds and in the field met an army contractor who casually mentioned a consignment of arms which had been sent to the Sicilian insurgents with the consent of Palmerston. Delane enjoyed his day's run and on returning to London started off on another scent. Having verified his friend's information he charged the Government with having connived at a supply of arms from the Queen's stores to the enemies of a sovereign in whose quarrel her Britannic Majesty was neutral. The fact was that the contractor was asked for stores by the insurgents and having none in stock he asked for some from the Ordnance, promising to replace them shortly. Lord Palmerston, to whom the matter was referred, gave his consent and the arms were sent. The statement in *The Times* was the first intimation that Lord John Russell had of this "provoking business," as he called it. The report was found to be perfectly correct and Palmerston was compelled to make a formal official apology to the King of Naples.

Although *The Times* is a "class" paper, Delane was not indifferent to ordinary news. Once when he was away for a time he congratulated his deputy on being "lucky with murders" in his absence. As a matter of fact, in its earlier years *The Times* often scored with its long reports of famous criminal trials. Delane gave a shrewd definition when he said that the business of the Press was to make disclosures.

Big news comes to a paper in varied ways. Once Lord Randolph Churchill called at *The Times* office and gave the exclusive news of his resignation from the Government. Again big news from Berlin was concealed in a top hat, when de Blowitz, the great correspondent, got his scoop with the Berlin Treaty.

Even to-day, when the task is much more difficult because the ground is well covered, editors have been known to get exclusive news stories. Tom Clarke, formerly editor of the *News Chronicle*, being himself an old reporter and a keen newsman, had a notable scoop in 1930 when he published the definite announcement that Chapman was to be dropped as captain of the Test team for the critical match at the Oval

with Australia and that Wyatt would take his place. The match was the talk of the whole country and the news was electric. Hearing the hint that Chapman was to be superseded he put on his coat and disappeared. The next that was heard from him was a long-distance telephone message conveying the news that was to startle everybody next morning. He said "By getting out, putting two-and-two together, laying a train of inquiries and waiting and finally by a lucky encounter, that is how I got the plum firmly and safely in the basket."

It will be useful to consider the views of representative men on the question "What is News?" That great journalist, Lord Northcliffe, may be taken as a prime authority, and his opinions are on record in the various memoirs that have been published. Speaking in 1920 on the policy of the *Daily Mail*, Northcliffe said that the old journalism dealt with only a few aspects of life. "What we did was to extend its purview to life as a whole. This was difficult. It involved the training of a new type of journalist. The old type was convinced that anything which would be a subject of conversation ought to be kept out of the papers. The only thing that will sell a newspaper in large numbers is news and news is anything out of the ordinary." How the *Daily Mail* embodied these ideas I have attempted to outline in another chapter. Clarke in his "Northcliffe Diary" quotes many self-revealing conversations. Here is one of 1921—

He (Northcliffe) talked to me on news, what it is, and what we should do to keep the lead as the best *news*paper in the world. He repeated his favourite saying that news is surprise—an unexpected happening; that if a dog bites a man it is not news, but that if a man bites a dog, it is news. "There are two main divisions of news," he said; "One, actualities; two, talking points. The first is news in its narrowest and best sense—reports of *happenings*, political resignations, strikes, crimes, deaths of famous people, wrecks and railway smashes, weather, storms, sporting results, and so on. The second is getting the topics people are discussing and developing them, or stimulating a topic oneself, such as 'The Truth about the Night Clubs,' 'Government Waste,' 'Are our Motor Traffic Regulations Obsolete?' 'Women's Fashion Changes,' 'The Riddle of Spiritualism.' Or it may be a big political or social or economic topic . . . This first sort of news, of course, always goes in your 'shop windows'—that is on your best page—just as the fruiterer

puts his best apples on top. News of the second sort, the 'talking points,' the 'features,' is news that does not fall into your basket like the other sort. It requires thought, initiative, looking ahead. It means a daily search by trained men of the world, directed by a news leader who has time to get about among men and women, time to think—a daily search for subjects in the public mind, or subjects that ought to be in the public mind. There are some who say it is this second sort of news, these 'features' and 'talking points,' that sells the newspapers. I do not agree. It is *hard News* that catches readers. Features hold them.

And so on, in a way that illustrated his practical genius and his mastery of mass psychology. Women's interests—not so much domination by politics, but all the *news* in politics—natural history *news*—and many other fresh topics to widen the paper's appeal. Northcliffe's vigilant news outlook, and his attention to detail, were shown in the daily critical *communiqués* he sent to his papers. I will quote extracts from some of them, concealing the papers under the symbols *X*, *Y*, *Z*—

MARCH 27, 1916. The *X* is a good paper this morning, but there is one basic failure which must be remedied. We have failed again on Scottish news and do not have that stirring account of the Naval battle which will be found in the *Y* and the *Z*. We want our own properly-paid correspondent at least at two points in Scotland. If we had another in Manchester and another in Leeds it would be better.

MARCH 28, 1916. Again let me remind the staff of the coming importance of Scottish news. I did so in August, 1914. I have done so since. It is very obvious that we are on the eve of Naval developments and that the news of those developments will mainly come from Scottish ports. The *X* is excellent this morning, with the exception of the "Married Men," which was again badly done. One man should be kept on this subject and one and a half columns given daily.

MARCH 29, 1916. A good *X* this morning, with the blizzard very well done. I cannot understand the continued prominence given to Lord Kitchener. Apparently the chief news from Paris this morning is the visit of the superseded Lord Kitchener to the superseded General Gallieni. The Paris news has been very badly done during the past week. Compare this morning's *Y* and the *Z* recently.

APRIL 12, 1916. The censorship is having an effect on comparatively well-informed institutions like newspapers. It was only by accident that I learned last night from a Liverpool Member of Parliament that Liverpool is really blockaded. The paper was too long all through. Even the introduction on the main page was in long paragraphs, some of them redundant. The whole paper shows a lack of sense of proportion of size. There is not nearly enough short matter in the paper.

[During the War the *Daily Mail* at the time of the paper shortage cut everything drastically and published a neat little article on the "introduction of Mr. Half Column."]

OCT. 2, 1916. The *X* is again the best morning paper. Its variety was infinite. It contains much exclusive information. The Zeppelin raid was well handled and the night news staff are to be congratulated. The changes in the paper were well made and show that the sub-editors were alive to the news. I note the use made of the "fudge-box," which enabled the paper in its earliest edition to include the news of the fall of a Zeppelin. The potentialities of this piece of mechanism should never be lost sight of. [The "fudge-box" is a device for putting short late news on the machines in the blank space provided under the "stop press" heading, without the delay of re-casting the whole page.]

NOV. 23, 1916. A feature recently has been the large number of small "exclusives" and initiative features, such as afternoon teas and hotel economies.

NOV. 27, 1916. In an announcement in the paper to-day there is slipshod language—my own, I confess, but it should be remembered that I have now only half a secretary left, that my correspondence is several hundred letters every day, that I write at least two articles daily, and in addition have to control all these large businesses. Someone in the office ought to go through all that I send.

DEC. 8, 1916. I am sorry to depress the staff by a revelation which I withheld from them last night in order not to disturb their sleep. That is that Balfour and Bob Cecil are back again.

JULY 10, 1918. The paper has been compared for news by one of my myrmidons, and he, she or it reports that there is nothing missed, while it contains a good deal of news which appears nowhere else.

A distinguished dramatic critic, the late A. B. Walkley, in some of those delightful little essays in which he surveyed other things than the stage, occasionally dealt with matters of special interest to journalists. Once he made great fun of "Schools of Journalism," and again he wittily discussed the lure of news under the headings: "On Reading the paper: News Values: Writers and the public."

I suppose (he observed) that highest "news values" are events which combine the element of intrinsic importance or magnitude with the element of surprise, e.g. outbreaks of war, revolutions, assassinations of the "great," earthquakes, discoveries, inventions. These offer the "dramatic" side of the world spectacle. But almost equally high value, I should guess, attaches to news which can be made continuous from day to day—the sort which American journalistic slang calls a "story"—and which keeps the reader's mind—once it has been prepared—on the tenter-hooks of curiosity as to what is going to happen next. It is in this category that "news" competes (and indeed occasionally coincides) with fiction, the criminal hunt or the *cause célèbre* with the novel of Wilkie Collins or of Phillips Oppenheim. The discovery of Tutankhamen's tomb belonged to the first of these categories; the day-by-day instalments of further "finds" to the second. And to the second belong what the French call "actualities." What is an "actuality"? Not necessarily

something that has newly happened, but something that has newly excited and absorbed public attention. Examples: The "Mr. A." case, bobbed and shingled hair, Galli-Curci, Mr. Baldwin's pipe, the Prince of Wales *passim*.

Now perhaps the bishops may speak, for there is more than a passing connection nowadays between lawn sleeves and news values. Confessing, in 1931, his admiration for the Press (before a newspaper assembly), the Bishop of Ely nevertheless complained that the London papers gave so little attention to the proceedings at diocesan conferences where affairs of world-wide interest were discussed; and moreover he was once saddled with the authorship of a scurrilous limerick about skirts, upon which, in spite of all his contradictions, he was constantly congratulated.

Preaching in 1932, the Bishop of Stepney touched a more serious theme. "The daily Press," he declared, "is largely a record of men who have failed in the battle of life. We read of ten men who have been discovered in dishonesty; we hear nothing of the 100,000 men who have done good work. Happy homes and honest men are not news and are therefore not recorded in the newspapers." This is scarcely practical counsel, and I doubt its fairness as criticism. There is always room in print for things that are pleasant and humorous and excellent; as well as for the sordid phases of life. A case in point is that of nine ministers in a town in Michigan who, on the invitation of the management, wrote and edited a special edition of the local newspaper according to their conception of ideal journalism. They eliminated "banner" headlines and did their best with the run of the reports, but in the result, of 23 stories on the first page nine were of crimes and there were also three divorce cases. An illustrated Sunday School lesson was placed on an inside page. The amateur editors came to the conclusion that "News is news" and must be printed, whether pleasant or unpleasant. To ignore crime and publish only the good things, they found, would bore readers and make monotonous newspapers.

When in America as the first senior fellow of the Walter Hines Page Newspaper Fellowships, Mr. J. A. Spender,

the British editor, recalled that years ago an American evangelist came to London on a mission to the newspapers. Sitting at his desk the visitor said: "Sir, sin is news and news is sin; what are you going to do about it?" Mr. Spender rightly regarded the question as an extremely penetrating one and admitted that he had not discovered the answer. A murder trial, he reflected, was better copy than a prayer meeting, and an international quarrel was better copy than a Hague arbitration. "We must give the news and to that extent we can't help ourselves." Those who know Mr. Spender's record as a journalist, however, admire the tone and quality of his work, and would trust him more than most to give a fair and balanced record of things moral and immoral. Keen news men would not approve of his refusal at times to publish matters of high public interest on grounds of confidence or public good. In these standards of judgment he and the late C. P. Scott, the editor of the *Manchester Guardian*, were very much alike.

A protest has just been made by Sir Herbert Austin, the motor magnate, which will find an echo in many quarters. "I deplore the tendency apparent in many of our popular national newspapers to submerge news for sensation. There is sure to be a reaction to stunt news sooner or later. I feel sure that we must get back to more genuine reporting of current events, which we fortunately still have in many of our famous daily newspapers of lesser circulation."

These opinions of public men on news values seem to me so suggestive and thoughtful that I am tempted to quote one more—a vigorous denunciation by Lord Inverclyde—

> He thought that the Press was a good deal to blame for encouraging what he understood was known in the profession as "pedestrian journalism" by people who, while unattached to the official staff of any newspaper, went about picking up tit-bits of what they called "exclusive information," but which was in reality spiteful comment that only wounded and fulfilled no useful object. The doings of those people who came under the generic term "society" appeared to be of great interest to those who were not in that so-called charmed circle, and he for his part did not object to legitimate comment and criticism of those in the public eye. . . . Some of those in control of newspapers to-day

were in danger of losing all real "news sense." He often wondered when he picked up some of their much-boomed papers whether they were newspapers at all. When he bought a newspaper he did not want a magazine. He wanted to know what was going on in the world around him, not what Lady Scoff thought about the degeneracy of the modern girl, nor what Mrs. Knowall thought about table decorations for the coming winter. From what he saw of certain present-day publications, we had far too much propaganda of one sort and another plastered across the so-called news pages, and it was often done in such a way that only the very wary reader could avoid falling into the traps that were set. Misleading headlines, distorted quotations, biased paraphrases, portions of speeches omitted, other portions over-emphasized by heavy type, all seemed to him to be the outcome of a policy of views instead of news. A newspaper was entitled, in fact it had often come into existence, to support a policy, but common honesty demanded that it should keep its opinions from colouring its facts. "State the truth, and let your comments be as severe as you like, but do not forget that a large section of the public begins to distrust the Press as soon as it suspects that the truth is being concealed or news deliberately misreported."

A plea of the highest importance was made at a recent conference by Sir Richard Gregory. It was for co-operation between science and the Press, as a service of public utility. He touched a subject well worth the attention of young journalists. Science, he contended, is news, which appeals to the public when placed before them in a form which can be readily absorbed. Few scientific men have the time or inclination, and many have not the ability, to present scientific matters in a form to be understood by the plain man. Articles by experts often appear in the Press, but he made a good point in saying that the lay writer sufficiently well informed to present a scientific subject in attractive literary style, and accurately also, is performing a very useful purpose. Newspapers have a vast field to explore in the pursuit of scientific news.

News Categories.

I will now attempt to define some main classes into which news may be divided.

1. TRIVIAL NEWS MADE INTERESTING BY BRIGHT AND CLEVER HANDLING.

Many of the incidents recorded in brief paragraphs are capable of being thus treated, subject to the dictates of

space, but the stipulation must be made that they are broad enough in their appeal to awaken general interest. Two practical illustrations will best explain my meaning. During service at St. George's Chapel, Windsor Castle, one Sunday, a choirboy in the front stalls got two fingers of his right hand wedged in a brass bracket of the desk and could not get free. Two officials failed to release him and a hammer and screwdriver were procured. The preacher went on with his sermon despite the noise. It took 20 minutes to remove the bracket, and the lad left the church with his fingers still fast in it. The bracket was sawn off outside. That little story went to the top of a column in a popular paper, with a big heading: "Choirboy's hand imprisoned: St. George's Chapel Incident: Released during sermon."

The other instance is the adventure of a kitten. Somehow this kitten got into the tramway conduit near the Elephant and Castle, London, and the sound of its mewing coming from the slot soon attracted a big crowd at that busy spot. The excitement, the interruption to traffic, the eventual rescue, and theories as to how it got there made a nice little narrative, which carried the headlines: "An underground meow: the kitten in the tram conduit."

Henry Hyde, veteran reporter of the *Baltimore Evening Sun*, started to his office one day without an idea in his head. As he passed along he saw the pavements filled with clerks and others going to work. The bright weather had brought out summer dresses and Hyde half unconsciously took mental notes. Arrived at the office he sat down and wrote a column about springtime and the spectacle he had seen. It was a good story and held its own with the accidents, crimes, and politics of the front page.

2. Interpretative and Selective.

Much heavy and dull news contains hidden gems of public interest if one is keen enough to detect them and write them up in an intelligent way. For instance, the annual meetings of the British Association for the Advancement of Science attract all the highbrows and the "dull

dogs" of the country. They discuss the heaviest and most abstruse subjects, and much of it is fit pabulum for experts only. But the alert journalist will make a popular story out of Einstein, though the task is not easy. In fairness it must be admitted that some of our modern scientists, like Jeans the astronomer and Julian Huxley, are fully alive to the need for popular exposition. As a matter of fact science teems with romance for the ordinary reader; all that is needed is popular and intelligent selection and presentation. A notable achievement in this direction is credited to Alva Johnston, of the *New York Times*, who made his reports of the American Association for theAdvancement of Science so full of popular interest that they were awarded the Pulitzer Prize for the best reporting done during the year.

Professor Copland, talking on the wireless on the development of Australia, mentioned the work done in the elimination of a fertile and dangerous cactus known as the prickly pear, which became a menace to vast tracts of good land in that country. He said that that was not news to the journalist, however. Important things are often the least spectacular, he added, and gave instances of the work of thousands of farmers and scientists scattered all over the vast areas of the Australian Continent.

The *Daily Mail* realized the value of Dominion news and Northcliffe in his world tour made arrangements for services to provide it for the home country.

In this category fall other important fields, such as religion, and theology, exploration, antiquities. Blue books, white papers, the reports of learned bodies, present the most forbidding exteriors; but in spite of their prosaic appearance they contain very often much interesting news. Here is a case. The report of the Commissioners of Inland Revenue for 1933–34 contained, as usual, a mass of uninteresting material, but extracted from it were lively passages about huge fortunes. One paper mentioned that the largest estate referred to was of over £25,000,000, and although no name was given it was doubtless that of Sir John Ellerman. The estate paid £12,991,259 to the Treasury, or 17·21 per cent

of the total of estate duties for the year. Quite a good story from an apparently dull source.

Mr. G. E. Beer, who used to be news editor of the *Daily Mail*, and later had a hand in publicity work for the Church of England, declared at an international conference that the majority of English newspapers recognized that religious news—in which he included special articles by leading men of all denominations—was necessary to the making of a complete newspaper. Religious news was as much news and was as eagerly read by many as was political, commercial and sporting news. It must be made readable for every reader, it must interest them, and it should be served up by a trained journalist.

This view received definite corroboration not long ago when the *News Chronicle* appointed Mr. Hugh Redwood as its "religious editor," the reason being that there are few subjects that interest readers so deeply as religion. This is unaffected by declining church membership—rather the interest seems to have increased as the number of members has decreased. Religious "stunts" produce enormous post-bags; one remembers the profound effect of the *Daily Telegraph* correspondence on "Do we believe?" many years ago. Redwood's appointment, however, was no stunt. A religious man very much in earnest, he asked to be allowed to take over the work, and relinquished the deputy editorship of the paper to do so. He tells me that he has been repaid a thousandfold. His articles, his weekly "Lay Sermons" (200-word sermonettes for which a news-agency training in telephone condensations gave him special aptitude) and his daily "Parables," of which three collected books have now been published, bring him a mass of correspondence, out of which a big fellowship of the readers of his paper has grown.

The dissection of Shakespeare's *Hamlet* for news stories as a means of education was attempted at Boston University, and is an example of American originality. Dr. G. B. Franklin directed students of journalism in that University to write newspaper accounts (including headlines) of the

following events. He acted as a news editor and gave assignments to the students based on a free rendering of the incidents of the play.

"King Hamlet has died suddenly and mysteriously," he told one student. "More than that, Claudius, the King's brother, is named King. Hamlet Junior is the rightful successor to the throne. Something has happened. Get the story." Some other assignments were:—"King Hamlet's brother, who has been given the Danish throne, marries his predecessor's wife, the Queen. Prince Hamlet disapproves. Get the story."—"Write an account of the coronation of the new King. Cover his inaugural address carefully, especially where it concerns domestic and foreign affairs."—"There are rumours of a war with Norway. Get an exclusive story."—"People are interested in the rumour that the late King's ghost has been seen. Track that story to its source. People are always interested in ghost stories."—"Prince Hamlet is reported mad. There is a good story there."—"Here is a story for our society page. Hamlet and Ophelia, accepted lovers, are reported to be estranged. Love stories are always interesting, and where the persons concerned are of the nobility their interest is tremendous."

Popularization is mainly clarification. To make assimilable by, and attractive to, masses of readers the researches of scholars, and what is generally stigmatized as dry stuff, demands faculties which make a first-class journalist. An instance is H. V. Morton's stories of the countryside and national character, which give living interest and power to what is often killed by the platitudes of guide books.

3. Routine News.

The bulk of the reading matter in most newspapers falls into this class. A very large part of the work of the local journalist consists of it. For instance, paragraphs of purely personal and parochial interest; meetings of the council with the same familiar succession of time-worn subjects under discussion; police courts with their monotonous tale of trivial cases; annual meetings that are the same every year and so on. An effort is made by the brighter papers to give life and sparkle to this dull mass, but it is difficult. In local papers and county papers you will find page after page of these solid, formal, routine records. Yet for local readers this is essential news. They love to read all that their neighbours are doing, be it ever so insignificant.

The vast proportion of human life is lived in unexciting circumstances, in which the work and play of the world are carried on without stress or sensation. The papers that depend on local interest and patriotism have to cover this field. In an average street there are 99 respectable families —model husbands, devoted wives, ordinary children, but the hundredth is abnormal and provides a divorce, a crime, or a fire, and gets into the limelight. Obviously it would be absurd even for the dullest of local papers to say: "When our reporter on his weekly round visited Little Peddlington there was nothing to record, everything proceeding as usual." The fact is that Little Peddlington must have a flag day or a gala or a cottage garden show, or must grow the biggest marrow or gooseberry or hear the first cuckoo, to get into the news. And even then its news must be classed as routine. If, however, it gives birth to a crime story, a poison mystery or something of that sort, it jumps into the big news. It is when the normal is disturbed by some novel incident or strange event that the papers take notice.

An important faculty is the ability to spot good news in an ordinary setting. I have known a speech of quite a usual character made at a meeting by a local big-wig on trade and commerce; at the end of which came a casual reference to a proposal to start a new factory in the district. At once the routine speech became first-rate news. The live reporter would seize this bright spot, interview the speaker to get an elaboration with all possible details. In an election contest it is soon found that the speakers are telling practically the same tale, both in points and phraseology, at all the meetings, and to attempt to report the speeches is hopeless. Hence the enterprising reporter endeavours to escape from the tyranny of the routine and to find new angles of interest. I remember a contest in which one of the candidates had the gift of smart repartee. He would give the stock speech, like the others, but when the hecklers came along he was in his element at once. There is generally something new in questions, and the contests of wits which we came to look for with some interest at the end of the meetings gave many

a bright half-column. The first report treating the news in this way was headed "The voice."

4. "DANGEROUS NEWS."

What we term risky news is generally of much interest to the public. When a Council or other body holds a secret meeting it is certain that subjects of importance, and perhaps of delicacy, are under discussion. Much care is needed in handling these things. A good example occurred in a northern city, where grave allegations were made against a prominent public man. There was an investigation by a committee of the Council which adopted a report adjudging him guilty of malversation of public funds and recommended prosecution. This report was telegraphed to the London papers, but wise sub-editors declined to use it and decided to wait for the presentation of the report in open Council, when a fair account of the proceedings would be privileged. Anything reflecting on a person's character or reputation is dangerous, though such news often has the two chief qualifications which, says Addison, recommend it to the ears of the curious—namely it is private history and it has a dash of scandal. There are times when comment is justified, but the newspaper has to be sure of its steps. Rumours are risky, not necessarily because of legal dangers, but on grounds of accuracy. An historic example of dangerous news was the publication of reports of Parliament in the 18th century, when no strangers were permitted to hear the debates. The public was eager for the news and so Johnson was employed by the *Gentleman's Magazine* to write the reports of the "Senate of Lilliput"—a thin but effective disguise.

5. "HUMAN INTEREST."

This division includes a wide variety of stories, and overlaps other divisions, because the effort is constantly made to present ordinary news in the form of a "human story." Mainly this news derives from crime, adventure, heroism, love, and versatile writers are ever busy extracting these

sought-after stories from dress, fashion, recreation, food, health, and so on. Personal romance is always looked for behind the conventional exterior of ordinary news. For instance when it is reported that Sir William Morris (now Lord Nuffield) has bought another motor works the popular paper weaves into the news the story of his humble origin, his rise to fame and wealth. Papers of that type must exalt the "human" element—the emotional, the sentimental, the sensational. When Mr. Asquith makes his farewell speech in a political arena there must, to make an appealing word picture, be the shedding of tears and the pathetic figure of his daughter on the platform. The "old-fashioned" papers would give all that was actually said, but would disdain any artifice to get emotional stress in the report. The utmost ingenuity is used by the popular press in eliciting, introducing, or otherwise providing, the elements of drama, comedy and mystery. Sometimes the "hard news" at the core gets maltreated in the process, and some trivial point is magnified out of all proportion to its real value. Owing to the use of these methods an eminent scientist in America, and a thoroughly sane man, was branded by public opinion as the doctor who advocated chloroforming men at 40. In an address he had said something like that in a facetious aside, but the reporter, unable to make the argument sufficiently dramatic to seize the reader's attention, dragged out the chance remark and made it the main point. Things very much like that occur in this country.

"Mysteries" are much coveted by live news editors, and all resources are brought into play in a first-class event of this order. The Brighton "trunk murders" recently are an example, but for sustained interest were excelled by the Ardlamont murder mystery of 1893. Lincoln Springfield, one of the keenest crime investigators Fleet Street has known, who as news editor did much to establish the *Daily Mail* at the beginning, tells the story in his book, "Some Piquant People." In his day he was engaged upon 30 or 40 such stories, but Ardlamont, with its endless problems, was "the most fascinating of them all." He

concentrated on it for four or five months. Theories and discoveries galore centred around the death of a young man named Cecil Hambrough from a gunshot wound while on a rabbit-shooting excursion. Monson, the man indicted, got clear after a trial full of sensations. Among the witnesses for the Crown, numbering nearly 100, was Dr. Joseph Bell, the original of Sherlock Holmes. It is not often that a case with such priceless opportunities of maintaining public excitement gives scope to keen news hunters, or "sleuths," to use a modern term.

Minor stories with a tinge of mystery—a hunt for treasure, search for a missing motor or a fugitive from justice—are of real news value. A small instance occurs as I write. An aeroplane on the London–Paris service dropped some parcels in a storm and among the missing boxes was one containing ingots of gold worth about £20,000. It might have fallen on French soil between Le Bourget and the coast, or in an English field, or alternatively it might have disappeared in the Channel. The incident was enough to start a treasure search, and for a day or two, until some French peasants were lucky enough to find the gold, the story had a strong position in the secondary news.

One of the most startling mysteries in the whole history of crime is recalled by the mention of "Jack the Ripper." I was a youth in the City at the time and recall vividly the powerful hold it gained upon the public imagination. People were so scared in the East End that they were afraid to go about the streets after dark. The papers of that day, though not given to the tricks of sensationalism which have since been developed, found in this series of atrocities news stories that were simply devoured by an anxious public.

The highest news values are those which combine the elements of intrinsic importance or magnitude with surprise. They furnish the drama in the world's spectacle. Expectancy, suspense, give a commanding note, such as the opening of Tutankhamen's tomb and its attendant discoveries. Not long ago there was a craze in some papers for such stories as the sex adventures of film "stars," and, though my

purpose here is not an ethical one, I feel constrained to express satisfaction that this salacious fare seems to be losing favour in what Defoe called the "gust and palate" of readers.

News Treatment.

Having dealt with the question "What is News?" and attempted a division of it into categories, I will show how journalists deal with news in actual practice. First we will observe how papers differ in their methods of treatment. Each newspaper, be it remembered, has its own tradition, character, and "personality," its policy and its own constituency of readers; and this means that news is viewed from different standpoints, and that selection, treatment and emphasis varies. Hence we find the choice of the main story, or "lead," as it is called, producing curious contrasts.

In order to illustrate this I will take six London daily papers of Feb. 9, 1935, which was a Saturday and an "off" day for news. By this I mean that there was no outstanding event which claimed first place in every paper, but the news supply was of the average kind, giving full range to varying appreciations of news value in the allocation of places and headings. No attempt is made to imitate the actual type used, in all its variety and boldness, but the headings are printed here in ordinary capitals, my object being simply to show the news topics and their placing in the order determined by six editorial judgments. The headings are printed in the sequence in which they appeared in the pages, the first being the main one and the others following in order from left to right. The page in each case is the main news page of the paper. It should be noted that in the make-up of the popular paper the display scheme makes it somewhat difficult at times to say which story has the greater prominence. The one on the right may be set out with a boldness rivalling that on the left, but generally speaking the opening one on the left top is the "splash." The headings of the six pages follow—

CITY PEPPER CRISIS

SITUATION NOW IN HAND

"POOL" COMPANY'S LIQUIDATION

TWO FAILURES TO FOLLOW

GERMANY AND AIR SECURITY

FEARS OF RUSSIA

"ELASTIC" CONVENTION REQUIRED

INDIA

COMMONS' DEBATE CONTINUED

THE PRINCES AND FEDERATION

RESTORATION OF RELIEF CUTS

PAYMENT THIS WEEK

EMERGENCY POWERS FOR COUNCILS

KREISLER SECRET REVEALED

CLASSICAL DISGUISE FOR OWN WORKS

SOUTH AFRICA AND THE EMPIRE

DEFENCE POLICY

PRIME MINISTER'S STATEMENT

THE DAILY TELEGRAPH

UNEMPLOYMENT RELIEF TRANSFER

BILL TO SECURE OLD SCALES OF PAYMENTS

700,000 AFFECTED BY DELAY IN "APPOINTED DAY"

PREMIER INVITES ALL AREAS TO RESTORE CUTS

FRITZ KREISLER SURPRISE

30 YEARS' SECRET OF COMPOSITION

WORKS HE PLAYED AS "CLASSICS"

EXPLOSION AT FRENCH NAVAL ARSENAL

HAVOC OVER 7-MILE RADIUS

SHELLS FIRED IN ALL DIRECTIONS

GALE FANS THE FLAMES

GRESFORD PIT VICTIMS

SCHEME FOR RELIEF DRAWN UP

EXPECTED TO PROVE ACCEPTABLE TO ALL

LADY RIDDELL'S £100,000 GIFT

NEW TRAINING SCHOOL FOR ST. THOMAS'S HOSPITAL

WHERE SHE WAS ONCE A NURSE

STEPS TO SAVE PEPPER MARKET SUCCEED

FAILURES MAY BE AVOIDED

POOL TO FINANCE STOCKS

MORATORIUM ENDS

THE DAILY MAIL

THE MYSTERY MEN
BEHIND MR. BISHIRGIAN

"PEPPER KING'S"
DISCLOSURES
"I ACTED ONLY AS
BROKER"

CRISIS LOSSES PUT
AT £2,500,000

BANKS SAVE MINCING
LANE

SUN SPOTS
70,000 MILES
LONG

BIGGEST FOR
YEARS

WHILE BRITAIN
FREEZES

MORE COLD LIKELY

CHURCH MIRACLE
CLAIM

DUMB GIRL
SPEAKS

MOTHER'S STORY

CRY IN HEALING
SERVICE

PRIEST'S STATEMENT

1000 PILOTS IN AIR
LEAGUE

GREAT CRUSADE
NEXT WEEK

M.P.s' SUPPORT

BLUE BIRD'S TRIAL
RUN ON MONDAY

OVERHAUL COMPLETE

HAZARDS OF THE
BEACH

LADY RIDDELL'S
GIFT

£100,000 LEGACY FOR
NURSE'S HOME

MEMORIAL TO
HUSBAND

DAILY HERALD

CABINET YIELDS
ALL ALONG THE LINE

MANY TOWNS GO BACK
TO OLD RELIEF SCALES

FAMILY MEANS TEST
MAY BE ABOLISHED

FOOD TICKETS ISSUED
TO CITY WORKLESS

PARALYSED GIRL
MADE TO WALK

AFTER PRAYER
IN 'HEALING'
CHURCH

"FLYING HOTEL
PILOT SHOT IN AIR"

AMAZING CRASH
CHARGES

"TOLD TO LAND AT
PISTOL-POINT"

POISONED
CHEMIST:
NEW POLICE
INQUIRY

FIVE-MONTHS-OLD
TRAGEDY

ITALY ACCEPTS AIR
PACT

SEPARATE PLAN
PROPOSED TO
BRITAIN

RESCUED HIS
WOMAN
FRIEND OF 85
IN FIRE

DAILY EXPRESS

GIRL CAUSES AN AUSTRIAN CRISIS

FIRST DEATH SENTENCE ON A WOMAN

NATION FEARS NEW REVOLT FLARE-UP

THE PRINCE FINDS PEACE . . . AT LAST

(A picture of the Prince of Wales ski-ing in the Austrian Tyrol.)

140-LB. BABY AT AGE OF THREE

WEIGHED 7 LBS AT BIRTH

RIDDLE THAT IS BAFFLING SCIENCE

PIRATES TAKE SECOND SHIP

BRITISH NAVY IN PURSUIT

CHURCH "MIRACLE" OF DUMB CHILD

HER FIRST WORDS FOR 7 YEARS

PARALYSED FROM BIRTH, SHE NOW CAN WALK

"GOLD" JUDGES DINE WITH PRESIDENT

NEWS CHRONICLE

CHERBOURG SHAKEN
BY EXPLOSION

—

8 KILLED AND
30 INJURED

—

SEVEN MILES OF
DAMAGE

—

DISASTER AT AN
ARSENAL

KREISLER
IS FIVE
OTHER
COMPOSERS

MAN DEAD: WOMAN
ON WILL CHARGE

—

YARD'S OFFICERS
SENT TO
GUERNSEY

RELIEF CUTS TO BE
PAID TO-DAY

—

PREMIER'S OFFER
TO ALL TOWNS

—

MR. O. STANLEY
HOWLED DOWN

—

NEW DELAY IN ACT

£100,000 GIFT
BY LADY
RIDDELL

HAUPTMANN
SURPRISE

—

DEFENCE SHAKEN
BY DEAD MAN'S
SISTER

Definitions and Examples.

A profitable occupation for the young journalist who wishes to make a study of news and how it is presented, is to watch closely a number of papers of distinct types and observe the ways in which events are handled in style, subject-matter and type. Just now I am dealing with what I may call rival schools of news valuers. One or two definite statements of aims may be quoted—

The Times.—To be first but not the hastiest with the news; to be serious without dullness or solemnity; to persuade and not to dogmatize; to be emphatic without becoming hysterical; to be graphic without sensationalism; to give the story and to reject the "stunt"; to miss nothing that is amusing and to keep the trivial in proportion; to give the news faithfully and fully, without "featuring" the worse side of human nature.

Daily Telegraph.—To present the news of the day in a full but bright and easily-digested form, without bias or distortion. To give all the real news.

Mr. R. D. BLUMENFELD (editor of the *Daily Express*, 1902–1932).—On one side we have such papers as *The Times*, the *Morning Post*, the *Birmingham Post*, the *Manchester Guardian*, the *Scotsman* and the *Yorkshire Post* seemingly imperturbable, unwilling or unable to bow to the newer trend of public action or public thought. On the other hand, we have the so-called Nationals, the *Daily Express*, the *Daily Herald*, the *News Chronicle*, the *Daily Mail* all reaching out into new fields, giving their newly-found public a far wider range of subject-matter coupled with news, but with the news mostly dramatized, made more palatable, yet still real undisguised news.

How are these conceptions realized in practice? Let me give a few actual instances, although this opens a field of inquiry too vast for the dimensions of this chapter. A reader of *The Times* will note the attention given to politics (Imperial, national and local), high finance, diplomatic and foreign affairs, historical and antiquarian subjects, preservation of the countryside, education, and so on. The *Daily Telegraph* favours news with a broad human interest, politics and law with a popular appeal, finance and business, a great variety of features, and stories with a flavour of romance. The "popular" press strives to discover a "story" in everything, with all the elements of amazement and sensation made the most of. For example, when Horatio Bottomley was released from penal servitude in 1927 *The*

Times was content to record the fact in about 25 lines of a formal nature, but the *Daily Mail* gave a huge heading and a full account, running to columns, of his life in prison and his future plans, with a picture of him as he got back to his old home. Another sharp contrast is shown in reports now coming from Brighton of the new spiritual healing church there. On the one hand the sober restrained report, and on the other the big story with bold heading "Church Miracle Claim," set out with black type passages—the "dramatized" version.

The "pepper crisis" affords a rather amusing comparison. In the *Daily Telegraph* one noticed a readable half column on the history and romance of pepper, before it had been realized that pepper was "in the news." A study of the city columns would have been necessary for that. Then it dawned on the casual reader that Mincing-lane was threatened by the operations of a speculative pool, and that was the cause of the sudden, and apparently surprising, interest in pepper in the general news columns. In due course, when the crisis was overcome, *The Times* made the subject its "lead," in its own style, and the *Daily Mail* in characteristic manner dealt with the "mystery men" behind the "pepper king," and gave the inside story of the deal, duly illumined by the picture of a pepper plantation in British Malaya.

There are finer shades of contrast in more ordinary stories that are worth noting. It was announced that Mr. James Maxton, M.P., was to marry his secretary. For *The Times* ten lines and a small head were adequate; the *Daily Telegraph* gave more details of the lady's career and told of the effect the event would have on the little bachelor party (including Maxton) who shared a flat and did their own cooking and housework at Battersea. A further reference in "London Day by Day" headed "From secretary to wife," supplemented the news with a few gossipy sentences. A mark of the distinction between the two papers is that *The Times* sets its face against gossip and declines to run any feature of that nature.

Another indication of the two styles of journalism was given when the B.B.C. issued an apology for the inclusion in one of its broadcast music-hall programmes of "a certain highly objectionable remark." *The Times* gave the text of the official statement only, but the *Daily Telegraph* explained who the offenders were, commented on the "broader" type of humour recently noticeable in broadcasts, stated that the censorship was to be tightened up, and wound up with a full statement by the comedian concerned. These results of news inquiries set on foot by the news department when the B.B.C. statement arrived certainly satisfied the public curiosity which prompted the question, "What's behind it?" The gossip columns of the *Daily Telegraph* and the *Morning Post* are often useful in accommodating small talk on current topics which could not find place appropriately anywhere else, though it has a certain value.

An interesting example of differential treatment presents itself as I write. The son of a member of Parliament was found shot dead and the inquest verdict was "Suicide while of unsound mind." One paper gave just nine lines of small type to the inquest with a single line heading; another paper gave a heavy four-deck heading and nearly a column to the inquest. The two headlines present extremes—

SUICIDE OF M.P.'S SON

TRAGEDY OF AN M.P.'S SON

AN OBSESSION OF INFERIORITY

RESULT OF ILLNESS AND SHYNESS

SUICIDE ON WAY TO CAMP

Why this remarkable difference? The answer introduces the motive of policy in handling news. Crimes and inquests are steadily "played down" by the one paper, mainly because that class of news is not regarded as the chief stock in trade of reputable journalism, but also because of the

desire to discourage the psychological tendency to imitative suicide. On the other side it is argued that such cases have deep "human interest" and the public have a right to know. Sometimes the story is of such wide interest that the motive of suppression is overborne, and the news simply has to be given. Such was the recent suicide of the two young women who jumped from an aeroplane when over Essex on its way to Paris. It is significant that since that tragic event at least two other suicides accomplished in the same way have been reported. A morning paper which I once served as a sub-editor placed a ban on the use of the word "cancer" in a headline, because of the danger of suggestion.

Just about the time of the first stirrings of the "new journalism" Kennedy Jones, then a young man on a Glasgow evening paper, began to practise his conception of "live" news treatment. It was almost revolutionary then; now it is a daily commonplace. He thus describes what he did—

> There was a big shipbuilding lock-out and I wrote it up in the way which I thought would awaken public interest. I went into the homes of the workers and found out how they were starving. I attended their meetings and talked to them. I called on the masters and listened to their views. Day after day I wrote a new chapter in the story of that lock-out, with the single object of making the readers of the paper realize what was actually going on at their doors, for I had formed the opinion that what interested people was life itself, the things that happen, and that events had to be told in a simple, straightforward, human way. Before the Glasgow lock-out ended I had proved that my opinion was based on fact; thenceforward nothing could shake my faith that what the public wanted was news—news all the time—but news of human interest, told in a natural way and presented in a manner agreeable to the eye and intelligible to the mind.

An appeal for a positive policy in encouraging civic virtues in the news was made by the Mayor of Wakefield in a recent address to journalists. He said—

> I want to appeal to you to help us to educate the public into appreciating the real value of municipal government—the many social services they receive, and particularly the difficulties to be dealt with daily with regard to municipal finances. The Press, and the individual journalist, can take a very real part in moulding public opinion in national life—not, however, in the form of sensational headlines. One thing we public men in this country do appreciate is the fair treatment given them by the Press.

Valuable service in strengthening news interest is often rendered by the office library, where vast stores of "cuttings" on all conceivable subjects, elaborately indexed for quick reference, are constantly in use. The nature of this work is shown by the following examples taken at random—

Mrs. Major, sentenced to death for poisoning her husband, not to be granted a reprieve. (List of women executed given.)

Relief fund in Gresford Colliery Disaster. (Details of previous Mansion House funds reaching big figures.)

"Windfall for the Treasury"; death of two of the richest men. (Story of a family of vast fortunes looked up, and details given of large fortunes left in recent times.)

"£10,000 sweep winner found dead." (Many cases re-called, with details, of sweepstake prize winners who died in tragic circumstances.)

Report of intention to export an Anne Boleyn cottage to America. (List of notable buildings "lost to America.")

Features.

All the leading papers enliven their pages with "features," i.e. articles on subjects of interest not strictly in the day's news, but frequently hanging on a topical peg. Here are some of them—

The Times.—Monday: Hunting article, Agriculture, Theatres, Films, Music, Gardening, Paris Fashions.—Tuesday: Bridge, Books.—Wednesday: London Fashions.—Thursday: Theatres.—Friday: Books.—Saturday: Golf article; Music; religious article widely known as the "Saturday Sermon."

Daily Telegraph.—Monday: Films.—Tuesday: Books.—Wednesday: Women's Page, Agriculture.—Thursday: Radio, Drama.—Friday: Television Notes (started just after the Government announcement of the new national service).—Saturday: Religious article, Music, Hunting, Gardening, the "Children's *Daily Telegraph.*" In addition there are articles on fashions of all kinds (dress, furniture, diet, cookery, cocktails, beauty rules, etc.) almost daily, and whole pages are frequently devoted to modern homes, luxury flats, various shows and other matters of immediate interest.

The *Telegraph* has now added a "Service" to its features by giving a fashion service weekly, and selling patterns of the dresses illustrated.

CHAPTER IV

ON THE NEWS TRAIL: THE REPORTER AT WORK

THE reporter is the man, and sometimes the woman, who goes out for news, and news is the basis of the successful newspaper. In many ways it is the most interesting job in journalism. The sub-editors and others who work in the office lose that which is the vital breath of the journalist, contact with life. Probably the reason why the older men have the inside jobs is that most of them have had years of outside activity and live their past exploits over again as they handle the stories of the reporters; which still stir in them a vicarious enthusiasm. Every sub-editor should have had his years of adventure on the news trail if he is to deal efficiently with all the vicissitudes of his work. Ever since the first crude essays in the production of newspapers were made in this country the reporter has faced hazard and hardship in this quest of news, and often the enterprising pressman has had to run risks to win the prizes of his calling. Fortunately the days when ears were cut off, when the pillory and whipping at the cart's tail were the favourite sentences of a Judge Jeffreys on the hapless journalist, have long since gone and the reporter to-day has a fair field for his zeal.

It is a habit of mine to search for origins, and I should like to be able to say definitely who was the first reporter. I fear that is impossible. According to Mr. Haslam Mills, who wrote the history of the *Manchester Guardian*, when that paper attained its century in 1921, Peterloo was the debut of the reporter in English public life. The statement is carefully phrased and perhaps designedly excluded the reporters who had long been fighting the battle of the Press in Parliament. *The Times* was congratulated on its enterprise in sending a reporter, Mr. Tyas, to describe the demonstration. The *Leeds Mercury* had a Baines there acting

as reporter. It was, however, a rare thing in those early days for a paper to send its reporters all over the country. Twelve years after Peterloo Charles Dickens began reporting at the age of 19 and during the few years before he left journalism for literature he was actively engaged in that work both in London and the country. He has left some graphic impressions of his experiences, which furnish a striking contrast with the conditions of to-day—

I have had to charge for half a dozen breakdowns [on the road] in half a dozen times as many miles. I have had to charge for the damage of a great coat from the drippings of a blazing wax candle through the smallest hours of the night in a swift-flying carriage and pair. I have had to charge for all sorts of breakages fifty times in a journey without question, such being the ordinary results of the pace which we went at. I have charged for broken hats, broken luggage, broken chaises, broken harness—everything but a broken head, which is the only thing they would have grumbled to pay for. . . . I have often transcribed for the printer, from my shorthand notes, important public speeches in which the strictest accuracy was required, and a mistake in which would have been to a young man severely compromising, writing on the palm of my hand, by the light of a dark lantern, in a post chaise and four, galloping through a wild country and through the dead of the night, at the then surprising rate of fifteen miles an hour. The very last time I was at Exeter, I strolled into the castle yard there to identify, for the amusement of a friend, the spot on which I once "took," as we used to call it, an election speech of Lord John Russell at the Devon contest, in the midst of a lively fight maintained by all the vagabonds in that division of the county, and under such a pelting rain that I remember two good-natured colleagues who chanced to be at leisure held a pocket-handkerchief over my note-book, after the fashion of a State canopy in an ecclesiastical procession. I have worn my knees by writing on them on the old back row of the old gallery of the old House of Commons; and I have worn my feet by standing to write in a preposterous pen in the old House of Lords where we used to be huddled together like so many sheep—kept in waiting, say, until the Woolsack might want re-stuffing. Returning home from exciting political meetings in the country to the waiting press in London, I do verily believe I have been upset in almost every description of vehicle known in this country. I have been, in my time, belated on miry by-roads, towards the small hours, in a wheel-less carriage, with exhausted horses and drunken post-boys and have got back in time for publication.

When he was asked which of all his occupations—author, dramatist, play and film producer, reporter, racing journalist, etc.—was nearest his heart, Edgar Wallace said: "I would like best to be known as a reporter, and best

to be employed on crime work, as in my reporter days. I claim to be the last reporter in the Street—all others are journalists."

The last century has seen a great transformation in the work of the reporter. To-day the gamut of news is bigger than ever. It extends from a parish council to a Jubilee celebration. The range between the extremes of the world's news as it is garnered day by day, is a field of work full of variety and interest, often prosaic, sometimes alluring and romantic, but always to the real craftsman presenting objectives worthy of patient, sincere and self-sacrificing effort. There can be no doubt about the constant change and that develops the versatility of the journalist.

It is perhaps too much to hope that among the beginners of to-day there is another George Augustus Sala who possesses that quality in his degree. On the morning when news came of the assassination of the Emperor Alexander II the following instruction was, it is said, sent to Sala by the editor of the *Daily Telegraph*: "Write a leader on the price of fish at Billingsgate and go to St. Petersburg in the evening." Certainly some of the orders given by Northcliffe to his men were equally sudden and surprising. Writing on the romance of it, an American columnist says—

> The reporter is angling daily in the vast reservoir of potential thrills. He deals with the stuff that is stranger than fiction. The real reporter is a strange animal. In appearance he is often shiftless and cynical. In unimportant matters he is at times unreliable. He is given to romancing with his fellows. His manner of living does not always click with conventions. Yet when the test comes—when the big story breaks—he galvanizes instantly into the most dynamic and efficient of human beings. His poses and artificialities are gone. He quivers for the chase. He is a news hound.

The pictures I have given of the reporter's life are strong and vivid, but others more realistic could be presented if I were to give way to the temptation to "blurble"—to use an expressive American slang word. Rather I come down to the level of the average experience, which is quite attractive and interesting enough for the aspirant. There is a growing sensationalism in some sections of British journalism,

but the newspaper in which beginners will make their first contacts with reality is of the steadier and more conventional type. We may all admire at a respectful distance the audacity of a Stead in interviewing Tsar and Pope, and in setting in order the morals of London and Chicago, but learners have to be content for a time with the day of small things, and get their essential foundation.

For the ordinary reporter there is the beaten track; what in America are called the "news runs." Regular sources of information have to be kept in touch with for the gathering of news. Little things count for much in the aggregate, especially of the local paper. Masses of paragraphs touch many people and a variety of interests. The "picking up" of paragraphs is a fine art. You hear hints of all kinds in conversation which suggest interesting bits of news, as you get about. In the barber's chair, in the train, on the 'bus, in gossip anywhere and everywhere, you get pointers for news, big and little, and these have to be tracked down. There is a round of calls to be made daily.

Friendly contact with the police is at all times desirable, for they are the source of much news. Generally the police are willing to assist pressmen, if they "play the game" and do not give away things not ripe for publication. The sergeant at the police office in charge of the report book is usually willing to let the reporter take the details there recorded of accidents, fires, burglaries and incidents of various kinds. At Scotland Yard there is a press information bureau where statements for publication are issued. These reports, however, are frequently of a stereotyped kind and fail to give just those bits of news which the reporter is anxious to obtain. The big papers have their crime reporters, who pursue their own methods, more or less secret, of getting information. It has happened on occasion that newspaper experts have made valuable discoveries in advance of the police. In some cases the police find the co-operation of the Press very valuable and appreciate the publicity papers are willing to give. The Brighton "trunk crimes" of 1934 are an instance. Crime reporting is work

for experienced journalists, if only because of the legal dangers associated with it.

A year or two ago a London reporter suffered a sentence of two months' imprisonment for "knowingly receiving information communicated to him in contravention of the Official Secrets Acts." It is well known that wills deposited at Somerset House after probate has been granted are open to inspection by the public on paying a fee of one shilling for each inspection. The prosecution stated that for some time this newspaper had been publishing wills in advance of the time, thus securing valuable news before its competitors. A watch was kept and a Civil Servant was punished for giving away the information. He left it at a Strand restaurant for the reporter, who was alleged to have collected it in another name. This system was described as prejudicing other newspapers and as corrupting a member of the Civil Service. It was urged in defence that here was a reporter suffering from an excess of zeal to get early news for his paper. An appeal against the sentence of imprisonment failed.

The clear warning is never to offer an inducement to a public servant to do anything in breach of the law. Of course there are many things which a reporter is anxious to know and which can be communicated by the person in authority if he is willing to do so, without breaking any law or regulation. If the officer likes you, he will give the coveted news; if he doesn't, he won't. That is so all the world over. Sometimes the bribery and corruption comes in the opposite way and reporters are offered money or favours to leave things out of the paper and sometimes to put them in. The answer must be, and is, an emphatic refusal.

Fire stations and hospitals are regularly visited. Casualties of all kinds are learned of at the hospitals; and also the progress of patients who are "in the news." The Coroner's officer knows about forthcoming inquests. Local reporters always keep in touch with the clergy and ministers, who can give quite a lot of news; school teachers, who in villages

are prolific sources of news; hotels (for notable visitors); caterers and florists (for intimations of social events of all kinds); clubs, and Chambers of Commerce. As a rule in the country it is arranged that members of the staff shall belong to the various clubs. In seaports calls are made at the shipping offices and the Seamen's Home is carefully watched. Once I struck a first-class sea story by a casual call on the superintendent of a Sailor's Home. The sole survivor of a wrecked ship was there and I got his yarn.

Apart from these regular routine calls the reporter is always being sent out on inquiry work, to track down rumours and to deal with events which have been notified to his paper. Everything depends here on his sense of news values. Without a keen instinct for what is of public interest many a good story will be missed. I have read of a junior who was sent to cover a wedding. On returning he dropped leisurely in his chair without handing in any story. Questioned by his editor he said: "Oh, there wasn't any wedding. The bride was there; so were the preacher, the attendants and all the guests. But the bridegroom didn't show up, and so there isn't any story." To a keen young reporter there would of course have been a piquant little story. Probably this dull youngster was first cousin to that other junior who had been sent to report a political speech and when told to cut his copy down by one half asked which half was wanted. I have seen another instance of stupidity which may be worth noting as a warning. Very often public speakers send in to the papers the manuscript of their forthcoming speeches and this is used in summary form when the "release" comes in the ascertained fact that the speech has been actually delivered. In the case of important speeches by big men, however, responsible papers send a reporter to take what is called a "check note." The spoken word is compared with the MS. and if there is any deviation the shorthand note of the new passages is taken. As will be readily seen the alteration of a passage at the last moment in the speech of a Prime Minister or a Foreign Secretary

might be of vital importance. In the case I am referring to a young reporter was sent to watch an important speech at a college of which an advance MS. had been sent. He went back to his office and stated that the speaker had cast aside his prepared MS. and talked extemporaneously, adding that it had been impossible to follow the speaker by means of the copy he had. He had however failed to take a single note of the speaker's impromptus. The narrative does not say whether the reporter survived this experience.

Local papers are not so strict as the big dailies in this check-note business. When Sir William Joynson Hicks (the late Lord Brentford) was Home Secretary he once told how he was anxious that a certain speech of his in the House of Commons should be read by his constituents and therefore he sent it to his local paper the day before. He said he got up 15 times to speak and 15 times the Speaker looked in the other direction. When he was finally called on he was so tired that he made an entirely different speech. However, he added amid laughter, he hoped his constituents liked the speech which they read in the local paper.

This leads the mind back to the middle of the 18th century when Johnson was writing speeches in Parliament for the *Gentleman's Magazine*—far better speeches than were actually delivered—and he was troubled in conscience about defrauding the public. Once in company when the talk was of the marvellous eloquence of the elder Pitt in a certain speech, Johnson caused amazement by saying, "That speech I wrote in a garret in Exeter Street."

All sorts of weird and exciting experiences are the lot of the experienced reporter. They call for alertness, constant readiness and adaptation, organization, imagination and endurance. The railway accident, often in some isolated place; the mining disaster; the shipwreck, the big fire, the strike are among the major opportunities of the news hunter.

One of my biggest jobs as a young reporter was a memorable wreck at a remote point of the Cornish coast. First a long drive in a horse-drawn carriage (before the days of

the motor), then a solid 24 hours' work in interviewing survivors, identifying the dead, laid out in rows on the floor of the little parish church; and then, most difficult of all, arranging and co-ordinating the ragged news ends into a connected narrative, and sorting out the little grim and dramatic stories in which the occasion abounded. The completed message dumped in the telegraph office, and then a little food and sleep after 48 hours' continuous and exhausting slog.

The escape of Christabel Pankhurst when Clifford's Inn was raided by the police at the height of the Suffragette campaign of violence, got all the news editors of London busy. My chief, a keen and ruthless hunter of news, had the idea that the elusive Suffragette leader was in hiding at Wimbledon in the house of a well-known friend of the cause, and he sent two reporters (myself and a colleague) down there. We arrived late in the evening and made our call at the house. The lady of the house, a Suffragette herself, politely refused any information, and all efforts to break any ground proved entirely futile. Baffled but suspicious, we went out and hung about the house for hours, in case an attempt was made to convey the missing Suffragette farther afield, assuming she was in hiding in the house. Nothing happened and at three o'clock in the morning, when it was getting too late for any story to stand a chance in the morning's paper, two tired and disgruntled pressmen got on the homeward path. During our vigil we kept in constant touch with our office by telephone. That is an important rule to remember. Something big may have occurred since you left necessitating a recall to the office; and so the news editor likes to have his men at command.

One other personal experience. Twenty years ago or more John Burns was known as the Silent Minister, the Sphinx of Battersea. He was to speak in the Town Hall there and much public interest was aroused in the line he would take on a certain question. My colleague in the Wimbledon jaunt and I were detailed to cover the event. Arrived in Battersea hours before the meeting we found

that admission was to be by ticket and that the strictest precautions were being taken to prevent the attendance of newspaper men or any other undesirables. Here was a difficult position. We arranged a plan of campaign over a cup of tea. Separating for a while each of us got on the track of certain ticket-holders who, we discovered, were unlikely to use their tickets owing to illness. We managed to procure a ticket each and though the doorways of the hall were watched and guarded by vigilant stewards we contrived separately to get by the barriers, choosing a moment when there was a bit of a rush of people entering, in order to avoid unpleasant questions. In the hall my friend went on the ground floor and I sat in the gallery in a position where I might furtively use a notebook without being observed. I found even this dangerous and had to be content with a scrappy memo. or two on a piece of paper concealed in a sleeve. John Burns made a striking speech and we two interlopers were able from very fragmentary notes, but chiefly from our pooled memories, to write a report nearly two columns in length. Burns and Battersea were astounded next morning, when this full dress report of their private meeting was published. But it was obviously a genuine report, so they had to grin and bear it. Fortunately our memorized report was not challenged; and I did hear afterwards that Burns himself said it was an excellent version of his speech.

I give these stories to indicate the sort of thing to be expected by the reporter. On the big papers the pace grows faster year by year. Now when an important story like a mutiny at Dartmoor, or a wrecked airship at Beauvais, breaks loose special correspondents and photographers are rushed to the scene in aeroplanes.

One other story with a moral in it for the beginner. An instance of keenness and resource on the part of a reporter is furnished by the famous Maybrick case. Mrs. Maybrick was convicted of poisoning her husband in 1889, and the greatest public interest was aroused. A young reporter on a Liverpool daily was marked in the diary to

watch Maybrick rumours. He went to have a look at the house and its situation, so that if anything developed he would be in touch with the local atmosphere and be able to get rapidly to the scene. He and another reporter on the same engagement paid a visit to the place and were about to return to the city when two cabs drove up. Turning back he was astonished to find in the vehicles magistrates and clerk, a doctor and the police. The officials were equally surprised to see the reporter and one ejaculated "How on earth did you get to know of this? I cannot understand it." The self-possessed young man replied: "Well, of course we cannot disclose the sources of our information, but it looks as if a police court is about to be held and I must formally ask for permission to attend, because a police court is a public place and the Press have a right to be present." The officers hastily conferred and the clerk ruled that the reporter was right. It was stipulated that only one reporter should attend, as the Court was to be held in a bedroom. The two reporters tossed a coin and one went in. Thus the actual charging of Mrs. Maybrick as she lay in bed with the murder of her husband was taken down in shorthand by the reporter, who later gave all the information to his waiting colleague. Elated with his luck the reporter dashed back to his office just in time to gather the departing staff to rush out a special edition. Thus was an important and startling piece of news obtained which set the whole country talking.

Some wise counsel to reporters and correspondents on the handling of rumours is contained in a pamphlet issued to its staff by the Associated Press of America—

A rumour of sensational news should not be held too long for verification. If the rumour is not libellous it should be sent immediately as a rumour, with the addition that "the story is being investigated." Should the news, however, involve persons or firms in a charge that might be libellous, a note to the editors, marked "private, not for publication," should be bulletined that "such and such a story has come to our attention and is being investigated. While accuracy in the Associated Press dispatches is of the highest value and we would rather be beaten than send out an untruthful statement, there is such a thing as carrying the effort to secure accuracy so far as to delay the perfectly

proper announcement of a rumour. So long as it is a rumour only it should be announced as a rumour.

The gift of searching and accurate observation is of prime importance. An illustration of this I found in the *World's Press News*—

Reporters are scarce. When the Anglo-Catholics held their service at the White City a little, but in its way important, incident occurred in connection with the hoisting of the flags. For a moment the Papal flag was given precedence over the Union Jack, but only one reporter noticed it. He works for *The Times*.

The good reporter is able to make copy out of the commonplace. He can, according to a familiar saying, find at least two good stories during a twopenny 'bus ride. A correspondent of the *Newspaper World* once gave a telling example of this—

I was standing in Fleet Street with Charlie Hands attacking the "copy in a 'bus ride" theory. "Look here, Charles," I challenged, "you're a good reporter. I'll bet you drinks you don't see a possible story in a 'bus ride you care to take.' Hands leaning back on his stick, his hat almost resting on his nose, his humorous mouth twisting, replied "Righto." "Which 'bus shall we take?" I asked. "Don't need to take a 'bus, old man," drawled Hands. "There is a story just passing now." Eagerly my eyes swept Fleet Street, but I saw nothing out of the ordinary. The old man in the silk hat was sitting on the steps of the *Daily News* office where he had sat for years. The Italian fruit sellers were carefully putting the inferior stuff behind just as usual, and a man was pushing a barrow filled with old iron. "Well, where's the story?" I demanded. Hands looked dreamily at the clock of the *Daily Telegraph* office. "Ever thought," he said, "what becomes of old iron? Ever thought that you can't get rid of it? The more you send it away the more it comes back in a different shape. Your rusty old poker may return to you in packets of needles; your iron fender may turn up as a new flat iron; your old stove may turn up as a saucepan. Interesting, don't you think?" I paid for the drinks. Charlie Hands was a great reporter.

Turning to a humdrum subject I am bound to lay stress on the necessity of shorthand. It is impossible fully to discharge the duties of a reporter without it. If it be thought beneath the dignity of a journalist in the higher range I would say that the most successful and brilliant men have had a beginning, in which shorthand was one of the rungs in the ladder of ascent.

T. P. O'Connor, one of the most accomplished journalists

seen in Fleet Street, said that it was the reading of "David Copperfield" that first gave him the idea of learning shorthand. He ground at it for two years, getting up at six in the morning, and remaining at it for two hours. While his writing of it was still imperfect he got a job at a pound a week and had never been out of journalism since. Dickens himself was a first-class shorthand writer. When he was on the reporting staff of the *Morning Chronicle* he was complimented by his chief, John Black, on being the best stenographer who had ever "taken his turn" for that paper. These two examples are a sufficient rebuke to the tendency of clever young people to treat shorthand with disdain.

As to speed, nothing under 120 words a minute is much good for reporting and a sure 150 words is the minimum for verbatim work. In my library of journalism I have a little book entitled "The Reporter's Guide," by Thomas Allen Reed, published about 60 years ago. I recall the care and deference with which I studied it as a beginner, but reporting has changed so greatly that now much of it seems archaic. On the subject of shorthand, however, it is as authoritative as ever, for Reed was the great shorthand writer of his day. One passage may well be quoted—

> No reporter who anticipates a wide field for his labours can afford to neglect the practice of an art which enables him to record not merely the substance, but the exact words, of the public speeches to which he has daily to listen. Not indeed that he is often called upon to transcribe the *ipsissima verba* of the addresses; a considerable part of his duty is to strip them of needless verbiage, in many cases to omit unimportant passages altogether, and present his readers with a well-digested summary instead of a detailed report. But now and then the reporter, even in a small provincial town, finds himself called upon for a verbatim rendering of some unusually important address.

The practice of verbatim reporting has well-nigh disappeared, but still shorthand is vital. I will explain how. In many speeches there are some portions that deserve picking out and giving fully; in the proceedings of councils, law courts, police courts and inquests there are generally piquant passages (often conversational, spoken at the alarming rate of 180 to 200 words a minute) which the reporter

must not miss, even if scarcely anything else be given. How are they to be got without shorthand?

I suppose that nowhere is the art more needed, or the competent exponents of it more numerous, than in the Houses of Parliament. Although much of the work in the Gallery is plain straightforward reporting, apparently mechanical to experienced men, it is really far more than that. Knowledge of the rules and traditions of Parliament, a good memory for faces, an intelligent interest in the proceedings, a study of the matters under discussion that enables him efficiently to summarize interminable speeches, sharp hearing to catch as much as possible of members who are at times "inaudible in the Gallery"—all this is required by the Parliamentary reporter, and beyond it a well-furnished mind capable of accurately rendering speeches containing classical, historical and legal allusions and quotations. But the so-called mechanical work must excite admiration; such, for instance, as the reports in *The Times* (which happily maintains its great reputation for its records of Parliament) of recent important debates on the Supreme Court of Judicature Bill, when Lord Hewart made a remarkable attack, and on the Government's India Bill. Such reports, running to two whole pages and more at times, represent highly skilled work. *The Times* is the only paper that still has a full corps of Parliamentary reporters; its reports are taken as authoritative, and at times pitted against the Official Report, so long known as Hansard.

A correspondence, with an interesting sequel, recently aroused wide public attention. On January 28 a member of the House of Commons made a personal attack on the Prime Minister. His actual words, of a very offensive kind, appeared in *The Times* verbatim, but were omitted from the Official Report. Varied opinions were expressed as to the right or wrong of sub-editing the Official Report. One correspondent pointed out that the *Daily Mail*, in its reports of the first three days of the second reading debate on the Government of India Bill, mentioned only one speaker on the Government side, but gave 12 speakers as opposing.

"Is this regarded," he asked, "as a fair presentation of the news of a first-class debate?" To this the Associate Editor of the *Daily Mail* replied: "I have very little space to give to reports of the proceedings of Parliament; and I propose to do what I have done in the past, and devote as much as I can to speeches of those Members who are against surrender in India." He asked if it was not a fact that "although at least half the people of this country are against the India Bill, the B.B.C., which is in effect a State institution, only allowed two out of 11 speakers to broadcast in opposition to that measure?" In a footnote to this letter *The Times* said that on the question of the accurate presentation of the news of an important Parliamentary debate "it is satisfactory to have on record an authoritative statement of the practice of the *Daily Mail*." A discussion of the ethical issue by public men followed, but it would be a digression for me to pursue it here, except to quote the following extract from a letter by Lord Elton, published at the time—

> One possible line of reform suggests itself—an extension to political reporting of the practice already enforced in judicial reports. If it is not permissible for a newspaper in its account of a law suit to print only the case for the defence, or only that for the prosecution, why should not a similar minimum impartiality be enforced in Parliamentary reporting?

The interview has a prominent place in the reporter's scheme of things. An aptitude for this interesting phase of newspaper work is worth cultivating. Success calls for a good deal of preparation and "priming." It is necessary to know as much as possible about the man you are seeking, his personality, record and interests, because an intelligent approach goes a long way. It is curious how great journalists differ in their methods. De Blowitz, the famous correspondent, and a great interviewer, gives this advice:—"When a man gives a correspondent an important piece of information the latter should remain with him for some time, change the conversation, and not leave him until it has turned to something quite insignificant. If the correspondent takes his departure abruptly a flash of caution will burst upon

his informant. He will reflect rapidly and beg the journalist not to repeat what he has said until he sees him again. The information would be lost and the correspondent would suffer an annoyance that might have been avoided if he had heard nothing. A newspaper has no use for confidential communications which it cannot transmit to its readers." This is counsel of the nature one would expect from the hero of the memorable Berlin Treaty scoop. He never made notes, and said that in France to hold a notebook in your hand and take down the words spoken was an invaluable method for learning simply nothing. A French statesman said it "Shuts your mouth while it opens your eyes." It must be noted that de Blowitz had an amazingly retentive memory.

Against this is to be set the view of James O'Donnell Bennett, an experienced reporter on the *Chicago Tribune*, who contends that it is fair to an important man to take copious notes, because direct quotations of precisely what he says are more effective than a pale re-write of it. Pencil and book, he finds, do not scare, but flatter a man, who "immediately thinks the occasion momentous and inwardly feels he must give his best to the reporter." As America is the native heath of the interview the opinion should carry weight, but I fancy public men in that country are more willing victims to the interviewer than those over here, who generally are reserved and not very partial to publicity.

Another American, Mr. Marcosson, has probably interviewed more big men all over the world than any other journalist. It has been his special task for years. He emphasizes two points—you must make men talk who are not accustomed to speak about themselves or their work; and when your man is once launched into his story it is fatal to interrupt. Men like Eric Geddes, he says, have a sequence; it is one reason why they get things done. Interviewers often fail because they digress or permit their "victims" to digress. Concentration is a virtue. "Each human being is a law unto himself," Marcosson observes. "The more distinguished or famous a man becomes the more distinct

becomes his individuality. It would have been impossible to get next to Lloyd George with the same line of attack that you employ to make Douglas Haig break his chronic silence. Each of these remarkable men required an entirely different line of approach, based upon knowledge of their work, interests, ambition and personality, together with a swift appraisal of the mood, of the hour, of the march of events. Nearly every public man has a vulnerable point in his armour. When you have seen presidents in their pyjamas, and kings in their shirt sleeves, you have few illusions about anyone."

It is on record that a young reporter went to interview an old banker in Wall Street to get some information about the foreign exchanges—one of the most tangled things in finance. After fifteen minutes of breezy cross-examination the young man picked up his hat and started for the door, saying "Thanks very much: I understand it thoroughly." The banker called him back and said "Young man, you're a wonder. I have been in the banking business for 40 years and I don't know much about the foreign exchanges myself."

I may venture, from long experience and much observation, to give a few hints on the essentials of equipment and conduct, about which there can be no pretence of fullness.

A sound general education is of course taken for granted. The ideal would be a university training for all. Physical fitness is equally important. It determines one's outlook on life, and power of endurance is needed in the long days and nights, and the arduous journeys, involved in the quest of news. Personality counts for much. A reporter has to meet all classes of people, who are potential sources of news; to talk to Cabinet Ministers as well as costermongers, I am tempted to say on their own level, and to inspire in all the confidence essential to successful approach. The happy medium between the "inferiority complex" and cocksure audacity, should be the aim—a reasonable self-assurance, born of a well-informed competence. The winning grace that will extract news equally from a Lord Lieutenant and

a trade union secretary, is a great asset. A reporter touches life at all points and in his deportment should show respect for the feelings and opinions of others, no matter how much he may be out of sympathy with them. Journalism tends to breed cynicism and a hypercritical attitude, but good manners, and often diplomacy, forbid a display of contempt. Be broadminded. Look all round a subject and avoid the one-sidedness of the crank. Develop the qualities of impartiality and clear judgment. Practise a high code of honour. Never betray a confidence; always treat everybody fairly in print; and let it be clear that you are never to be bribed or bought.

Always remember your function as a news-gatherer. Study your paper, its character and style, how its news is written and presented, its headlines, its special interests. Read widely in current history; try to understand the public mind and to cater for it. Aim at being a descriptive writer as well as a verbatim reporter. Study the art of condensation, so as to be able to give the pith of a long speech in 200 words. Be expeditious in your work, and enterprising in "turning in" your story in good time. An occasional "scoop" in the declaration of a poll or the result of a football match for the evening sports edition should stand to your credit. Master the secret of writing up a meeting as it proceeds, without missing any important points, so that your report may be handed in promptly. Enter with interest into all the varied events you have to record, for the knowledge of men and things acquired in reporting is essential to the "complete journalist."

Rules for the Preparation of Copy. Write legibly and spell accurately. Use the typewriter if possible and double or triple space. Put your name at the top of the first folio and an end mark to show the finish of the story. Leave a good margin at the left and a good space at the start for the sub-editor to write the headlines and instructions to printer. Always write on one side of the paper only. Never write vertically in the margin. Do not divide words from one page to another. Get to know the rules of the office as

to punctuation, spelling, etc. Do not be slipshod in any way; strive to present neat, creditable and workmanlike copy.

On big staffs especially a reporter has to be ready for emergencies. I know some who keep a suitcase ready for sudden assignments. But in an ordinary day's work in London one has to be prepared to meet exalted personages in interviews and at lunches and dinners; to go down into squalid districts and then to emerge at some society function. Dress ideas are not so strict as they used to be, but there are still rules to be observed. What is suitable for the New Cut is taboo in Mayfair. Once I remember Northcliffe saw a shabby member of his staff in the office and straightway put up an order that all his men were to be carefully and properly dressed. When, however, one of the cleverest reporters on the staff was seen in a top hat and frock coat the whole thing exploded in ridicule.

The "Memoirs of Sir Wemyss Reid, 1842–1885" give an admirable picture of a reporter's varied life, and show how such a training is the best preparation for the most responsible work. He worked in a good school on the staff of the *Newcastle Journal* and thus describes it—

> My reporting experiences at Newcastle were as varied as those of most journalists. One day I would be listening to a bishop's charge; the next, in some beautiful spot in the valley of the North Tyne, I would be professing to criticize shorthorns at a cattle show, and on the third day it might be my misfortune to have to be present at an execution. Colliery accidents, boat races (for which the Tyne has long been famous), performances at the theatre—all these came within the scope of my duty. It was admirable training, and has turned out many a good journalist. Always to be on the alert, so that no important item of news should be missed by my paper; always to be ready to reel off a column of readable "copy" on any subject whatever; always to be prepared for any duty that might turn up—these were among the necessary qualifications for my post. Sometimes I had to take a turn at sub-editing and sometimes I had even to write a leader.

Pictorial Journalism.

Pictures have become an integral part of the newspaper and demand a place in a survey of news work. The growth of illustrated journalism is an interesting and significant

story, and the future historian will find invaluable material in these illuminating studies of how the people live, ranging from the Prince of Wales (said to be the most photographed man in the world) to the humblest news point in the land.

Illustrations of a kind were attempted in the earliest news sheet in this country. In 1613 a pamphlet appeared giving the story of "Three Bloodie Murders" with a gruesome picture by woodcut. In 1622 one of Nathaniel Butter's most curious broadsheets was an illustrated paper entitled "Good News to Christendom, sent to a Physician in Leghorn, from a Merchant in Alexandria, discovering a Wonderful and Strange Apparition." It related to the appearance of a woman in the air, with a book in her hand, and telling the customary stories of that time about armies fighting in the heavens. Rough woodcuts were printed as illustrations, and murders were a favourite topic. Butter's *Swedish Intelligencer* in 1632 anticipated the modern map by giving plans of the operations in the campaigns in which Gustavus Adolphus II was engaged. Some of the pictures were engraved on copper and were of better quality than the woodcuts.

The illustrated paper became very popular in the 18th century, when the South Sea Bubble gave scope for pictorial satire. The *Gentleman's Magazine* for 1740 is replete with maps, and curious pictures of naval actions. One large chart of the "Western or Atlantic Ocean" is an excellent piece of draughtsmanship and, in quite the modern fashion, has two insets of English Admirals who were "in the news." In 1806 even *The Times* gave a woodcut of Nelson's funeral car, and, more remarkable still, as shown in Plate VII, it devoted the whole of its front page to a report of the trial of Richard Patch on an indictment for the murder of Isaac Blight, and at the top centre of the page gave a large sketch of Blight's house and a drawing showing the position from which the fatal shots were fired. To-day *The Times* does not give crime pictures. Some years later the *Observer* gained much notoriety by some realistic crime illustrations and took full advantage of the Cato Street conspiracy.

The first picture newspaper was the *Illustrated London News*, started in 1842. Competing weeklies followed, all marking a high level of quality and notable for the work of great war artists. In 1890 the first daily picture newspaper, the *Daily Graphic*, was founded, and since then pictures have spread like a prairie fire over the whole press of the country.

The daily paper at first used wood blocks, but the line blocks, or "zincos" soon followed, especially for portraits, and then the half-tone block, which with its light and shade effects soon conquered the whole field. At first these blocks were made at process-engraving works run as a distinct and separate business, but ere long the bigger newspapers installed their own block-making departments, and now most of them are quite self-contained. Indeed the art department has become one of the biggest and most active in the office.

The half-tone process is worth the attention of the student. The old line blocks were unable to reproduce the "tones" of a photograph or a wash drawing, and the ingenious device by which they are obtained in the half-tone is the "screen." This is made of glass on which ruling machines of great delicacy have traced lines with a diamond point, adjustable to gauges from 50 to 300 lines to the inch. The lines are ruled diagonally and are then etched into the glass by acid and treated with a dark pigment. Two such glass sheets are sealed together; the diagonal rulings crossing each other at right angles give a screen containing innumerable little squares of clear glass. The screen is placed close to the sensitive plate in the camera and the subject is photographed through it. Thus the image is broken up into dots by the light passing through the squares between the lines on the screen. These dots, which are so fine and close as to present to the naked eye the effect of continuity of tone, vary in size according to the light and shade of the picture—pin-point dots in the high lights, or whites, larger dots in the half tones, and still bigger dots, tending to solidity, in the shadows. The blocks made from these half-tone photographs show the dots, as can be seen from a close view of any illustrated newspaper. They are most

visible in the "coarse" screens—those in which the rulings are the most open, that is the fewest to the inch. In the finest screens it is almost impossible to detect the dots and the gradations of tone are as perfect almost as the photograph itself. These effects are obtained in printing because the dots are faithfully transferred to the block, on which the ink is rolled, by the process of etching. The thickness or thinness of the dots carrying the ink produces the tones in the print. I have given some little attention to the screen because of its vital importance in newspaper illustration. On other technical matters, such as how blocks are made from the photographs, the nature of intaglio and photogravure, etc., information should be sought in the textbooks.

The spread of illustration has created a new type of journalist, the Press photographer. An agreement between the National Union of Journalists and the Newspaper Society last year recognizes the Press photographer as a journalist. With him has come a revolutionary development in the transmission of pictures both by telegraph wire and wireless. Some of the latest transmissions by these means have marked a great advance in efficiency. In photography itself wonderful long-range pictures are now obtained by the infra-red filter and plate. Concerning the new adventurer in journalism, Sir Philip Gibbs, in a foreword to Bernard Grant's thrilling book "To the Four Corners," speaks of the magic of his movements.

Like newspaper correspondents of whom I was one [writes Gibbs], these Press photographers will travel hard, go without food and sleep, go to all lengths of ingenuity and craft, use all their qualities of character in order to get to a place where some historical act is happening, and, if possible, beat all rivals by a first record of it in the newspaper which they represent. . . . Some of us are still camera-shy . . . and I remember one man—he happened to be a king—who had a real hatred of Press photographers. This was Ferdinand of Bulgaria—Old Fox Ferdinand—who was haunted by the thought that he might be assassinated by some fellow using a camera to disguise a bomb. During the Turkish-Bulgarian war he stopped to speak to me on a bridge over the Maritza river, and at that moment a photographer pointed a camera at him. King Ferdinand raised his stick with a threatening gesture as though about to strike him down, but I ventured to intervene and explained that it was a Press photographer who was only trying to do his

professional duty and was quite harmless. "Photography is not a profession." said the King, "it's a disease."

The staff photographers of the big papers have a strenuous, adventurous life and are sent all over the world. When the liner Atlantique was burning at sea an evening paper scored with a very effective picture from the air. Such photographs are much more telling and complete of certain scenes than those taken from a limited viewpoint on the ground. This is seen in pictures of Dartmoor prison on fire at the time of the convicts' mutiny, of riots in Hyde Park, and similar large-scale scenes. Some remarkable speed achievements are on record through the use of wire and radio. Evening papers in this country now regularly give pictures on the same day of sensational and important occurrences in any part of the globe.

Public men in the highest rank, and even Royal personages, are now more willing than ever to pose for the camera. At the Royal wedding ceremony in Westminster Abbey towards the close of 1934 the authorities made elaborate provision for the press photographers, in order to secure the best positions for them, and the result was some remarkably fine picture work in the papers. Just as statesmen have in the past often gone out of their way to oblige the reporters in the matter of speeches so public men show a similar readiness to meet the needs of the new form of journalism. A recent instance was furnished by the Minister of Transport. He had cut the tapes of some new cycle tracks at Greenford in heavy rain and in a hurried manner. Then the weather cleared and to oblige the photographer a fresh tape was produced, the new bicycle and the ancient "ordinary" with their riders went back to the scratch, and the ceremony was repeated. When General Evangeline Booth left London for her Australian tour as head of the Salvation Army she posed for several photographs, and as the process was continuing she called out to the photographers: "You ought to be giving us something for our Self-Denial Week. I don't see why you should be getting all this for nothing."

A study of the newspapers is the best way for the budding

pictorial journalist to see what is wanted. It is obvious that the call is for action rather than still life, for the picture that tells a story. Sometimes an amateur with a Brownie has beaten the expert with his costly focal-plane, because he happened to be on the spot at the "psychological moment." There is a news sense here just as there is in reporting. The choice of the subject and the seizure of the right moment are its demonstration. The demand, of course, varies with the paper. The art editor of a high-class weekly illustrated asks for good sharp photographs of a topical nature, of well-known people at hunts, hunt balls, shoots, race meetings, sports, and all events of social importance. A daily paper wants news pictures and negatives should be sent rather than a print, when time dictates. Higher rates of pay are offered for good exclusive pictures. There are many free-lance photographers who, by keeping in close touch with public events and showing a keen sense of the topical, earn a good living, after struggling through an initial "lean" period. Illustrations of all kinds—historical, scenic, artistic, as well as of the news order—are in demand by the great mass of newspapers, weeklies and magazines. The enterprising photographer must study his market. There are now specialists in Press photography, just as there have long been in general journalism.

CHAPTER V

THE PROVINCIAL PRESS: LOCAL GOVERNMENT AND THE COURTS

I was politically brought up on the provincial Press, morning, evening and weekly. In that little community in Wales we were very well served by the Liverpool and Manchester papers, whose influence was not measured by their circulations. Copies passed from hand to hand and from home to home. We were not nourished on headlines or fed with a sort of cocktail of opinion—exhilarating, intoxicating, no doubt, but in the end stupefying and enervating. The provincial Press in the main has preserved the fine old traditions, and that makes all the difference in the formation of sound opinion in the country. —MR. LLOYD GEORGE.

THE provinces are the natural training ground for all-round journalism. They give the range and variety of experience, and the practical touch that are invaluable. Long observation has convinced me that, as a rule, the men from the ranks in the country are the best qualified to shoulder the responsibilities of Fleet Street. They have, in that probation, mastered the essentials of an intricate vocation; for the small provincial newspapers do give the young journalist the opportunity of gaining an insight into all departments. One important side of this was well put recently by H. V. Morton, the well-known member of the *Daily Herald* staff, in an interview on his entry into journalism:—

I secured employment as a reporter on the *Birmingham Gazette and Express* (now the *Birmingham Gazette*) about 1910. I was an incredibly junior reporter, and the first year of my novitiate was spent entirely in police and county courts, and in haunting the out-patients' departments of local hospitals for details of accidents. At the time I loathed and detested the work, but now that I think it over I realize that no young writer could have had a training better qualified to widen his sympathy and increase his knowledge of human nature. Every emotion, good and bad, is shamelessly displayed in the police courts of a big industrial city.

If work on a country weekly paper savours very much of putting local life under a microscope it nevertheless impresses first principles on the mind in a way that nothing else can or does. Perhaps it might be expected that a man

of the type of Dr. Charles Cooper, for 30 years editor of *The Scotsman*, would exalt the provinces, for he was chiefly trained therein, although he valued very highly an interlude in London, reporting in the Gallery and fulfilling the duties of "chief and only" sub-editor of the *Morning Star* in 1861. In his Retrospect he says that reporting in his day on the provincial papers gave variety in the widest sense of the word, if with less than the modern rush. The reporter then had to be fit to handle all subjects—racing, prize-fighting, fat cattle, flower shows, religious meetings and dramatic criticism. Some of the reporters, he says, were not fit to deal with all, "but the adaptable fellow got a training which in these days it would be difficult to get. Real knowledge came by experience and observation, and probably there were then as many good all-round men as are to be found at present." He wrote that in 1896. There is, I believe, just as good a chance now of getting the sort of training which he appraised so highly. I have heard the cry in Fleet Street: "Where are the good reporters?" The reply truly was "In the Provinces."

Mention of Dr. Cooper's book recalls a tribute paid to a journalist who was a Cockney and not a countryman, but who left an eminent example of one great virtue. The author was talking with Cardinal Manning and, as literary men of the day were mentioned, asked him what he thought of Sala. The surprising reply was "I have a great admiration for him." Asked why, the Cardinal explained: "Because he is so thorough. He knows almost everything well. He never writes of what he does not understand. If he is going to write on any subject he makes himself thoroughly acquainted with it from the bottom upwards. For instance: If I wanted an account of that table (pointing to one in the room) and asked Mr. Sala to write it, he would tell me of what wood it was made; where the wood was grown; what were its qualities; how it was handled. If it was foreign wood he would tell how it was shipped to this country. He would trace it to the cabinet-maker's shop, through the saw-yard. He would tell how every part of the table was made—with

what tools and appliances. And he would be strictly accurate throughout." A shrewd and worthy tribute to a great journalist. Those who remember his writings could add that G. A. S. would also find as many synonyms for the word "table" as his exacting taste demanded.

Sometimes the Provinces resent the role of being universal providers for Fleet Street, and in the interplay that occurs between the two it occasionally happens that London is abandoned for a prominent post in the country. There is at least some justification for the protests one hears against the exaggerations which blemish reports in certain London papers of events in the country. In the autumn of 1933 Worthing furnished an instance. The editor of a local paper sent the following letter to the *Newspaper World*—

On Sunday at Worthing, a pavilion at the south end of the pier, and the extreme end of the pier itself, were destroyed by fire. The damage is estimated at £10,000. Fleet Street called it £30,000, and this is typical of the gross exaggeration of the reports of the fire which appeared in the London dailies on Monday morning. One daily raved of "pandemonium" and "women and children being trampled underfoot in the wild scramble." We are told a thousand-foot pillar of smoke turned to flames and the flames leapt one hundred feet high into the air The same paper stated that the town was shrouded in a cloud of smoke, while another London paper said the pier was gutted, whereas the photograph it published in an adjoining column showed that this was but a mere figment of the writer's imagination. There was no pandemonium; no one was trampled underfoot; and the smoke drifted out to sea, coming nowhere near the town itself. In brief, the London dailies recorded for their readers, not a fire that took place at Worthing or anywhere else, but a fire which, presumably, they must have dreamt about. Has Fleet Street lost all sense of proportion? Does it think that sensationalism is a better thing than journalism? Does it "kid" itself that the public is "gulled" by these grossly exaggerated reports?

The *Newspaper World* added the subjoined footnote:—

The *Slough, Eton and Windsor Observer* of last Friday makes similar comment on the popular Press treatment of the fire at the old Slough Mill. This was reported as a holocaust so immense that firemen could not approach the flames, punctuated by an explosion heard three miles away, the whole resulting in £100,000 damage. The local paper points out that the total damage was less than £10,000, and that the rest of the popular Press report was exaggerated in similar proportion!

These protests are quoted because they point the moral of truth and accuracy in reporting, and there can be no

gainsaying that provincial work develops these qualities. It is a grievance of local journalists that they who live in the place have to bear some of the discredit attaching to this sensational reporting. If a journalist is to gain honour in his own country he must treat his public honestly and fairly. In that way the provincial training, limited as it is, instils a primary principle. The fight between the "chain" papers controlled from London and old-established local papers has by no means led to the rout of the latter. On the contrary it revealed in some districts a local patriotism of surprising strength, a strong disapproval of a standardized and syndicated journalism and support for papers of local birth and breeding. The way in which Bristol, under the leadership of its Bishop, replied to such a challenge will be readily remembered. So strong did local sentiment prove that the controllers of the "chain" press proclaimed very loudly that they intended to give all the news and views of the districts first, and added to this would be the expensive "features" which only powerful resources could provide.

A striking testimony to the standard of journalism "away back" is given in his book "Some Piquant People" by Lincoln Springfield, the news editor of the *Daily Mail* in the days of its first startling successes: "On my arrival in London, I had expected to be over-awed by the super-ability of the London journalist, and here further disillusionment awaited me. I had left behind me in Brighton a dozen men as good as any I ran up against in town while in pursuance of my daily assignments; and the farther my experience extended the more confident I became that the provinces were full of men equally competent and much harder-worked than the fellows who had achieved Fleet Street and the Strand."

There is no doubt that the provincial press generally has kept well abreast of modern developments in technical efficiency. Support for the argument I am striving to enforce as to the importance of provincial training is found in "Watching the World Go By," which is really the auto-biography of the distinguished American journalist, Willis

J. Abbot. "The young man," he says, "whose employment is limited to service on a large city paper is apt to lack the all-round experience which goes to make up the skilled journalist. After years of reporting, he may move upward to a place as city editor, night, or even managing editor, or, if his tastes lie more in the direction of writing, will go upon the editorial page or be given one of the critical departments. But he is apt to know little of the economics of the paper, of costs of production, of its relationships to the public as readers or advertisers, of the methods of its competitors and the ways of meeting them."

An outline will now be given of two of the main parts of provincial reporting—local government and the courts. Sections of these two subjects relate, of course, to London, but it is more convenient to deal fully with them in this chapter than to divide them.

Local Government.

The proceedings of the many local governing authorities that carry on the work of the country furnish a large amount of copy for local newspapers, and a background of knowledge of the functions of these bodies is essential to the reporter to enable him to grasp the proportionate importance of the matters he has to deal with. Newspapers always closely follow the discussions of the local councils, which are concerned with finance, health, education, transport and other main public interests. It is necessary for the journalist not only to report the meetings of the Councils, but to comment on their actions. This necessitates knowledge of the history and nature of these bodies and of the manifold questions with which they constantly deal. There are I believe about 20,000 local authorities in England and Wales and their annual expenditure is somewhere about £500,000,000. Here is a vast arena of public interest and controversy in which it is worth the reporter's while to become proficient.

Apart from dry financial and administrative questions great human interests are in the custody of the councils —the campaign against disease, maternity and child welfare,

housing, education, the unemployed and social services of all kinds. Here is much of the material from which the live and interesting newspaper is made. Historically local government is a fascinating study. It will supply many an interesting article: how the early charters were granted and the association of councils with the development of local history. For instance, when units of local territorial divisions were formed they must have borne some relation to the physical capacities of man. Thus the parish was an area which could be covered on foot in a day and the county took its size from the distance a man could travel on horseback from sunrise to sunset. This is revealed by the partition of the great county of Yorkshire into ridings, each of which now has its county council.

Within the last century great developments have taken place in local government, with the growth of towns and industrial populations. More power has been entrusted to local bodies, but the Government of the country has reserved strict rights of control and supervision. Thus when a council wants to do something outside its statutory powers it applies to the Minister of Health for sanction. Private bills are promoted, as for instance when the Manchester City Council wants to run its own omnibuses or to compel the pasteurization of milk in its own area.

The Government has always kept a watchful eye on local expenditure, and a century ago it had good reason for so doing, as well as in recent years. The right to use corporate funds as the local bodies desired has often led to contention. In 1827 the Councils of Leicester and Northampton used town monies to get certain Tory members returned at the general election. This led to a great outcry in Parliament, and a bill was introduced to prevent it. The Lord Chancellor resisted the bill and contended that the Corporation had the same right over property not held in trust as the private individual had over his property. A Royal Commission sat on the subject and reported that this view was shared by almost all the mayors, aldermen and burgesses of the chartered boroughs. Reporting in 1835 the Commission

stated: "In general the corporate funds are but partially applied to municipal purposes, such as the preservation of the peace by an efficient police, or in watching or lighting the town, but they are frequently expended in feasting and in paying the salaries of unimportant officers." In our time the Mayors pay for their annual banquets themselves, and the convivialities associated with such occasions as the beating of the bounds are, I believe, not charged to the rates. The Lord Mayor of London, who has to meet great expense in extending hospitality to distinguished foreign visitors, and men of renown generally, is in an exceptional position. He is allowed a salary of £10,000 a year, but the office costs him usually about £30,000. All the items of expense incurred by local councils are carefully investigated by auditors and the weapon known as the surcharge is used to keep the councils on the strict legal line. The knowledge that an irregular outlay may have to be discharged from the private pockets of the men responsible is an effective safeguard. Further than this, where a local body persists in irregular courses, as for instance in the administration of unemployment insurance and the means test, the Ministry of Health will supersede it by appointing a commissioner to do its work.

A famous case occurred at Poplar, where the Borough Council paid a minimum wage of £4 per week to its employees, holding that that was the lowest wage which should be paid to an adult, that the cost of living was not the ruling factor, and that a public authority should be a model employer. The Government auditor did not object in 1921 when the cost of living had risen, but in 1923 it fell and he ruled against the £4 wage, which was admittedly in excess of the rate for similar work in London. The case was taken to the Courts and carried up to the House of Lords, who unanimously upheld the auditor. They ruled that the auditor could inquire into the legality of every payment and disallow and surcharge all excessive payments; that his mission was to find if there was any excess over what was reasonable; that he was not prevented from protecting

ratepayers from the effects on their pockets of "honest stupidity or unpractical idealism"; that he could not control policy but he could control administration.

In England and Wales boroughs have mayors; in Scotland burghs have provosts, the equivalent of the English mayors. Important cities and towns have Lord Mayors and Lord Provosts. Cathedral towns rank as cities.

THE PARISH.—The names of our local government institutions have mostly a Saxon origin. The word "by," as in by-laws, is a relic of the Danes. It meant at first a farm, but later stood for village or town. Hence by-laws, a familiar term to-day, means regulations made by a local governing body, which have effect only in the area for which they were made.

"Parish" is an ecclesiastical word, dating from the introduction of Christianity. The division of the country into parishes is ascribed to an Archbishop of Canterbury (Theodore) in the latter half of the 7th century. In time the parish became the smallest unit of local government. "Civil" parishes and "ecclesiastical" parishes are not always the same. A civil parish is legally defined as "a place for which a separate poor rate is, or can be, made, or for which a separate overseer is, or can be, appointed."

In a rural parish an annual parish meeting is held which all parochial electors have the right to attend. This body does all the business in small parishes of from 100 to 300 inhabitants. If there are more than 300 a parish council has to be elected. If there is no council the parish meeting meets twice a year and has to do with rights of way, parochial charities, etc., and may levy rates up to 8d. in the £. In the larger rural parishes the parish meeting elects a parish council, in size up to 15 persons and holding office for a year. The council has powers over parish property, the management of land and buildings, provision of recreation grounds, water-supply, nuisances, allotments, maintenance of footpaths, libraries, burial grounds, etc. It is subject to the control of larger bodies in levying rates.

There are about 15,000 parishes in England and Wales,

over 13,000 of which are rural. Roughly about half have councils and the other half parish meetings. The government of urban parishes varies from that of the rural. The ruling body is called the Vestry, so-called because it met in the church vestry. The officials of the vestry are the Churchwardens, one being nominated by the ratepayers and one by the clergyman. There is little civil business for these vestries to do in urban parishes, because councils with greater powers exist.

THE DISTRICT. The country is divided into rural and urban sanitary districts, outside the limits of the boroughs. They consist of groups of parishes, for the purpose of what the law calls "Sanitary" administration. Generally the sanitary district is co-terminous with an older area, such as the poor law union which may contain both urban and rural districts. District councils, both rural and urban, have mainly to do with public health; and urban councils have powers not exercised by rural councils. They act under the supervision of the Ministry of Health, which makes regulations from time to time. When a council asks for permission to raise a loan, say for sewerage or water supply or some other public necessity, the Ministry sends an Inspector to hold a local inquiry, at which any ratepayer can attend and express his views for or against. The Ministry gives its final decision. The councils have powers in regard to housing and slums. Urban councils have power to provide parks and recreation grounds, baths and wash-houses and public clocks. Both urban and rural councils are controlled in some measure by county councils. Money spent by urban councils on high roads is refunded from the county rates. Sanitary authorities can make by-laws for their own areas, but these have to be submitted to public inquiry and the consent of the Ministry must be obtained. Urban councils levy their own rates, on an assessment of the values of all properties in the district. These assessments are periodically revised and the proceedings of the assessment committees are of interest and importance. There is a body of law on this matter of assessment. A property let at an annual rental

of £100 may probably be assessed at £80 and on this the rate is levied. If the rate is 5s. in the £ the rating liability on that property would thus be £20 in the year. Questions of equity constantly arise in this matter of rating. Under the Local Government Act, 1929, agricultural land and buildings are exempt from local rates, on the ground partly that sanitary improvements benefit more the occupiers of houses and buildings than the farmers. Under the same Act factories are relieved of three-quarters of local rates.

THE BOROUGHS. Borough Councils are constituted under Charters of Incorporation granted by the Privy Council. These charters are constantly being given to districts on the ground of importance and growth of population. The Councils are governed by the Municipal Corporations Acts and they possess more power and authority than the district councils. The term Corporation strictly means the Mayor, aldermen and all the burgesses; and the Council is the body elected to represent them. The number of aldermen in these councils is one-third the number of councillors and they are elected for six years by the councillors. The Mayor of a borough may be chosen from within or without the Council. The councillors are elected on Nov. 1 each year and the Mayor is chosen by the council on Nov. 9, which is Mayor's day throughout the country.

A register of electors is compiled, for local government as for parliamentary elections. Every person who has occupied any land or premises, either as owner or tenant, within the borough for six months before the compilation of the register, has the right to appear on the list of burgesses and to vote in the election of councillors. The husband or wife of such person is entitled to be registered and a lodger has a vote if his or her rooms are let unfurnished. Burgesses, with the exception of bankrupts and some others, may be nominated as candidates for the council.

The Mayor presides over the meetings of the council and is a justice of the peace for the year of his office. He is the chief magistrate of the borough.

Town councils have many more powers than district

councils. They can own water and gas undertakings and can regulate and own transport. When the population is over 10,000 the Council can be the elementary education authority. Now councils have, through their Public Assistance Committees, taken over the work of the old boards of guardians. Most boroughs control their own police forces through their Watch Committees. When a council desires to gain additional powers it must go to Parliament with a private bill.

THE COUNTY. By the Act of 1888 a County Council was set up in every county. All towns with over 50,000 population were taken out of the counties and made county boroughs; the remaining smaller boroughs, i.e. municipal boroughs, are largely under the supervision of the County Councils. The municipal boroughs pay some of the county rates and send representatives to the County Councils. The population for a county borough has since been raised to 75,000.

In 1902 the County Councils became the authority for both elementary and secondary education, though municipal boroughs over 10,000 and urban districts over 20,000 retained full powers over elementary education. The secondary schools are frequently known as County Schools.

County Councils have important functions, in maintaining roads and bridges, lunatic asylums, reformatories, homes for inebriates, industrial schools and so on. In seaboard counties the Councils have jurisdiction in fisheries, and in all counties they have to deal with agriculture, providing technical and expert assistance, schools and colleges. All these services are met out of county rates, which are levied by precept on all the local councils. An important function has, under recent legislation, devolved upon the County Councils in preparing schemes for the revision of local boundaries.

Police in the counties are under what are known as Standing Joint Committees, composed of members of the County Council and of county magistrates. The Quarter Sessions appoint the justices. The Committee appoint the Chief Constable of the county.

County Councils consist of aldermen and councillors and elect a chairman, who is a man of outstanding position in the county. The various committees of the Council are important bodies with wide powers and their chairmen are chosen for their high administrative ability. Most of these committees are open to the Press, as well as the meetings of the whole Council.

Works of a permanent character are financed by local loans, and thus the burden of payment is spread over a period of years not exceeding 60, with the sanction of the Ministry of Health. Loans are repaid in annual instalments of capital and interest over the period fixed.

THE GOVERNMENT OF LONDON. This, by reason of its magnitude and exceptional character, calls for special explanation.

The City of London, the famous square mile which is the financial centre of the world, with its long and distinguished history, has always defended its powers and liberties against change. It was practically an independent state in Saxon days and refused to submit to William the Conqueror until he granted them first a treaty and then a charter. New charters were granted by various kings in later centuries. The Common Council of the City consists of 206 common councilmen elected for various wards; 26 aldermen elected for life, two Sheriffs and a Lord Mayor. The aldermen are not chosen by the councillors, as in other towns, but by the freemen of the City. Two aldermen are selected annually by the Guilds from those who have served as sheriffs and one of these is chosen by the Court of Aldermen to fill the office of Lord Mayor. He is the senior alderman.

These civic elections are marked by ancient and interesting ceremonies which are jealously maintained. On Lord Mayor's Day, Nov. 9, the incoming Lord Mayor proceeds to the Royal Courts of Justice, is presented to the Lord Chief Justice and is escorted by the famous procession. It is a symbol of the independence that has always been asserted by the City, that whenever the King or Queen enters its

area the Sovereign is met at the boundary (generally Temple Bar) by the Lord Mayor, who delivers his sword to His Majesty and receives it back again.

Outside the City, which is the heart of what we have come to call Greater London, the remainder used to be governed by the Metropolitan Board of Works and a large number of vestries. In 1888, however, the London County Council came into existence and it governs the administrative county. It consists of 124 councillors and 20 aldermen, and has of course control of all the manifold activities of the governance of the greatest city in the world. Its expenditure on the great public services runs into many millions a year. Prominent among these is housing and education. The Council has carried out big housing schemes, involving the creation of huge new towns, such as Becontree and Downham, sometimes outside the boundaries of the county. The Council is a miniature Parliament and its business and debates in the new County Hall opposite Westminster, are followed closely by the Press. One of its most interesting functions is the granting of music and dancing and other licences and the licensing of stage plays, except in the West End theatres supervised by the Lord Chamberlain.

Thus there are two counties in Greater London—the County of the City of London and the County of London. There are two police forces, the City Police and the Metropolitan police, the latter being under the control of the Home Office, and having nothing to do with the County Council. The headquarters are at Scotland Yard.

In 1900 an Act was passed abolishing the old vestries and creating 29 metropolitan boroughs, all of which possess mayors, aldermen and councillors, just like the provincial boroughs.

Like the other county councils of the country the L.C.C. has been saddled with the administration of the poor law in place of the old guardians, which is done by its Public Assistance Committee.

Other large administrative bodies in London are the Metropolitan Water Board and the newly-created London

Passenger Transport Board, which took over the affairs of the old Underground Combine and now owns and controls all the passenger services of the Metropolis except the main line railways.

EDUCATIONAL ADMINISTRATION. The public administration of education began with the Education Act of 1870, before which elementary schools had been provided by voluntary effort, chiefly by the Church, which received grants from the State. Under the 1870 Act School Boards were formed which derived their revenue from the local rates. The voluntary schools continued to exist alongside the board schools but received nothing from the rates. The main object was to provide a place in one kind of school or the other for every child. In time elementary education was made free and compulsory. In 1902 school boards were abolished and the county and county borough councils were made the local authorities for higher education, while town and urban district councils were given autonomy for elementary education. By an Act of 1906 local education authorities were empowered to provide meals for necessitous children, and in 1907 regular medical inspection of school children was instituted. The Government makes large grants to the local education authorities and, of course, keeps them under supervision.

Some curious anomalies exist in the local government system. There are 65 boroughs having a population of from 1,000 to 5,000, practically only villages replete with mayor, aldermen, civic regalia and their own police force in some cases. I have known police forces with a strength of 12 men, including chief constable and inspector. These of course are survivals of ancient charters. Nowadays a town to get a charter of incorporation, like Ilford, Hendon, and Barking to quote recent cases, has a population of 50,000 or more.

There are other local authorities beside those I have already detailed, such as port sanitary authorities, harbour boards, drainage boards, burial boards, court leets, the Cinque Ports, etc. Public attention is being increasingly

directed nowadays to the advantages of what are known as public utility corporations. Of that nature are the Central Electricity Board, and the London Transport Board.

The rights of the Press in regard to reports of the proceedings of local authorities, and of public meetings, are defined in the Law of Libel Amendment Act, 1888, section 4 of which is as follows—

A fair and accurate report published in any newspaper of the proceedings of a public meeting, or (except where neither the public nor any newspaper reporter is admitted) of any meeting of a vestry, town council, school board, board of guardians, board or local authority formed or constituted under the provisions of any Act of Parliament, or of any committee appointed by any of the above mentioned bodies, or of any meeting of any commissioners authorised to act by letters patent, Act of Parliament, warrant under the Royal Sign Manual, or other lawful warrant or authority, select committees of either House of Parliament, justices of the peace in quarter sessions assembled for administrative or deliberative purposes, and the publication at the request of any government office or department, officer of state, commissioner of police, or chief constable, of any notice or report issued by them for the information of the public, shall be privileged, unless it shall be proved that such report or publication was published or made maliciously;

Provided that nothing in this section shall authorise the publication of any blasphemous or indecent matter;

Provided also that the protection intended to be afforded by this section shall not be available as a defence in any proceeding if it shall be proved that the defendant has been requested to insert in a newspaper in which the report or other publication complained of appeared a reasonable letter or statement by way of contradiction or explanation of such report or other publication, and has refused or neglected to insert the same;

Provided further, that nothing in this section contained shall be deemed or construed to limit or abridge any privilege now by law existing, or to protect the publication of any matter not of public concern, and the publication of which is not for the public benefit.

For the purpose of this section, "public meeting" shall mean any meeting *bona fide* and lawfully held for a lawful purpose, and for the furtherance or discussion of any matter of public concern, whether the admission thereto be general or restricted.

The Local Authorities (Admission of the Press to Meetings) Act, 1908, provides that representatives of the Press shall be admitted to the meetings of every local authority, provided that the authority may temporarily exclude such representatives, when a majority decides that the nature

of the business being dealt with renders such exclusion advisable in the public interest. The term "local authority" is defined to include a council of a county, county borough, borough, urban district, rural district or parish, and a joint committee of any two or more of such councils; an education committee, a board of guardians; a distress committee under the Unemployed Workmen Act; the Metropolitan Water Board; and any other local body which has the power to make a rate. When boards of guardians were superseded by Public Assistance Committees in 1930 the councils taking over the duties of the Poor Law came to varying decisions on the question of the admission of the Press, though the Act of 1908 would seem to cover their case.

Closely connected with local government are various representative bodies which exist to safeguard their rights and assist their work. Such bodies have been formed for County Councils, municipal corporations, urban and rural district councils, local government officers, sanitary inspectors, municipal treasurers, and so on. They all hold annual conferences and their proceedings are of considerable public interest.

The Judicial System.

Reporters probably spend as much of their working time in the many courts of the land as in the meetings of bodies comprised in the local government system. Juniors begin with police courts, or petty sessions as they are often called, and coroners' inquests and then proceed with experience up the scale to the High Court. In this way a working knowledge of judicial procedure throughout its whole range is gained; but it is well for the beginner to study and understand the great system in early days. I will give first a list of the courts existing in England and Wales (Scotland varies) and then explain as briefly as may be their work—

Coroners' Inquests
Police Courts (including Juvenile Offenders' Courts)
County Courts

Bankruptcy Courts
Quarter Sessions
Assizes (Crown Court and Nisi Prius Court)
Sheriff's Court
Courts Martial
Ecclesiastical (Consistory Court and Arches Court)
Central Criminal Court
Court of Criminal Appeal
High Court: (1) Chancery, (2) King's Bench, and (3) Probate, Divorce and Admiralty Divisions
Railway and Canal Commissioners
Court of Appeal
Judicial Committee of the Privy Council
House of Lords

The City of London has a court with special jurisdiction, namely, the Mayor's and City of London Court. In some towns in the country there are courts based on special charters.

The coroner, who must be either a barrister, a solicitor, or a qualified medical man, holds an inquest to ascertain, if possible, the cause of a death which has not been satisfactorily certified in the usual way. It is not a court for the trial of any accused person, but the coroner has power to issue a warrant for the arrest and trial of anyone to whom the evidence points as a probable guilty person. An inquest is, therefore, not a "court" in the usual sense of the term. It is generally open to the public, but the coroner has power to exclude public and Press. In some cases a coroner may act without a jury. Inquests can also be held on treasure trove and, in the City of London, on outbreaks of fire.

Petty Sessions, or police courts as they are commonly known, are held by unpaid magistrates, or justices of the peace, who are advised on questions of law by a clerk, who is a legal man. The Mayor of a borough is the chief magistrate during his mayoralty, and chairmen of District Councils are also magistrates while in office. In London and the larger towns in the country there are in addition stipendiary magistrates who are trained lawyers. The magistrates deal summarily with minor offences, and also hear the more serious, or "indictable," cases. If they decide in the latter category that no jury would convict on the evidence adduced the accused is liberated; but if there is held to be a *prima facie* case the accused is committed for trial at either the

Quarter Sessions or the Assizes. Juvenile Offenders' Courts are held under the Children and Young Persons' Act,which permits the attendance thereat of *bona fide* representatives of a newspaper or news agency. When a Metropolitan magistrate asked Pressmen to leave, the matter was taken up with the Home Secretary, who over-ruled the magistrate. Nothing, however, must be published leading to the identification of the child or young person accused.

At the head of the Court of Quarter Sessions of a county is a man of position, generally with a legal training; in boroughs the head is a Recorder, a barrister-at-law. This court hears appeals against the decisions of justices in the police courts. Serious criminal cases, and also civil causes, are heard, but charges of manslaughter and murder go to the Assizes.

County Courts are presided over by a Judge, addressed as "His Honour," who has civil jurisdiction only but can send persons to prison for non-payment. They are held in most towns for the trial of disputed claims and actions for the recovery of small debts. Some of the proceedings are complicated enough to cause difficulty to the young reporter.

Bankruptcy proceedings have to be followed. First the making of a receiving order against a person is notified in the *London Gazette*, then there is a statutory first meeting of creditors over which the Official Receiver presides, and subsequently the public examination of the debtor is held under the presidency of the County Court Registrar. Sometimes these proceedings are of considerable public interest, and special care is needed in reporting them. Official shorthand notes are taken and often a reporter is given the post. It means a full note of all that is said and a literal transcript.

Assizes are held in the county towns by judges of the High Court for the trial of prisoners for the graver offences, and the hearing of important civil actions. On these occasions the judges are said to go on circuit, and their entry into the assize towns is attended by impressive ceremonial and

attendance at divine service. Criminal business is taken in the Crown Court, so called because all criminal offences are, according to the law, offences against the Crown. Civil actions, including divorce, are tried in the Nisi Prius Court. Thus two judges are on the circuit. The Central Criminal Court, which is similar to the Assizes, takes cases from London and neighbouring areas, and may on occasion try cases from any part of the country. It is known familiarly as the Old Bailey and the Lord Mayor is nominally its head, but the presidency falls to a judge, the Recorder or the Common Serjeant. Appeals on questions of law and fact from the decisions of judges and juries come before the Court of Criminal Appeal, of which the Lord Chief Justice and eight judges of the King's Bench are members.

The Sheriff's Court assesses damages in cases where judgment has already been obtained—frequently breach of promise cases. It is carefully watched by reporters.

There are two main Ecclesiastical Courts, which have to do with issues of doctrine or ritual and the conduct of the clergy. Consistory Courts exist in every diocese, numbering 43, and are presided over by a Chancellor, a barrister, who is appointed by the Bishop. There are also Provincial Courts, with a judge appointed by the Archbishops. In the Province of Canterbury the judge is styled the Dean of the Arches, and in the Province of York the Official Principal. The Provincial Courts are courts of appeal from the Consistory Courts. At times grave charges affecting the moral character of clergymen come before these courts and are fully reported, there being as yet no restrictions like those imposed on reports of the Divorce Court.

Courts martial, which deal with offences against law, discipline and regulations in His Majesty's forces, have their own special procedure, which becomes familiar to pressmen in military centres and naval ports. It is to be noted that no finding of "guilty" is valid until it has been duly confirmed. It is always inferred when the Court preserves silence regarding its finding that the accused has been found guilty. Mostly this inference is correct, but it has to be

borne in mind that no such finding has force until it has been duly confirmed. A striking case of this kind recently occurred in connection with the collision of the warships *Hood* and *Renown* off the coast of Spain on Jan. 23. At the court martial the Rear Admiral commanding the Battle Cruiser Squadron was acquitted, the captain in command of the *Renown* was found guilty of hazarding that vessel and was sentenced to be dismissed his ship; and the captain of the *Hood* was acquitted. The Board of Admiralty reviewed the proceedings of the courts martial and revised the findings, and announced a decision that caused general surprise. They were unable to absolve the Rear-Admiral from all blame; they reduced the sentence on the captain of the *Renown* to a severe reprimand, enabling him to resume command of that ship; and they were unable to acquit the captain of the *Hood* of all blame. The Board has absolute discretion and its verdict is final.

The High Court.

Before dealing with the three divisions of the High Court of Justice mention should be made of what is known as the Divisional Court, which consists of two judges, usually of the King's Bench Division, and determines appeals from inferior tribunals and certain other matters defined by the Judicature Acts. The judges of the High Court are men of great distinction and, being appointed by the Crown and removable from office only by the vote of both Houses of Parliament, they hold positions of freedom and independence. In court a judge is addressed as "My Lord."

The Chancery Division has largely to do with equity cases. Where the law does not specifically provide a remedy the Court has to provide an equity. Consequently juries are seldom employed. It is the function of juries to find on evidence as to facts, and of judges to interpret the law. Very often the facts in cases before the Chancery Court are not in dispute, but chiefly points of law and equity in settlements, alterations of deeds, disputes about property and

guardianship, representing the most difficult questions for judicial decision.

The King's Bench Division, of which the Lord Chief Justice is the chief, is best known to the public. It has to do with "common law"—criminal as well as civil. Judges of this division sit at the Assizes in the country. The civil cases tried in this division include petitions for the unseating of members returned at Parliamentary elections, all manner of business disputes, libel cases, breaches of contract, breaches of promise, etc. Juries are empanelled in the majority of King's Bench cases.

The remaining division of the High Court to be mentioned is the Probate, Divorce and Admiralty division, and the nature of its business is indicated by its title—broadly wills, divorce and shipping. It has three judges, one of whom is styled the President.

Attached to the Supreme Court of Judicature (which embraces the High Court and the Court of Appeal) are permanent officers called Official Referees, who try such questions as are referred to them. Specially qualified Assessors are called in, as for example in nautical cases. Much High Court work is done by officials known as Masters, who exercise such authority as belongs to a Judge in Chambers. They tax solicitors' bills of costs and examine affidavits, but cannot deal with any matter concerning criminal proceedings or the liberty of the subject.

The Railway and Canal Commissioners deal with complaints under the Railway and Canal Traffic Act, 1888, and questions of terminal charges, through rates, traffic, and so on. A Judge of the High Court presides and is accompanied by experts.

Appeals in civil cases from the High Court come before the Court of Appeal, consisting of the Lord Chancellor, the Lord Chief Justice, the Master of the Rolls, the President of the Probate, Divorce and Admiralty Division, together with five Lords Justices. They generally sit three at a time.

The highest court in the land is the House of Lords, which means for this purpose the "Law Lords," who include

the "Lords of Appeal in Ordinary," and "such Peers of Parliament as are holding, or have held, high judicial office." The Lord Chancellor is chief. Most of these have been judges of the High Court or Court of Appeal before being created Law Lords. In civil cases anyone can appeal to this Court, whose decisions are final. An appeal may be made to it in a criminal case if the Attorney General certifies that a special point has arisen.

Another high appellate body is the Judicial Committee of the Privy Council, whose constitution is practically the same as that of the House of Lords, sitting as a court of law. It hears appeals from the Empire, outside the United Kingdom, on matters of grave constitutional importance, and also deals with ecclesiastical cases.

In Scotland criminal courts are (1) the High Court of Justiciary, (2) the Sheriff Courts, and (3) the Magistrates' Courts, the last including the Justice of the Peace Courts. The judges go on circuit, as in England, generally in spring and autumn. All the grave offences, such as treason, murder, rape, and corrupt disclosure of official secrets, are brought before the High Court, the prosecutor being the Lord Advocate, whose deputies are the Solicitor-General and the Advocate-Depute. The Sheriff Court has the county as its area; petty cases are dealt with by the Magistrates' and Justices of the Peace Courts. The judges in the Sheriff Court are the Sheriffs and Sheriff-Substitutes, who are salaried, and Honorary Sheriff-Substitutes, unpaid. There are no coroners and no inquests in Scotland. In cases of sudden death, suicide, and where there is suspicion of foul play, a private inquiry is held by the Procurator-Fiscal, a Crown official who is the Public Prosecutor in Criminal cases in every county.

Both in law and custom great care has been taken in this country to preserve the dignity and decorum of the judicial system, and any infraction by journalists is rigorously repressed. A strong contrast is observable in America and other countries. As I write the Lindbergh kidnapping case has just been concluded. The court room was described as

looking more like a cinema stage than a place of justice and the Judge was constrained before the end to protest against the taking of news-reel pictures, which was widely criticized as converting the trial into a "theatrical farce." A humorous writer made the comment that "the trial would last till the films ran out." An army of reporters, numbering 700, was in the precincts, and 150 sat in the court itself. The attorneys carried on their battle out of court during the adjournments, and English eyes watched with astonishment how the case was publicly discussed while it was in progress and how newspapers all over the United States tried the accused on their own account. Reporters were permitted to interview the condemned man in his cell. In England "trial by newspaper" is forbidden.

An Early Environment.

Having completed our survey of local government and the courts, attention may be given to the working of local papers. As an illustration of journalistic beginnings in the country I will draw a little picture of the scene in which my earliest experiences were gained. It was the busy Medway district of which the ancient city of Rochester and the naval town of Chatham are the centre. To the west of Rochester was the town of Strood and to the east of Chatham were Brompton and Gillingham—a district more varied in its interests than most, and presenting the sharpest of contrasts. Rochester, with its fine ruin of a Norman castle, next to its Cathedral, has a totally distinct atmosphere from that of Chatham, with its Royal Dockyard and important military establishments. Both have a strong Dickens tradition. While his father worked in the Dockyard, Charles went to his first school near their little house in the Brook, Chatham, and the romantic impression made on his young mind by the Kentish woods and fields, Cobham Park and Hall and the Castle and Cathedral at Rochester appears in letters written in after years, when he lived at Gadshill, between Rochester and Gravesend.

Here then was something to stimulate the imagination

and the pen of the budding journalist anxious to write things outside the routine of the daily task. The son of a newspaperman who had himself graduated from the ranks of the printer I first had to "learn my cases," which of course meant in those days, before the linotype, to handle the "stick," and set type, to read proofs, and do a lot of other odd practical jobs in addition, such as "feeding" the machine, rolling the inking table of the press on which our contents bills were printed, and addressing the postal wrappers of the weekly paper on which I was "articled" to reporting. Having got inured to the smell of printers' ink and learned these useful crafts, I soon found enough reporting work in that wide district to keep me busy and to enable me to learn the rudiments of journalism. Police courts (the stipendiary at Chatham and the city and county magistrates at Rochester); meetings of several councils and boards of guardians; quaint authorities known as Court Leets, the Burial Board, and the Trustees at Strood; the cattle market at Rochester; calls in the Dockyard; news-collecting in the villages around; sailing-races on the river; County Council, Sessions, and Assizes at Maidstone; church and chapel activities of all kinds—all these were in the run of regular engagements. There was a good deal of sport, much of it on the Lines, the great open space high above Chatham town, where Mr. Pickwick had his adventure on the occasion of the Grand Military Review. Columns of football had to be written at the week-end, for in those days Chatham was prominent in the amateur world and contested with the Arsenal, then a coming team at Plumstead, for the senior honours of Kent—the county extolled by Mr. Jingle in his talk with the Pickwickians at the Bull Hotel: "Kent, Sir—everybody knows Kent—apples, cherries, hops, women." One of my news itineraries took me through the cherry orchards of Newington—now as then a vision of loveliness in blossom time.

Elections are always a busy time for the reporter. One Parliamentary contest at Rochester proved eventful for me as a youngster. Party feeling ran high, and a petition which

resulted in the unseating of a member caused much local bitterness. Unfortunately for me I was a vital witness who had to appear, with some degree of timidity, before two of His Majesty's Judges in the ancient Guildhall. I had to give testimony as to a conversazione at which, it was alleged, one party had given such high value for money (a first-class concert and refreshments for threepence, or something like that) that it amounted to a corrupt practice. It was necessary to prove the official connection of the candidate and his party chiefs with the management of this affair, and here my notebook, with its list of names taken at the time, was an important piece of evidence. I survived the attempts of opposing counsel (the well-known legal "heavyweight," Mr. Murphy, Q.C.) to shake my credibility as a witness, only to be threatened by coalheavers, when the petition succeeded, with a ducking in the river from Rochester Bridge—over the balustrades of which one morning Mr. Pickwick leant contemplating Nature and waiting for breakfast. Fortunately for me, indignation cooled and I was not molested.

In my day Dr. Davidson, destined for the chair of St. Augustine, was bishop of Rochester, but the most popular divine was Dean Hole, a fine figure of a man, with beaming face and booming voice, who swayed great congregations, often of working men, with his eloquence in the Cathedral. The Dean was kind to journalists. Often he lent me his manuscript, and more than once I had the privilege of seeing the roses in the Deanery garden—he was one of the greatest authorities on roses in his day. Here was a subject for a "special," as we called the articles on the hundred and one subjects outside the ordinary run of news. Most districts give the newspaperman of observant eye the material for essays of this description, and my object in emphasizing these sources of interest in local life is to encourage the young writer to embark in this direction. The Castle was a subject of great historic value, and I recall its illuminated keep as the centre of the city's celebrations of Victoria's jubilee.

There were other picturesque features of the Medway towns which had to be "written up." Both Chatham and Gillingham (in those days a village, but now a populous borough) had their Court Leets, with High Constables—survivals of ancient life which were submerged by the tide of incorporation. A strange sect called the Jezreelites gave us some excellent stories now and then. It was founded by one James White, who took the name of Jezreel and was known as the Prophet of the Flying Roll. He found many followers for a time, and a huge temple was built on the top of Chatham Hill (on the old coaching road between London and Dover) with funds thrown into the treasury by disciples from all over the country and from the United States of America. The immortality of the physical body was taught but the faithful had a rude shock when Jezreel himself died. This was a great newspaper story and I well remember how the members of what was termed the "New and Latter House of Israel" tried to keep the secret of the tragic news. The temple stood a desolate shell of steel and concrete on its eminence for many years.

Beside the fund of copy provided by these events and historic associations, one had regular opportunities of writing leaders and "notes and chit-chat." Just about the end of my apprenticeship I had the distinction, as I then esteemed it, of writing a leading article on the deaths on the same day of the Duke of Clarence and Cardinal Manning. So much for the impressions of a formative period. Other districts would of course present a very different picture—the great industrial centres of the Midlands and North, the ports, the mining areas and the purely agricultural, each have their distinctive features beyond the region of local government and the courts which are common to them all.

Town and County.

Before leaving this particular district I will give a week's "diary" of the *Chatham and Rochester News*, the bi-weekly paper on which I was an articled pupil, to show in detail

the character of the work falling to the provincial journalist. In the diary are entered all the engagements that have to be covered and against each event are marked the initials of the member of the staff to whom it is allotted. For this document I am indebted to Mr. H. G. Couchman, who was a junior with me 40 years ago and is now editor of the paper. The engagements are divided up between a staff of nine, whose initials are omitted in the following extract, which is for a week in January. The local names will, of course, be unfamiliar to most readers, but the entries are given to show the range of the reporting work. The "calls" are in the surrounding districts and villages—

MONDAY.—Medway Education Board; Bankruptcy Court; Roper, golden wedding; Sheerness police; Chatham police; Sports intro., forecast and tables; Sports gossip; Results at a glance and goal scores; Casino boxing; Castle Theatre; Theatre Royal; Pictures; Greyhound racing; Walderslade calls; Strood, Frindsbury and Borstal calls; Kent Education Committee; Gillingham Literary Society; Naval boxing.

TUESDAY.—Randall's sale; Chatham Education Committee; Rochester markets; City police; Teams: Gillingham and Chatham; Teams: R.M., R.N., T.B.R.E., and D.B.R.E.; Teams, Borstal and Troy Town; Rochester Council; Missing Chatham girl; Gillingham Blind and Cripple annual meeting; Ratepayers' Association; Sheerness Council; Cage Bird show; Rainham fire tragedy; "Starfish" launch, Dockyard.

WEDNESDAY.—Dickens Fellowship, New Year's Party; "Arethusa," keel-laying; Community Council Conference; Gillingham *v.* Lloyds; Sports and Pastimes; Greyhound racing; Chatham police; Rainham and Wigmore calls; Opening Snodland's new school; Sunday School Union tea; Fancy dress skating; St. John's Ambulance Cadets, whist drive and dance; Co-op. tea and concert; R. Marines *v.* R.N. Depot; inquest, Gillingham Council Chamber; Zion Revellers' concert party; Burns supper; Cinema lecture, Rochester Technical; Christian Mission anniversary.

THURSDAY.—Unemployment figures; Prall & Prall's sale; Rochester Education Comm.; Cathedral calls; Dockyard calls; Football write-up; Teams; C.P.O.'s dance, Town Hall; Rochester Women Citizens, whist drive; Gravesend Quarter Sessions; "Rochester Week" meeting; Women Conservatives' meeting; Golden wedding; Retirement of Nurse Glover; Rochester Police children's party; Tennis Association, annual meeting; Invalids; Sunday School Teachers, annual meeting.

FRIDAY.—Children's party, Sergeants' Mess, Kitchener Barracks; Labour Party children's party; Chatham police; St. Bartholomew's Hospital Trustees, quarterly meeting; Children's party, St. Mary's, Strood; Borstal boys' escape; Inquire new Rochester industry;

Enthronement of new Bishop; Inquest, Naval Hospital; Sale of work by Blind Institute; Obituary, Councillor Smith; Civil Servants' demonstration; League of Nations Union debate.

SATURDAY.—Trinity College of Music, concert and prize distribution; City police court; Greyhound racing; Lloyds *v.* Northfleet; Chatham *v.* Folkestone; Ashford *v.* Sittingbourne; Murder story; Central Hall band concert; Smallholders' annual dinner; Medway Dancing Championship; Badminton tournament; inquest, Bingley-road; Funeral, Dr. Edwards; Cathedral confirmations; Inter-Service boxing; Glouconians' Ball; Dobson's concert party.

SUNDAY.—"The Crucifixion," Vines Church; Ratepayers' meeting, Gillingham; Gillingham British Legion, band concert; Mayor and Corporation at St. Nicholas.

Passing to the county paper, as a somewhat different type from that of the town, I will adopt the same method with regard to one on the "Celtic fringe," *The West Briton and Cornwall Advertiser*, circulating from Truro.. I have been favoured with extracts from its diary for one week in each of the four seasons of the year, by the editor, Mr. A. M. Bluett—

SPRING

MONDAY.—West Guardians Committee, Helston; Archdeacon's Visitation, Cathedral and Redruth; Newquay Urban Council; Marazion and District Calls; Standing Joint Committee, Bodmin; Truro City Police Court; Choice of Men for Employment in Jersey; Truro District Calls; Truro City Calls; Falmouth Police Court; Mylor Parish Council; Budock Parish Council; Rugby, Falmouth *v.* Cardiff; St. Agnes Parish Council; Presentation to the Rev. G. Harmer, Truro.

TUESDAY.—Falmouth Chamber of Commerce; Archdeacon's Visitations, Helston and Penzance; "Katinka" at Regent Theatre, Truro; Annual Women's Missionary Meeting, St. Mary's Chapel, Truro; Penryn Police Court; Falmouth District Calls; Mid and West Cornwall Employment Committee; Miss Ellen Wilkinson to address Falmouth Shop Assistants; Penryn District Calls; Truro St. Clement Football.

WEDNESDAY.—Truro Rural Council; Penryn Chamber of Commerce; Archdeacon's Visitations, St. Columb and St. Austell; Camborne-Redruth Urban Council; Dancing Display, Newquay; Croggan-Thompson Wedding, Cathedral; Football, Truro City *v.* Wadebridge; Roman Catholic Bazaar, Falmouth; Falmouth Ambulance Annual Meeting; Redruth Wesley Luncheon and Bazaar; Redruth Hospital Annual Meeting; Penzance Quarter Sessions; Salvation Army Prize Distribution, Falmouth; Falmouth Working Men's Club Annual Meeting; Shakespearean Festival Meeting, Falmouth; Penzance By-election.

THURSDAY.—West Powder Sessions, Truro; Truro School Old Boys' Assoc., Annual Meeting; Football, St. Blazey *v.* St. Dennis; St. Columb

Farmers' Union; Falmouth Police Court; Falmouth Comedy Players' Performance; West Penwith Council; Annual Meeting, Missions to Seamen, Truro; Cornwall Education Committee; Truro St. Clement Football; Perranporth Women's Institute Show.

FRIDAY.—Falmouth Harbour Board; County Highways Committee, Bodmin; Private View, Passmore Edwards Art Gallery, Newlyn; East Central Guardians, St. Austell; West Powder Special Court, Truro; Football, Old Truronians *v.* Old Collegians; Cornwall Preventive and Rescue Assoc. Meeting, Truro.

SATURDAY.—London Cornish Whist Drive; Annual Instrumental Contest, Perranwell; Competition for G. F. S. Candidates, Truro; Football, Truro City *v.* Newquay; Falmouth and District Sport; Kerrier Council; Cornish Institute of Engineers, Camborne; Truro St. Clement Football; Perranporth Golf Club Annual Meeting; Rugby, Truro *v.* Penryn Reserves; Close of "Katinka."

SUMMER

MONDAY.—Stithians Agricultural Show; Truro Carnival Week, Queen Crowning; Cornwall Territorial Assoc. Meeting, Truro; Truro Police Court; Truro City Calls; Truro District Calls; Falmouth Police Court; Redruth Calls.

TUESDAY.—Pageant of Dancing, Pendennis Castle; Truro Carnival Fête; Redruth Carnival Queen Choosing; Kent (Federated Malay States) Tin Dredging Annual Meeting, Redruth; West Kerrier Special Court, Helston; Marriage, Antron-Thomas-Cornwell, Penzance; Truro City Football Club Annual Meeting; Penryn Police Court; Falmouth District Calls; County Bowls Finals, Newquay.

WEDNESDAY.—West Central Guardians, Truro; St. Keverne Fête; Redruth Brewery Petition Case; Redruth Rugby Club Annual Meeting; Budock Show; Penwerris Church Fête, Baby Show, Falmouth; Falmouth Pendennis Pageant; Falmouth Grammar School Sports; Cricket, Truro *v.* Penryn, at Truro; Truro Agricultural Exchange Meeting; Wedding, Miss Mitchell, Kenwyn; Falmouth Football League Annual Meeting; Inquest, Town Hall, Truro; Methodist Conference, Leicester.

THURSDAY.—West Powder Sessions, Truro; West Guardians Committee, Falmouth; Penryn Hospital Gala; Speedway and Pushball Match, Truro; Launceston Agricultural Show; Hayle Hospital Fête; Opening Portreath Playing Field; Pendennis Fête and Fair; Falmouth Police Court.

FRIDAY.—Falmouth Harbour Board; St. Erme Horse Show; Dance and Cabaret, Regent Theatre, Truro; Annual Meeting, London Cornish Association; Chellew Navigation Co. Annual Meeting, Truro; Pendennis Fête and Fair; Penryn Gala; Redruth Farmers' Union; Creditors' Meeting, Truro.

SATURDAY.—West of England Bandsmen's Festival, Bugle; Mabe Flower Show; Caerhays Village Club Flower Show and Fête; Truro Carnival; Wrestling Championship of Cornwall, Mawgan; Diocesan Ringers' Festival, Gulval; Pendennis Fête and Fair; Penryn Gala;

Falmouth and District Sport; St. Agnes Playing Field Fête and Sports; Truro Cricket *v.* Camborne; Cornwall *v.* Surrey Second XI at the Oval.

SUNDAY.—Redruth Carnival Week Community Singing.

AUTUMN

MONDAY.—Mitchell Fair; Truro British Legion Annual Meeting; Truro District Calls; Truro City Calls; Helston Rating Committee; Illogan Masonic Installation; Falmouth Police Court; Falmouth Bible Society Annual Meeting; Marazion District Calls; Cornwall Territorial Assoc. Meeting; Truro City Police Court; British Legion Group Conference, Penzance.

TUESDAY.—Falmouth Chamber of Commerce; Henry Martyn Festival, Cathedral; Opening, Grade-Ruan Institute; Penryn Police Court; Falmouth District Calls; Newquay District Calls; West Cornwall Legion Group Meeting, Truro; Carvosso Centenary, Ponsanooth; Suicide Inquest, Truro; Funeral, Mr. Northey, Truro; Pool Inquest.

WEDNESDAY.—Truro Rural Council; Penryn Chamber of Commerce; Cornwall Golf Alliance Meeting, St. Austell; Meat Traders' Association Meeting, Truro; Cornwall Bakers' Annual Exhibition, Redruth; Newquay Calls.

THURSDAY.—West Powder Sessions, Truro; Cornwall Assizes, Bodmin; St. Mawes Show; British Legion Dance, Truro; Redruth Bowling Club Annual Meeting; Falmouth Police Court; Newquay Council, Special Meeting; Cornwall Education Committee; Truro Cage Birds Fanciers Meeting; Football, Cornwall *v.* Police Union, Redruth; Truro Ratepayers' Assoc. Meeting; Women's Temperance Assoc. County Rally, Truro; Funeral, Mr. Saunders, Illogan.

FRIDAY.—Falmouth Harbour Board; Queen's Musical Festival; Women's Institute, Group Meeting, Truro; Cornwall Highways Committee, Bodmin; Cornwall Assizes; Truro League of Nations Union Meeting; British Legion Group Meeting, Coverack; Dances at Ladock and Probus; Distribution Allotment Prizes, Truro; Truro Social Service Meeting.

SATURDAY.—Queens Musical Festival; Unionist Cinema Van, Truro; Rugby, Truro *v.* Lanner at Truro; Falmouth Football and Boxing; Football, Truro City *v.* Plymouth Gas Co.; Truro St. Clement Football; Funeral, Mr. Champion, Truro; Falmouth Inquest; Penryn *v.* Falmouth Rugby.

SUNDAY.—Cornwall Symphony Orchestra Revival, Camborne; Funeral, Mr. Barrett, Truro.

WINTER

MONDAY.—West Central Guardians Committee, Helston; Cornwall Assoc. for Deaf and Dumb Annual Meeting, Truro; Truro and District Calls; Truro City Calls; Newquay Ambulance Dinner; Truro Liberal Club Annual Meeting; Cornwall Public Health Committee, Truro; St. Mary's (Truro) Annual Church Meeting; Marazion and District Calls; Redruth Urban Council; Redruth Ambulance Annual

Meeting; Truro City Police Court; Falmouth Police Court; Redruth District Calls.

TUESDAY.—London Cornish Association Lecture; East Penwith Sessions; Lostwithiel Farmers' Union; Truro Chamber of Commerce; Cornwall General Purposes Committee, Truro; Penryn Police Court; Falmouth District Calls; St. Austell Urban Council; Truro St. Mary's Annual Missionary Meeting.

WEDNESDAY.—Truro Rural Council; Messrs. Furniss' Factory Annual Meeting, Truro; National Church League Meeting, Truro; Phillack Council, Special Meeting; Truro Motor Club Annual Meeting; Truro Plate Glass Insurance Society Meeting; Camborne Masonic Installation; Redruth British Legion Annual Meeting; Redruth Exhibition Society Annual Meeting; Falmouth Hospital Contributors' Annual Meeting; Cornwall Tithepayers' Association Meeting, Truro.

THURSDAY.—St. Columb Farmers' Union Annual Meeting and Dinner; Stithians Agricultural Association Dinner; Redruth Male Voice Choir Dinner; Mr. M. Petherick, M.P. at Ladock; Falmouth Police Court; Newquay Chamber of Commerce.

FRIDAY.—Redruth Rating Committee; Helston Masonic Installation; Falmouth Cricket Club Annual Meeting; Presentation to Kenwyn Organist, Truro; County Highways Committee, Truro; East Central Guardians Committee, St. Austell; Tonkin Memorial Appeal, Truro; Spiritualist Meeting, Truro.

SATURDAY.—Helston Borough Sessions; Truro St. Clement Football; Falmouth and District Sport; Truro Rugby Match; Truro City Football; Camborne Farmers' Union; Truro City Police Court.

SUNDAY.—Bishop of Truro at League of Nations Union meeting.

A note is added by the editor which shows how the work is divided between the staff and the local correspondents. Covering a wide area, county papers have to employ a good many of the latter. Mr. Bluett writes—

Some chapel, church, club, and institute events are left to the local correspondents, who also cover funerals of people of no particular note. This applies also to weddings. It sometimes happens in the summer, when outdoor engagements are very numerous, that it is impossible to cover them by staff reporters. The services of local correspondents are then enlisted. As far as possible, cricket and football matches—county matches invariably—are covered by staff reporters; but here, again, occasional use is made of correspondents, to whom the small games have to be left entirely. Either from the head office or the district reporters' offices, daily contact is, of course, maintained with the police, coroners, and hospital authorities. In a county with such a coastline and of such holiday attraction as Cornwall, local correspondents have frequently to give us first intimation of shipwrecks or bathing fatalities, and we follow up by sending a staff reporter. On press night, summer and winter, our last telephone calls are to the police or the coastguards in seaside places.

CHAPTER VI

A DAY AT G.H.Q.: THE NEWS SCHEDULE

There she is—the great engine—she never sleeps. She has her ambassadors in every quarter of the globe—her couriers upon every road. Her officers march along with armies, and her envoys walk into statesmen's cabinets. They are ubiquitous. Yonder journal has an agent, at this minute, giving bribes at Madrid; and another inspecting the price of potatoes in Covent Garden. Look! here comes the Foreign Express galloping in. They will be able to give news to Downing-street to-morrow: funds will rise or fall, fortunes be made or lost; Lord B will get up, and, holding the paper in his hand, and seeing the noble marquis in his place, will make a great speech; and—and Mr. Doolan will be called away from his supper at the Back Kitchen; for he is foreign sub-editor, and sees the mail on the newspaper sheet before he goes to his own.—(W. M. THACKERAY, "Pendennis.")

IF Warrington and Pen were taking a stroll in Newspaper-land to-day their reflections on the activities of the great machine would in some respects be the same as those recorded in the above extract from Thackeray's tale. They were passing a brightly-illuminated newspaper office in the Strand a century ago. To-day there would be no prancing steeds of the old "expresses," for the news would have come in long before over the ether; and the little club called the Back Kitchen, held at the Fielding's Head in Covent Garden, has given place to other resorts for sub-editors and night staff men whose duties or office regulations in these strenuous days permit them to leave their desks for a brief interval of refreshment. The potations are now not usually those of the brandy and water that Costigan used to order for his acquaintances in the aforesaid club.

In recent years newspaper organizations have developed rapidly into very elaborate, efficient, and complex systems. The expansion of editorial outlook, the perfecting of world communications which has brought the uttermost regions within the gamut of the daily story, the increasing domination of the picture in journalism, the striking growth in the commercial side of the industry, and in the resources of transport, have worked a wondrous transformation scene.

The extent of the change depends of course on the size of the office. In the small place the outline is simple, at the other end of the scale it is highly complex, but all offices possessing anything like a staff have a tripartite departmental arrangement something like this—

Editor	Manager	Mechanical
Sub-editors	Clerical staff	Compositors
Reporters	Advertisements	Machine Men
Correspondents	Publishing	Packers

The scheme is very much elaborated in a national daily paper office, and all kinds of specialists come into play. My purpose is to give a sketch of such an organization. A morning paper, be it understood. Evening paper production differs in many ways. Owing to the available time being less the rush is greater and the quick succession of editions, dealing with events very often as they are in progress, introduces conditions of work distinct from those in the morning paper. Shareholders and directors require a mention, although they are not directly concerned in production, but they have been known to pull strings behind the scenes. Since Thomas Barnes was invested with the real control of *The Times* by the second John Walter the editor has been the dominating figure of the newspaper. Through the Victorian era, and later, he held his position, and in many cases still does to-day. But as staffs grew larger and more intricate a new official emerged, called the managing-editor, a sort of half editorial and half business man, whose jurisdiction varies in different offices, and whose precise functions are not subject to any absolute definition. The commercial side has gained increasing sway in some types of journalism, until to-day it has the decisive voice here and there, and the complaint arises from the journalist that he is being ousted by the financier and the broker. Developments of this character have proceeded apace in the United States and in 1930 a university made a study of the subject and published some striking conclusions and charts. The inquiry covered some hundreds of daily newspapers and the general conclusion was as follows.

Whether the organization places the emphasis on the editorial and news side of the newspaper, or on the business side, depends chiefly upon the experience of the chief executive. Hence in some organizations editorial policy is the determining factor in management. . . . In the Scripps-Howard newspapers the editors possess considerably more authority than do business managers. . . . Contrasting with this is the type of organization in which the business management dominates the paper. Here, as in some of the Hearst papers, the chief executive has been trained in advertising, circulation or other phases of the business function, and the paper is likely to be, as in any industrial concern, a profit-making organization with news and editorial matter only a means to that end.

Inasmuch as the morning paper organizations in London differ somewhat, my sketch must be taken as a composite one, embodying the main features of them all. The framework may be tabulated as follows—

1. EDITOR-IN-CHIEF

Deputy and assistant editors	News-editors (day and night, home and foreign)	Chief Sub-editor and Staff
Leader Writers	Foreign Editor	Sports Editor
Night Editor (in charge of make-up)	City Editor (with City office)	Art Editor
Literary Editor	Social Editor	Special correspondents and writers
Editor of woman's page	Feature Editor	Reporters

2. MANAGER

Clerical staff—advertisements, accounts, subscription, etc.
Chief Accountant
Circulation Chief and Publisher
Publicity Department
"Stunt" sections: Competitions, prizes, canvassers, lecturers, exhibitions, and campaigns of all kinds

3. MECHANICAL

Composing Room	Half-tone (picture dept.)
Foundry (stereotyping)	Packing
Machine Room	Motors and distribution
Reading Room	

The above is a mere skeleton, representing a total of about 1,500 employees within the office. Many sections are not mentioned, such as the library, telephone department, etc. Big offices also have a canteen and gymnasium, a

first-aid post, sport and recreation clubs, pension fund (in some cases) and other departments, grouped under the general head of "welfare." There are also a large number of messengers and various subsidiary workers. The allocation of sections to departments in the table may be somewhat arbitrary in certain cases.

Millions sterling have been spent in the last few years in building new offices suitable to modern organizations, and there is a vast difference between the miniature Crystal Palace in which the *Daily Express* is housed and the solid but now old-fashioned offices at Printing House Square. Russell Stannard in his book on the "Dictators of Fleet Street" tells us that once when Lord Beaverbrook was touring the *Express* office he inquired about some large-type printed notices stuck on the walls. Stannard had signed these notices which asked the staff to make as little noise as possible. He explained that with many people working in one big room and others talking and telephones going, it was necessary to remind the staff that there was a limit to the noise one could stand even in a newspaper office. When the new *Express* building was ready, he states, they found that all—editor, assistant editor, news editor, sports editor, sub-editors, typists, messenger boys, circulation manager and staff—were grouped together, somewhat on the same arrangement as prevails in some American newspaper offices. "The editor stuck it for a bit and then vanished into a room of his own. There is a good deal to be said for this plan (the one big room), for there is instant contact between executives when seconds may be vital, and an executive can see in a flash who is available in an emergency. . . . Working altogether in one big room has other advantages. A really good journalist should be able to write in any conditions, even in a padded room crowded with lunatics. A newspaper office sometimes resembles the interior of a mental home. One of his recruits greatly pleased Lord Beaverbrook by telling him that he thought the *Express* office was like a lunatic asylum." He goes on to explain that concessions have to be made to the occasional

need for privacy. The picture is a diverting one and I quote it in the interests of realism, but with the proviso that fortunately in some offices elements of dignity and decorum are preserved.

The editorial staff has to be dealt with first, because it has undoubted priority in the character and being of the newspaper. Though the business staffs have more to do with finance the primary object of the whole enterprise is the production of a readable, interesting and necessary paper, which the public will appreciate. If that fails all else is nought. Thus the journalists, whose work it is to produce the acceptable paper, hold the key to the situation. If they fulfil their function their colleagues on the business side get to work successfully. This view may be subject to some modification in those papers which rely more on free gifts and cash prizes than on the merits of their contents as real newspapers. Happily this conception has not yet captured the field. In reality all sections of the staff are interdependent. In a great office the whole vast system, built up by generations of experience, and constantly strengthened and adapted to meet new demands, works smoothly and efficiently to its destined end—the production of a daily record of the world's doings in every phase of action and thought that has an appeal to the mind and heart of humanity. The result is more remarkable than the mass production of the industrial world which excites amazement. In the engineering shop processes are uniform and rigid. The making and assembling of a motor-car by standardized mass-production illustrates my point. But in newspaper-making the raw material and component parts are not standardized. The work calls for creative skill on the part of the editorial and other workers and thus a newspaper office does not present the mechanical routine of the factory.

The editor controls the policy of the paper, subject, of course, to proprietorial agreement in general. Mr. R. D. Blumenfeld, however, says that "Gone are the days when the editor was the oracle whom no one in or out of the office denied the right to print or omit what seemed to him best."

I certainly have knowledge of offices where the editor still has all his traditional rights. Some editors spend much time in the office, discussing and deciding leader topics, allocating work to their writers, laying down the lines of treatment, presiding at the daily conference which surveys the paper as a whole, reading and revising articles either in manuscript or in proof, and remaining at their post until the latest news arrives and the paper goes to press. But there is an imperious call to many engagements outside in the busy worlds of politics, society and business, to which the great man must attend, for to be abreast of all that is being said and done and projected in these spheres is probably the chiefest of his duties. Knowledge of, and intimate touch with, affairs of State enable him to give proper direction to the organ he controls. The admitted leader of his profession in the Victorian age, Delane, was called "the best-informed man in Europe." He did not write much himself, though he could do so as well as most of his staff, if needed. His energies were given to inspiration, direction, and revision—in fact many leading articles written by the able men he controlled were so amended by Delane that they became almost his own handiwork. He had such a grasp of affairs that a crisis always found him ready. At such times the mettle of the great editor is tested. Few editors, I imagine, do much actual writing in the office. One notable exception was C. P. Scott, of the *Manchester Guardian*. It was a tradition in the office that when writing "the Long," as the chief leader was called, he was not to be disturbed without adequate cause. Often he would ask a colleague to read over his leader in proof to see if he had the facts right, or if he had been too violent.

An interesting talk with Lord Beaconsfield on the qualities of an editor, is recorded by Edmund Yates. Chenery had just been appointed editor of *The Times* in succession to Delane. Dizzy said that he had heard Chenery "held a chair of Arabic somewhere," but he did not consider that a very essential qualification. Yates maintained that the new editor was an excellent journalist and had twenty years'

experience of the traditions of Printing House Square. "But is he versed in social diplomacy like Mr. Delane? That is an important part of his duties," said Beaconsfield. Although his social activities were so prodigious Delane when in town spent a large part of the day at the office, often returning to his house in Serjeants' Inn, The Temple, at the rising of the sun. I like those entries in his diary for the last day of the Old Year, as this one—"And thus ends another year. I was in Printing House Square alone when the clock struck twelve, and sent for Snow (the head printer) to congratulate him and receive his good wishes."

An effective illustration of the decisive moments an editor has to face was once given by Mr. H. Wickham Steed in a lecture to the students of my journalism class at King's College, London. Our relations with Ireland were at a critical phase in October, 1921. A conference had been held between our ministers and Sinn Fein leaders. The Pope telegraphed to the King his satisfaction at the resumption of negotiations and the King in reply "joined in the Pope's prayer that the Conference might achieve a permanent settlement of the troubles in Ireland." The Diehards in this country were straining every nerve to defeat the movement for a Treaty with Sinn Fein and De Valera, in opposition to Cosgrave, was doing his best to stir up Irish feeling against a settlement. The position in the House of Commons was doubtful. Just at this pass, one night in October, a message from the tape machine was taken, when midnight had struck, to Mr. Steed, who was then editor of *The Times*. It stated that De Valera had sent a telegram to the Pope stating that the Irish people were confident that the "ambiguities" in the King's reply to His Holiness, would not mislead him into believing "that the troubles are *in* Ireland, or that the people of Ireland owe allegiance to the British King."

It was clear, said Mr. Steed, that this telegram would wound British feeling, and would be exploited, perhaps with decisive success, for the Diehard campaign. While I was thinking about it I heard the printing machines beginning to rumble across the courtyard and knew that the

printing of the country edition had started. So I sent for the printer in charge and asked whether he could stop the machines for half an hour. He said he could but that we should miss all the early trains and might sacrifice anything from 10,000 to 20,000 copies already printed. I told him to stop the machines, to bring back the leader page and the "bill" page [the main news page] and to tell his fellows to stand by to set the De Valera telegram and a new leading article upon it, scrapping the first leader that was already being printed. Then I dictated a new leading article to a rapid typist and got my deputy to correct the typescript page by page as it was turned out and to send it to the printer. I dictated the article in less than twenty minutes. It denounced De Valera and drew from his attempt to wreck the Treaty the conclusion that, since his intention was obvious, the only way to defeat it would be for the House of Commons to back the Treaty more firmly than ever. By the time I had finished dictating the first galleys of the leader were on my table in proof. As soon as I had run through them all the formes were locked, new plates were cast, the cylinders re-clothed, and the machines were running again, not more than half an hour after the stoppage. The important thing was to knock out De Valera and our Diehards. So I sent for the correspondent of the *Irish Times*, asked him to put the new leader at the head of his message to Dublin, and to request his editor there to distribute it to the other papers. Then I got hold of the correspondent of the Associated Press of America and got him to cable the leader so that it appeared in 600 American papers next day, alongside of the De Valera telegram. De Valera himself had the pleasure of seeing his telegram in print together with our leader smashing it.

The leader was headed "Wreckers." Admitting that it was idle to ignore the strength which irreconcilable forces in Great Britain might derive from De Valera's action it urged those who sought peace to redouble their efforts to secure it. The message from Dublin giving the telegram appeared in the news columns under the headings: "'Independent Ireland'—No Allegiance to the British King—De Valera's Message to the Pope." I give the episode in detail as illustrating the irruption of big news at a late hour and the work entailed in the office. Mr. W. D. Bowman, in "The Story of *The Times*," states: "To Mr. Steed and his paper belongs the credit of initiating and outlining the scheme which finally solved that century-old problem, the Irish question." The tribute was sound, though the use of the word "finally" is seen now to have been premature. When the truce of July, 1921, put an end to the Black-and-Tan campaign, Lord Morley of Blackburn sent to Mr. Steed "a word of admiring gratitude, appreciation and respect

for your most powerful, persevering and splendid share in the great event of the day."

Power of decision was one of the great assets of Mr. Thomas Marlowe, editor of the *Daily Mail* from 1899 to 1926. In a tribute to him as a journalist Lord Northcliffe said—

> His instinct for the quality of the news which comes before him daily is almost unfailing. There was a morning during the Boer War when a report came to London of a great success of the British in South Africa. The *Daily Mail* printed it and was about to send it to the newsagents, when Mr. Marlowe put on his thinking cap and decided that the news was not true. Every other London editor that day was faced with the same difficulty as that which then confronted Mr. Marlowe. The papers containing the false intelligence had been sent to press, but the fact did not weigh with this discerning intellect. Mr. Marlowe at once telephoned to the printing rooms that no copy at all of the *Daily Mail* with that false telegram in it was to leave the office. He immediately began a new paper with the prominent contradiction of the false news which he guessed would be in every other journal. The papers destroyed were worth a considerable sum in money and the delay in the publication of the newspaper was irritating to newsagents throughout the whole country. But, as a result, public confidence in news in the *Daily Mail* was intensified and many letters of appreciation were received.

During the day the editorial staff is mainly concerned in collecting news. The home and foreign news editors, in control of staff men, special representatives, and a network of local correspondents, in all parts of this country, and throughout the world, arrange to cover all happenings worthy of attention. For only a small part of the twenty-four hours is this vigilance relaxed. The post of news editor is responsible and exacting. Early in the morning he is planning the work of his staff. When he reaches the office he has a grip of the whole news situation—stories that have to be continued from the day before; half-developed stories to be completed; "follow-ups" on many trails, to begin with, and then the new stories suggested by the other morning, and early editions of the evening, papers, and by messages constantly incoming from correspondents and agencies. Foreign stories often require home inquiries and *vice versa*. News stories call for "collateral" write-up. For instance, when Lady Young made a forced landing from an

aeroplane in a desolate region of the Rhodesian bush and her fate was uncertain a timely article with map was contributed by one who knew the district well and its inhabitants. The article has to be promptly planned and the writer found. No possibilities are overlooked by the alert news editor—in fact a well-known American expert declared that the secret of real news work is to know where and when something will "break loose," and to have a man on the spot.

The process of news gathering goes on all day and a large part of the night, for the morning paper, and employs a large organization. To be beaten in the quest for news is one of the deadly sins. The head of one of the greatest newspaper distributing firms, in asking for licences for extra motor vehicles, said that newspapers were the most perishable articles in existence. Asked whether eggs did not challenge this claim he replied that staleness in eggs was a matter of days, but staleness in news might be a matter of an hour or so. I have spoken of "follow-ups," and as the term may be unfamiliar to my readers I will explain it. Considerable interest was aroused not long ago by the announcement that a "trephined" skull had been recovered from the sea at a spot in Sussex. A well-known authority was at once sought and an explanation of the significance of the news obtained. When the "pepper crisis" first arose wide-awake men wrote up engaging little news articles on the history and nature of this ancient spice. These two cases indicate one aspect of a news editor's job. When really big events happen unexpectedly the news department's resources are used to the full. Any event of magnitude means the employment of aeroplanes and the setting in motion of a small army of men. The picture department shares to the full these sudden calls to action, and the photographers are as keen and enterprising as the reporters in their pursuit of news. The two departments work in close liaison in the office.

The ebb and flow of news, the dull and the dramatic, the big and the little, is one of the major phases of the news

editor's job. Disclaiming any didactic purpose Mr. C. E. Montague discusses rival policies on this question—

There are days rich in salient news and days far from rich in it. What then shall the journalist do on the day poor in news? Accept and indicate the fact that history does sometimes sing rather small? Frankly say, as it were, to his readers, "No big news to-day. Still, there's what there is, for whatever it's worth"? Or try to work up the illusion that the dull yesterday, which he has to report, was really a very remarkable and sensational day? Fasten on one of the trivial affairs that took place and cry it up, "feature" it and boom it as an event that is shaking, or will shake, the globe and the firmament? Both courses are followed by various English journals. But most of them follow the second. The larger number of editors seem to fear that they will have failed if they let any day pass without announcing some thrilling call upon the excitability of their readers. A few others cling to the notion that small beer is better chronicled as small beer and not as brandy or champagne. Perhaps neither school will prevail, within any measurable time, to the point of ousting the other. For as they vary in nature, so do their customers. There are readers of papers who actually do not find the absence of any special cause for excitement the same thing as dullness . . . they may enjoy the quiet, perhaps the humorous, record of its plain proceedings at least as well as that of days of European crises, diplomatic affrays, hecatombic accidents, celebrated cases in the courts, and deceases of "one of the few remaining links with the past." But there are also readers who would appear to have a sense of deflation unless they are kept well up to the mark with top-notes and high lights, breakings of world records and lickings of creation. So be it; this is a free country; I have no "abstract and friarly" question of morals to raise; only one of artistic expediency.

The most important event in the daily routine of the office is the editorial conference. A preliminary survey of the day's outlook is made at noon but a full conference of all the departmental chiefs, under the presidency of the editor, is held in the afternoon. The main business is the consideration of what is called the news-editor's "schedule." This gives details of all the proposed known contents of the coming issue, and the position thus revealed enables decisions to be taken as to the requisite size of the paper and the relative importance of news stories and features. The conference is an opportunity for the exchange of ideas among all who are doing the responsible work of the paper in its various departments. Each "side," so to speak, fights for its own interests, and it is a battle for space—the one priceless thing. "Features" are pitted against news, and

one news story rivals another. Everything has to be weighed in relation to the paper as a whole, its policy, character, news interests, and "stunts," if any. Obviously the one uncertain element at that time of the day is news, which acknowledges no schedule. Big events have a habit of happening at night and the conference cannot legislate for the unknown, though a margin of space is left for it. Therefore the schedule, however much it may have been discussed and approved in the afternoon, has sometimes to be completely overturned at night.

One very fluctuating item on the schedule is the obituary. The office has its "cemetery," where prepared obituaries are kept in stock; and the unexpected death of a prominent man at night means an unforeseen call on space already allotted to something else. When Cecil Rhodes looked over the *Daily Mail* office he chanced to see the MS. of his own memoir in the mortuary cabinet. It is said that he did not relish the sight of the sentence "We regret to announce the death," with such a personal application.

To all who are interested in the technique of journalism the news schedules of the daily papers are documents worth seeing, and I therefore give some reproductions. *The Times* schedule runs to eight pages, the first two of which are here given in facsimile, and the rest set in type. Looking at the first page (Plate XIII) it will be noted that the total amount of editorial matter listed is 127 columns, which is three columns in excess of the space open. That, it may be remarked, is the normal state of affairs on a big daily paper; the demand usually exceeds the space available. The names of contributors have been removed from the third column, in accordance with the paper's well-known rule of anonymity.

The first column headed "estimate" needs explanation. A method of calculating space peculiar to the paper is indicated. A column is divided into thirty-seconds for the purpose of closely estimating the length of copy. In most papers the old measurements of a half, a quarter, or a third of a column are adopted, with lines and even inches in some

cases, though inches are quite an amateur term in typography. One thirty-second in *The Times* equals nine lines of ruby (the smallest type used), seven lines of minion (in which reports of Parliament, speeches, etc., appear), and six lines of bourgeois (in which the more important news is set). Thus 1·8, the first quantity in the schedule, means one column and a quarter; ·24, three-quarters of a column; 3·16, three and a half columns and so on. It will be readily appreciated that the system conduces to the accurate judging of length. The first page given is a summary of the whole paper, except the advertisements, and the succeeding pages detail the various divisions of the news. Just before the sporting schedule is a batch of news under the space estimate of 3·16. These are smaller items of news lumped together because they are not at first sight important enough for separate figures. Often, however, these items develop into bigger stories. Imperial and Foreign news (Plate XIV) has no detailed figures, but a gross estimate of eight columns on Plate XIII; this method also applies to Parliament, books, entertainments, broadcasting, city news (termed financial and commercial), law reports, social (or Court) news, and illustrations, which claim five columns of the page on which they are grouped. With news coming in from all parts of the world it is clearly impossible to assign hard and fast rules as to the length of each constituent message in the estimated gross total. News values change like a kaleidoscope, and foreign stories are especially elastic. In the case of law reports and the city section detailed estimates of space required by the various items are sent in by the men in charge as the day wears on.

The first item in Plate XIII is the opening column of the leader page. The five columns "Letters to Editor" are the important letters in the fifth column of the leader page, and those in an earlier page. The "special feature" estimated at 1·8 is the "turnover" article in the last column of the leader page. The "Court Page" is that starting with the Court Circular. "Parliament and Sketch" is the report on an early page and the descriptive account on the main page.

Editorial & News Schedule for the Times. Date.....

Size of Paper	Columns of Advertisements	Open for Editorial Matter	Accounted for below
28 pages	71. 0	124. 0	127. 0

ESTIMATE	SUBJECT	Contributor
1. 8	INDEX, FEATURES AND NEWS SUMMARY	
2.24	LEADING ARTICLES	
5. 0	LETTERS TO EDITOR	
.24	WEATHER AND CHART	
	ARTICLES AND SPECIAL FEATURES	
1. 8	LEADER PAGE: SPACE AND TIME TRIUMPHS. (11)	-
1. 0	FOREIGN ARTICLE: INDIAN WOMEN'S WELFARE.	-
.13	COURT PAGE: LONDON FASHIONS.	-
.21	COURT PAGE: NIGHT THOUGHTS.	-
11. 0	HOME NEWS.	
8. 0	FOREIGN NEWS.	
3. 0	RESERVE FOR LATE NEWS.	
15. 0	PARLIAMENT AND SKETCH. POLITICAL NOTES.	
30.16	FINANCIAL AND COMMERCIAL NEWS.	
16. 0	SPORTING NEWS.	
6.26	LAW REPORTS (5.10) POLICE COURT REPORTS, ETC.	
.16	LABOUR MATTERS.	
3.16	COURT NEWS.	
1.16	OBITUARIES.	
.24	GAZETTE AND NAVAL APPOINTMENTS.	
.16	UNIVERSITY NEWS.	
1. 8	WILLS AND ECCLESIASTICAL.	
5. 0	PICTURES, ETC.	
1. 0	ESTATE MARKET. SALE ROOM.	
3. 8	ENTERTAINMENTS. ART NOTICES. CHESS.	
2. 0	BROADCASTING.	
.28	CROSSWORD PUZZLE No -	
3. 0	BOOKS OF THE DAY.	
.16	TO-DAY'S ARRANGEMENTS. TIMES OF 100 YEARS AGO. BILL PAGE SUMMARIES.	

PLATE XIII

— *The Times* EDITORIAL AND NEWS SCHEDULE

SCHEDULE.

.....193.....

IMPERIAL AND FOREIGN NEWS.

THE LONDON AGREEMENT: Sir John Simon's plans.
German Ministers' studies. Russian comment.
Czechoslovak tribute to Britain.
ANNIVERSARY OF PARIS RIOTS: Royalist clash with police.
Mass at Notre Dame: M. Flandin abused.
Arrests of red paint men.
ALPINE AVALANCHES: Accidents in Switzerland.
The Prince at Kitzbuchel: conditions improving.
Duke and Duchess of Kent in Trinidad.
BRITISH-JAPANESE RELATIONS: Mr. Hirota's statement.
Marine Minister on London naval talks.
Japanese representation at The Hague.
REFORMS DEBATE AT DELHI: Fallacy of a Micawber policy.
INDIAN CHURCH UNION: General Council in Calcutta.
PRESS GATHERING IN CAPE TOWN: Discussion on cable rates.
COMBATING MALARIA IN CEYLON: New German drug.
EMIGRATION TO THE DOMINIONS: Canadian attitude.
NEWFOUNDLAND ON THE UPGRADE: Relief and security.
TREASURES OF CYPRUS: Lord Mersey's committee at work (picture).
REVOLT IN BALUCHISTAN: Persian request to India.
FLOOD DAMAGE IN PALESTINE.
AUSTRALIA AND PROTECTION.
MR. ROOSEVELT'S LABOUR PROBLEMS.
THE HAUPTMANN TRIAL: Witnesses for the defence.
INFLUENZA EPIDEMIC IN FRANCE: M. Laval a victim.
THE GERMAN REDS IN HOLLAND: Arrested refugees.
Treason trial in Berlin: the Sosnowsky case.
HERR STREICHEN'S NEW EXTRAVAGANCE: "National Health" magazine.
CHANCELLOR SCHUSCHNIGG: Coming visit to London.
AUSTRIAN MONARCHIST HOPES: Archduke Otto's title.
SAAR CHANGES: Aloisi-Knox Committee in Rome.
GYPSIES IN CONGRESS: International gathering in Bucharest.
THE LATE SIR LANCELOT CARNEGIE: Window unveiled in Lisbon.
CATALAN RIVALRIES: The Gil Robles campaign.
ORTHODOX CHURCH IN THE DODECANESE: A Greek protest.
POISONING CASES IN HUNGARY.
PURSUIT OF CHINESE PIRATES.
CHANG TSO-LIN'S NEGLECTED TOMB.
OPERATIONS AGAINST URUGUAYAN REBELS.
FUTURE OF CUBA.

ARTICLE: INDIAN WOMEN'S WELFARE.

PLATE XIV

SECOND PAGE OF *The Times* SCHEDULE

(*The Times* schedule continued from Plate XIV opposite)

GENERAL HOME NEWS

	SUBJECT
.12	WAVERTREE BY-ELECTION. (Result ? 11.30)
.24	CHURCH ASSEMBLY.
1.0	CRUFT'S DOG SHOW (pictures).
.16	PARLIAMENT SQUARE BUILDINGS: MIDDLESEX COUNTY COUNCIL SPECIAL MEETING.
.16	NEW ZEALAND DAY SERVICE AND DINNER.
.20	SHOPS ARTICLE.
.12	ROAD IMPROVEMENT PLANS: SCHEMES INVITED.
.10	ELECTRICITY CHARGES TO LONDON CLUBS.
.10	RUSSIAN TIMBER AGREEMENT SIGNED.
. 8	SMOKE ABATEMENT INQUIRY.
.10	THE FUTURE OF HURLINGHAM.
.12	LONDON TOWN PLANNING INQUIRY.
.16	ANGLO-IRISH TRADE AGREEMENT. IRISH CITIZENSHIP BILL IN THE SENATE.
1.16	WELSH EXHUMATION CASE. "PECULIAR PEOPLE" CASE AT CHELMSFORD AND OTHER POLICE COURT AND ASSIZE CASES.
.16	UNEMPLOYMENT ASSISTANCE: PLANS TO MEET THE NEW SITUATION.
.10	COMMERCIAL RELATIONS WITH INDIA: SIR GEOFFREY CLARKE AT INCORPORATED SALES MANAGERS' ASSOCIATION.
. 8	SIR JOHN FISCHER WILLIAMS ON IMPRISONMENT FOR DEBT.
. 8	HUMAN NUTRITION: SIR F. J. HOPKINS AT THE ROYAL SOCIETY OF ARTS.
. 8	THE MICROSCOPE AND THE METAL INDUSTRIES: PROFESSOR DESCH AT THE ROYAL INSTITUTION.
. 8	ABNORMAL TIDES IN THE THAMES. GALES IN THE WEST.
1. 0	PRIME MINISTER AT NORTHUMBERLAND AND DURHAM ASSOCIATION DINNER. LYCEUM CLUB FRENCH CIRCLE DINNER. MR. DUFF COOPER AT OXFORD UNIVERSITY DINNER.
.10	MAURETANIA NOT TO BE BROKEN UP.
3.16	Industrial Transport Association Luncheon. Liverpool Airport: City Council's Decision. Development of Channel Islands Air Service. Carnegie Trust Report. Cheap Cider and Drunkenness. An Exhibition of Teapots. International Sheep Dog Society.

GENERAL HOME NEWS—*Continued*

	SUBJECT
	Anonymous Benefaction for Cumberland Unemployed.
	Radio Telephone to South Africa.
	Retirement of Newfoundland Line Captain.
	National Playing Fields Association Report.
	Sir H. Bellman on Housing Progress.
	State of the Roads.
	Literary Supplement and Weekly Edition Notices.
	Sir A. Sinclair in Glasgow.
	Sir T. Inskip in Hampshire.
	Mr. Alexander at Trowbridge.
	Mersey Ship Fire.
	Mail Aeroplane Down.
	Leather Works Fatality.
	Licensing Hours for Jubilee Celebrations.
	SPORTING SCHEDULE.
4.16	*Racing.*
	Gatwick.
	Gatwick and Haydock results.
	Haydock and Taunton programmes.
	Prospects, scratchings, etc.
2.16	*Rugby Football*
	R. Navy *v.* Civil Service.
	Oxford U. *v.* R.A.F
	Other matches and results.
2.16	*Association.*
	England *v.* Ireland.
	London U. *v.* Oxford U.
	Other matches and results.
1. 0	*Hockey.*
	Surrey *v.* Middlesex
	Other matches and results.
1.16	*Hunting.* Runs
.24	*Squash Rackets.* Bath Club Cup.
.12	*Cricket.* M.C.C. *v.* British Guiana.
.20	*Billiards.* Newman *v.* Smith.
1. 0	*Boxing.*
	Police Championships.
	R.M. Championships.
. 8	*Greyhound Racing*
. 8	*Lacrosse.* Women's Trial Match.
.20	*Rowing.* Boat Race Practice.
.12	*Athletics.* Cambridge College Cup.
.24	*Other Sport.*

GENERAL HOME NEWS—*Continued*

	Subject
	PARLIAMENT.
	House of Lords.
	Introductions of Lord Rushcliffe and Lord Portal.
	Lord Amulree, motion on Report of Licensing Commission.
	Lord Marley, motion on Saar refugees.
	Lord Kilmaine, question on broadcasting.
	House of Commons.
	Government of India Bill, second reading.
	BOOKS.
	Correspondence of Marx and Engels.
	Experience (Desmond MacCarthy).
	Not I but the Wind (Frieda Lawrence).
	Novels:
	Josephine Johnson.
	James Hanley.
	ENTERTAINMENT PAGE.
	The Theatres
	The Musician's Gramophone (in type).
	Art Exhibitions.
	Tivoli Cinema: "The Dictator" (late).
	Queen's Hall: Holst's Last Work (late).
	Sadler's Wells: "La Traviata" (late).
	Wigmore Hall: Husch Concert (late).
	BROADCASTING.
	News, Introduction and Programmes.
	CITY NEWS.
	City Notes.
	Money Market.
	Stock Exchange.
	Company Results.
	American Markets.
	New York Stock Exchange.
	Home Commercial Markets.
	Mails and Shipping.
	Oversea Bourse Prices.
	Stock Exchange Tables and Transactions.
	Mining and Traffic Returns, etc.
	News Items.

GENERAL HOME NEWS—*Continued*

	SUBJECT
	LAW PAGE. *Court of Appeal.* Forster *v.* Williams Deacon's Bank. *King's Bench Division.* (1) Rex *v.* Midland Executive Board. (2) *In re* Southern Railway Valuation. *Divorce Division.* Sharpe *v.* Gray. *Bankruptcy.*
	SOCIAL NEWS. Receptions: New Zealand Day. English Speaking Union. Lady B—. To the Chilean Ambassador. Engadine Notes. Christenings: Daughter of the Hon. Mrs. McC—. Daughter of the Hon. Mrs. S—. Daughter of Mrs. I. M. P—. Marriages: Sir H. T.— and Miss N. L—. Mr. P. G. T. L—. and Miss van C—. Mr. H. M. A—. and Miss M—. Funeral Services: Archdeacon of Malta. Mr. C. C. G—.
	ILLUSTRATIONS FOR TO-NIGHT'S PICTURE PAGE FEATURE: Cliff Lands of St. Agnes, Cornwall. HOME: Cruft's Dog Show. Unloading "Anglo Columbian." New Portraits of the Queen. Launch of the "Roxburgh." Making Propellers for the "Normandie." FOREIGN: Fourth Centenary Celebrations of Lima.

Practically the whole of the foregoing schedule is that of one day, but there has been a slight addition to make it representative, hence the omission of the date on the front page.

The news schedules of the *News Chronicle*, the *Daily Express*, and the *Daily Herald* follow in order. In a column to the left the name of a member of the staff, a correspondent or a news agency appears against each item in the original documents, but these are omitted here. In the case of the *News Chronicle* the document is headed "News Editor's statement," and deals with home news. The schedules of the *Express* and *Herald* give the chief points of the stories in summary form. Where this course is not adopted the news editor gives the information required to the conference verbally in explanation of his schedule.

THE "NEWS CHRONICLE"

Date: February 12, 1935

PARLIAMENT:

Unemployment Assistance Bill, 2nd rdg. Labour's Censure Vote.
Glasgow deputation to Minister of Labour.
Housing Bill in Standing Committee.
Herring Bill do.
Other Parliamentary news:
Consolidated Fund Bill, 2nd rdg.
Lords: British Shipping Assistance Bill, 2nd rdg.
Educational Endowments (Scotland) Bill.
Electricity Supply Bill.
Lord Kilmaine—Q. on Broadcasting.

Political Situation. Simonite M.P.'s meeting.

Gaiety Girl Duchess. The tragedy of May Etheridge. Inquest revelations.
Mother says "There is a lot I could say."
Marquis of Kildare to attend funeral?

Escoffier dead. Famous Chef who created Pêche Melba. Tributes.

Robey as Falstaff. George to wear grey whiskers. "Was I good?" (Picture.)

Pepper: Talk with Mr. Louis Hardy.

Salvation Army's £250,000 plan. General Booth on "Dreaming Big." City of Refuge in London.

Crime Wave in South Bucks. Chief constable cancels Police sports in June.

Link with Dickens's household at Gad's Hill. Retired gardener in Essex.

Marriage Problems. More cases at South-western Police Court.

Leader of French war veterans comes to London.

Hungry sheep as film "extras." They find the scenery so tasteful.

Royal Jubilee. 200,000 to see Tower Pageant. Eight tours of Fortress.
Wolverhampton's special entertainments for School-children.
Jubilee beacons at Margate.

Guernsey farmer's death mystery.

Somerset mystery. Inquest on 73-years-old man at Crewkerne.

To-night's speeches.

OTHER HOME NEWS:

Wireless for Hospitals (Cross-ref. to List of donations).
Peace Ballot.
Famous football manager dead. Phil Kelso of Fulham and Woolwich Arsenal.
Dover tragedy. Man found dead at foot of cliffs.
Potton smallholders. Durham men's stories.
Ford Film at London Hippodrome.
Girl to prove that girls have endurance.
Women wanted for "North Pole cruise." Can stand cold as well as men.
L. C. C.
"Viceroy Sarah"—Whitehall.

THE "DAILY EXPRESS"

Date: October 10, 1934.

POLITICS, POLICY AND INDUSTRY:

Home Secretary speaking at Gravesend.

Mr. Ramsay MacDonald presides at first Cabinet meeting since his return from his three months rest overseas. Tragedy at Marseilles discussed by the Ministers.

Cabinet discussion of German traders' £4,000,000 debts to British exporters and future commercial relations. Manchester want this story.

South Wales Mine owners' representatives and Miners' leaders meet Minister of Labour and Secretary for Mines to discuss formation of the tribunal of three to hear the wages increase claim.

Court goes into mourning for twelve days for King Alexander.

Describing scenes at Victoria Station on the departure of Queen Marie and the boy King Peter on leaving by the Paris boat train. Scotland Yard armed bodyguard at all parts of the railway station and on the train. Quadruple line of barriers erected in place of the usual single one on the continental departure platform, and guarded by uniformed police. Passengers' tickets examined at the many barriers down the platform. Queen Marie, dressed in deep mourning, leaves her West-end hotel holding King Peter by the hand. Police compelled to hold up traffic in Piccadilly.

Descriptive story of scenes on the train. King Peter travels in special Pullman with the blinds drawn. No one allowed near his carriage. Last scenes as the young King says goodbye to England. Ferguson trying to get pictures as King Peter walks up the gangway on the cross-channel steamer.

Scenes at King Peter's school in Surrey. How he said goodbye.

Municipal election campaign.

Gold boom brings prosperity to many parts of the British Empire. Tanganyika developing each month at a yearly rate. Special interview with Commissioner of East Africa Dependencies and Canadian Government officials. Millions spent on roads and town development.

Foreign iron and steel imports, increasing by more than 100 per cent on last year lead British steelmen to appeal for prohibitive tariffs. Foreign cartel invites British co-operation. Prospect that British Empire markets will be reserved for Britain.

Agreement on Anglo-Norwegian trawler fishing dispute expected to be reached to-day. Joint board to settle compensation claims of Norwegian coast fishermen for damage to gear.

Free State Minister of Agriculture issues two orders to-day to help to save the industry. Cattle must not be sold at under 23s. cwt. Present market price 18s. All flour to contain at least 8 per cent Irish wheat instead of four.

What efforts are being made to rescue the Lancashire Missionary and Canadian woman captured by Chinese bandits. Man's third time in hands of bandits.

Postmaster-General speaks at London luncheon to-day.

Prince George opens London Chamber of Commerce new buildings, Cannon-street.

London Chamber of Commerce dinner, Dorchester Hotel, 8 p.m.

Sir Stafford Cripps speaks at East Ham Town Hall, 8 p.m.

Motor Manufacturers Dinner, Connaught Rooms, 8 p.m.

Sir Hilton Young, Minister of Health, speaking at Sheffield.

GENERAL NEWS (STAFF):

Mystery of the £6,000 bar of gold stolen in transit from Johannesburg to London. Costliest criminal action ever undertaken by the South African Government. Young attorney arrives in London to take evidence on commission from eighteen witnesses. Special court to be held in High Commissioner's office. 64 witnesses already examined in South Africa. Picture. Exclusive story.

Special trunk crime investigations.

May have exclusive story of Prince George's jewellery presents to his bride. Wonder necklace of pearls and diamonds with bracelet to match, also three eternity rings.

Seeking picture and local story of Ashton-under-Lyne man shot in Buenos Aires.

Descriptive news story Kennel Club Show: 3,000 of the finest dogs in the kingdom produce the world's biggest bark. Cocker Spaniels and smooth fox terriers the most popular dogs. Championship winners in each class ordered from the P.A. [Press Association].

Motor Car Show opening to-morrow. Good story of exhibits and buyers expected.

Monocled man and woman mystery on Littlehampton seashore: Bodies found 100 yards apart by man walking along the beach. Woman believed to be aged about 27 and the man 35. Both well-dressed and all laundry marks removed from their clothing. Post-mortem examination being made this afternoon.

Postmaster-General watches first Post Office film. Picture taken to spread propaganda for Telephone Week.

Good human story of the Westminster Council horses whose fate is being decided to-day. Council considering whether to mechanise their departments. Getting good interviews with the old horsemen and what will happen to their charges.

Interviewing Captain Coleman, who has promised good story in connection with Inventions Exhibition.

Investigating mystery of advertised request for Marie Helen Hake, an 88-year old Tunbridge Wells woman, to communicate with the executors of Miss Caroline Puckle on the same day that her death notice appeared in the obituary column.

Sir John Foley gives notice of marriage to Mrs. Sybil St. Leger Aldridge.

When the early childhood of King Edward VII was in danger of being corrupted by a surfeit of Limericks. News story on limericks since 1845.

Descriptive news story—Westminster police court.

Mr. C. E. Matthews, who built a miniature theatre in his house at West Dulwich, and produced plays with the aid of local talent, now compelled to sell it. Failure of endeavour to give first-class drama to the respectable district of Dulwich.

COURTS (AGENCIES AND CORRESPONDENTS):

Inquest at Brighton on Henry Montague Digby, a first cousin of Lord Digby. Discovery that followed scream in the night.

Doctor sent to prison for eight months at Salford to-day for attempting to obtain dangerous drugs.

Island's first matrimonial dispute: first matrimonial case from Foulness Island within the memory of the Southend court officials heard to-day. Woman granted a separation.

Six men charged at South London police court on alleged milk frauds.

Seventeen year old boy sent for trial at Barrow charged with stealing firearms and ammunition.

Libel on doctor: Woman committed for trial.

A Dane charged at Marlborough-street police court with manslaughter in Regent-street hairdressing saloon.

Man who was once sentenced to death by court martial sent to prison at the Old Bailey to-day.

When are canvassers pedlars? Curious case at Hampstead police court. Four women charged with selling goods without having pedlars' licences.

GENERAL NEWS (AGENCIES AND CORRESPONDENTS):

Has written special story on the women of Russia. How they prefer jobs to husbands. Girls who do not use cosmetics and have few worries about clothes.

New book review: "The Life of Prince Louis of Battenberg."

Was the Lusitania sunk by mistake? Theory advanced by Mr. E. Keble Chatterton in his book "Danger Zone: the story of the Queenstown Command"—that tragedy might have been caused by accidental pressure on the trigger of gun in German submarine.

Sir Stephen Tallents, the G.P.O. Public Relations Officer, pays tribute to Press advertising at Holborn Restaurant lunch. Results beyond all proportion to that from other sources.

Torquay Musical Festival story.

Portuguese airmen leave Heston on their flight to the Dutch East Indies.

Bishop of Winchester on the quick road to matrimony.

Prince Hohenlohe-Langenburg says allegations made against Mrs. Vanderbilt are "utterly preposterous and incredible." Interview before sailing for New York from Southampton to-day.

First conference of the Malting Industry held at Hertfordshire.

Local labour exchange issues general S.O.S. for labour.

Shop manager found dead in his saloon car.

The crooning Vicar of Walkhampton withdraws his resignation.

Scotland's lowest birth rate on record, and highest marriage rate for ten years.

Red banner hoisted over the Strand and later cut down by police officers.

Mr. Justice Acton tenders his resignation to the Lord Chancellor.

Two special characteristics, it will be seen, distinguish the *Daily Express* schedule. The classification of the news is rather more elaborate than that in some of the other documents; a distinction is drawn between the work of the staff and the contributions of agencies and correspondents; and elaborate summaries are given of the main stories.

The Present State of the

New-English Affairs.

This is Published to prevent False Reports

An Extract of a Letter from Mr. Mather, *To the Governour, Dated* Sept. 3. 1689 *from* Deal *in* Kent.

THE Houſe of Commons Ordered a Bill to be drawn up for the Reſtauration of Charters to all Corporations. Some Enemies of *New-England* did beſtir themſelves on that Occaſion. But it has pleaſed God to ſtifle their Endeavours and Solicitations here ſo far, as that *N. E.* is particularly mentioned in the Bill.

It has been read twice, and after that referred unto a Committee for Emendations. What concerns *N. England* paſſed without any great oppoſition. The Bill has been in part read the third Time; and the Charters of *N. Eng.* then alſo paſſed without Objection. Only ſome Additional Clauſes reſpecting Corporations here, cauſed Debates; ſo that the Bill is not as yet Enacted.

In the latter end of *June*, a Veſſel from *Mount Hope* arrived here, which brought your Declaration of *April* 18. with an account of the Revolution in *New-England*. The week after I went to *Hampton Court*, and had the favour to wait on His Majeſty; who told me, *That He did accept of, and was well pleaſed with what was done in* New-England, *and that he would order the Secretary of State to ſignifie ſo much, and that His Subjects there ſhould have their Ancient Rights and Priviledges reſtored to them.*

The King has ſent a Gracious Letter (which was delivered to me, and if I recover mine my ſelf, I ſhall take care that it be ſent to you) bearing Date *Auguſt* 12. *Wherein He ſignifies His Royal Approbation* of what has been done at *Boſton*, and aſſures you that the Government there ſhall be ſettled, ſo as ſhall be for the Security and Satisfaction of His Subjects in that Colony, and in the mean time bids you go on to Adminiſter the Laws, and manage the Government, according as in your Addreſs you have Petitioned.

My Lord *Mordant* (now Earl of *Monmouth*) bade me aſſure you that He would be your Friend, and he bade me tell you from him, *That your Charters ſhould be reſtored to you by Act of Parliament.*

I have been with moſt of the Kings moſt Honourable Privy Council, who have promiſed to befriend *New-England* as there ſhall be occaſion for it. The like I may ſay, of all the Leading-men in the Parliament.

I have been in the *Downs* a fortnight, and Aboard Mr. *Clark*, ſeveral Nights, but the Wind has been againſt us. And we now hear that the *Newfound-Land* Convoyes (on whoſe Aſſiſtance we had a Dependance) are gone.

Superſcribed To the Honourable
Simon Bradſtreet, *Eſq;*
Governour of the Maſſachuſets Colony in N. England.

A Paſſage extracted from the publick Letter, Dated July 6. 1689.

The people of *New-England* having made a thorow Revolution, and ſecured the publick Criminals. On *Thurſday* laſt, the Reverend and Learned Mr. *Mather*, Preſident of the *College*, and Miniſter of *Boſton*, waited on the King; and in a moſt Excellent Speech laid before His Majeſty, the State of that People; ſaying, *That they were ſober, and Induſtrious, and fit for Martial Service; and all with their Lives and Intereſts were at His Majeſties Command, to tender the ſame unto His Majeſty: That they deſired nothing but His Majeſties Acceptance of what they had done, and His Proteſtion; and that if His Majeſty pleaſed to encourage and Commiſion them, He might eaſily be Emperour of* America. His Majeſty aſſured him, that He was pleaſed with what was done for Him, and for themſelves in the Revolution, and that their Priviledges and Charters ſhould be ſecured unto them.

Extracted from a Letter of Mr. Mather, *to his Son, Dated* Sept. 2. 1689.

On *July* 4. The King ſaid unto me, *That He did kindly Accept of what was done in* Boſton. *And that His Subjects in* New-England *ſhould have their Ancient Rights and Priviledges Reſtored and Confirmed unto them.* Yea, He told me, *That if it were in his power to cauſe it to be done it ſhould be done*, and bade me reſt aſſured of it.

The *Charter-Bill* is not finiſhed, becauſe ſome Additional Clauſes reſpecting Corporations here in *England* cauſed a Debate; and the Parliament is for ſome weeks Adjourned.

Beſides the Letter from the Kings Majeſty, whereof we have notice as above; there is now arrived, an Order from His Majeſty to the Government, bearing Date, *July* 30. 1689.

Requiring, *That Sir* Edmund Andros, Edward Randolph, *and others, that have been Seized by the people of* Boſton, *and ſhall be at the Receipt of theſe Commands, Detained there, under Confinement, be ſent on Board the firſt Ship, bound to* England, *to anſwer what may be objected againſt them.*

Boſton, Printed and Sold by *Samuel Green*, 1689.

PLATE XV

The Present State of the New-English Affairs, 1689

This broadside was the first attempt in America at anything like a newspaper. Other bulletins followed but all were promptly suppressed by the Government

Numb. 1.

The Boſton News-Letter.

Publiſhed by Authority.

From Monday April 17. to Monday April 24. 1704.

London Flying-Poſt from *Decemb.* 2*d. to* 4*th.* 1703.

LEtters from *Scotland* bring us the Copy of a Sheet lately Printed there, Intituled, *A ſeaſonable Alarm for* Scotland. *In a Letter from a Gentleman in the City, to his Friend in the Country, concerning the preſent Danger of the Kingdom and of the Proteſtant Religion.*

This Letter takes Notice, That Papiſts ſwarm in that Nation, that they traffick more avowedly than formerly, & that of late many Scores of Prieſts and Jeſuites are come thither from *France*, and gone to the North, to the Highlands & other places of the Country. That the Miniſters of the Highlands and North gave in large Liſts of them to the Committee of the General Aſſembly, to be laid before the Privy-Council.

It likewiſe obſerves, that a great Number of other ill-affected perſons are come over from *France*, under pretence of accepting her Majeſty's Gracious Indemnity; but, in reality, to increaſe Diviſions in the Nation, and to entertain a Correſpondence with *France*: That their ill Intentions are evident from their talking big, their owning the Intereſt of the pretended King *James* VIII. their ſecret Cabals, and their buying up of Arms and Ammunition, wherever they can find them.

To this he adds, the late Writings and Actings of ſome diſaffected perſons, many of whom are for that Pretender, that ſeveral of them have declar'd they had rather embrace Popery than conform to the preſent Government; that they refuſe to pray for the Queen, but uſe the ambiguous word Sovereign, and ſome of them pray in expreſs Words for the King and Royal Family; and the charitable and generous Prince who has ſhew'd them ſo much Kindneſs. He likewiſe takes notice of Letters not long ago found in Cypher, and directed to a Perſon lately come thither from St. *Germains*.

He ſays that the greateſt Jacobites, who will not ſacrifice themſelves by taking the Oaths to Her Majeſty, do now with the Papiſts and their Companions from St. *Germains* ſet up for the Liberty of the Subject, contrary to their own Principles, but cleerly to keep up a Diviſion in the Nation. He adds, that they aggravate thoſe things which the People complain of, as to *England's* refuſing to allow them a freedom of Trade, *&c.* and do all they can to foment Diviſions b twixt the Nations, and to obſtruct a Redreſs of thoſe things complain'd of.

The Jacobites, he ſays, do all they can to perſwade the Nation that their pretended King is a Proteſtant in his Heart, tho' he dares not declare it while under the Power of *France*; that he is acquainted with the Miſtakes of his Father's Government, will govern us more according to Law, and endear himſelf to his Subjects.

They magnifie the Strength of their own Party, and the Weakneſs and Diviſions of the other, in order to facilitate and haſten their Undertaking; they argue themſelves out of their Fears, and into the higheſt aſſurance of accompliſhing their purpoſe.

From all this he infers, That they have hopes of Aſſiſtance from *France*, otherwiſe they would never be ſo impudent; and he gives Reaſons for his Apprehenſions that the *French* King may ſend Troops thither this Winter, 1. Becauſe the *Engliſh* & *Dutch* will not then be at Sea to oppoſe them. 2. He can then beſt ſpare them, the Seaſon of Action beyond Sea being over. 3. The Expectation given him of a conſiderable number to joyn them, may incourage him to the undertaking with fewer Men if he can but ſend over a ſufficient number of Officers with Arms and Ammunition.

He endeavours in the reſt of his Letters to anſwer the fooliſh Pretences of the Pretender's being a Proteſtant, and that he will govern us according to Law. He ſays, that being bred up in the Religion and Politicks of *France*, he is by Education a ſtated Enemy to our Liberty and Religion. That the Obligations which he and his Family owe to the *French* King, muſt neceſſarily make him to be wholly at his Devotion, and to follow his Example, that if he ſit upon the Throne, the three Nations muſt be oblig'd to pay the Debt which he owes the *French* King for the Education of himſelf, and for Entertaining his ſuppoſed Father and his Family. And ſince the King muſt reſtore him by his Troops, if ever he be reſtored, he will ſee to ſecure his own Debt before thoſe Troops leave *Britain*. The Pretender being a good Proficient in the *French* and *Romiſh* Schools, he will never think himſelf ſufficiently aveng'd, but by the utter Ruine of his Proteſtant Subjects, both as Hereticks and Traitors. The late Queen, his pretended Mother, who in cold Blood when ſhe was *Queen* of *Britain*, adviſed to turn the Weſt of *Scotland* into a hunding Field will be then for doing ſo by the greateſt part of the Nation; and, no doubt, is at Pains to have her pretended Son educated to her own Mind: Tho' now, he ſays, it were a great Madneſs in the Nation to take a Prince bred up in the horrid School of Ingratitude, Perſecution and Cruelty, and filled with Rage and Envy. The *Jacobites*, he ſays, both in *Scotland* and at St. *Germains*, are impatient under their preſent Straits, and knowing their Circumſtances cannot be much worſe than they are at preſent, are the more inclinable to the Undertaking. He adds, That the *French* King knows there cannot be a more effectual way for himſelf to arrive at his Univerſal Monarchy, and to ruine the Proteſtant Intereſt, than by ſetting up the Pretender upon the Throne of Great *Britain*, he will in all probability attempt it; and tho' he ſhould be perſwaded that the Deſign would miſcarry in the cloſe, yet he cannot but reap ſome Advantage by imbroiling the three Nations.

From all this the Author concludes it to be the Intereſt of the Nation, to provide for Self defence, and ſays, that as many have already taken the Alarm, and are furniſhing themſelves with Arms and Ammunition, he hopes the Government will not only allow it, but encourage it, ſince the Nation ought all to appear as one Man in the Defence

PLATE XVI

The Boston News-Letter, 1704

The famous paper generally regarded as the progenitor of the American Press. It had a long and honourable career; it was the first newspaper to go beyond its first issue

THE "DAILY HERALD"

Date: August 23, 1934.

HOME NEWS:

Courses of instruction for unemployed juveniles. Education authorities busy all over the country drafting proposals which they must submit under the Act to the Government. Endeavouring get details progress of schemes, their nature, cost, new instruction centres and numbers to be accommodated.

O'Duffy and Cosgrave reported to be in conference with United Ireland Party Executive. Meeting described by agency messages as critical. Inquiries.

Finding out what percentage of drop in German exports can be fairly attributable to the growing world boycott by the Jews. Endeavouring get official figures as comparison with drop in exports of other principal gold countries.

Believed new insurance scheme to provide holders of business and house property with civilian patrols under discussion at police headquarters. Following up Mr. Jack Hayes's references to a scheme of this nature in current issue of the *Police Review*.

Official statement of new milk prices issued to-day following yesterday's joint meeting of the Board and the distributors.

Milk Board understood to be to-day receiving delegation of Cheshire farmers who are expressing discontent over working of scheme. Inquiries.

Mr. Hore Belisha's broadcast to-night on the zones of silence. (Endeavouring get copy of his speech in advance.)

Road casualties. Ministry's weekly analysis. Sunderland maintains clean sheet.

Radiolympia. Expects to have got a good order story (Copy promised by 6 p.m.).

Following up reported new development in Trunk Crime No. 1 Brighton police receive statement made to the Bath police by a woman.

New Singer car models.

Official statement from the M.C.C. on the leg theory body-line controversy. Inquiries.

Boys who are denied the friendship of girls. Their golden-haired goddess dream and then disillusionment. The length of a flirtation discussed at the New Health Summer School.

Carnival week, Southend.

Remarkable success of Jersey air lines. Carrying over 1,000 passengers a week.

Death of the Bishop of Ripon, Dr. Burroughs.

Inquiries elderly naked man's body washed ashore at Bognor Regis.

"Blackbirds" opening night postponed. Failure to get show ready for to-night in spite of all-night rehearsals.

Drapers' Chamber of Trade Summer School.

Home Secretary condemns as undesirable practice a bookmaker offering odds against candidates in local elections in the East Riding district. His letter to the Council. Threatens special legislation if practice became extensive.

Collapse of three-storey building at Dudley, Worcs. Girl workers' narrow escapes.

Inquiries report that scientists have drawn up a scheme for a complete survey of the country's water sources. Trying to find nature of survey.

Novel parachute device for use in cabin aeroplanes.

International clothing workers congress. (Column story.)

Birmingham and district Labour Notes.

Arcos trade contracts for Gt. Britain. £500,000 worth more this July than in July, 1933.

Improved activity in the Cornish tin mining industry.

A.E.U. Conference at Blackpool. Likely discussion in private of proposals for restoration of wage cuts.

Increased industrial assurances. Report for last year.

COURTS:

Trunk Crime No. 2. Notyre's tenth appearance. Brighton.

Friday-Street motor-car tragedy. Inquest on shot man adjourned, Dorking.

Traffic in firearms. Man sent to prison, Marylebone.

Fiendish cruelty to a baby. Man gets 6 months, Willesden.

Forged death certificate, North London.

Woman's death after meal. Food not the cause, Monmouth.

PICTURES:

Lion cub at Zoo.

Wedding.

Intl. Clothing Workers conference.

Air Defence and gun display, Crystal Palace.

FOREIGN NEWS:

Boycott of German goods likely to be intensified. World Jews in conference this afternoon at Geneva draw up final plans.

Trying to get further details of the arrests in Berlin. Now expected that arrests will prove to be those of rebel storm troopers who have resisted the Brown Army clean-up. Official denial of arrests story said to be coming out later to-day.

French race which was won by the "mystery" race horse to be run all over again. Missing horse which was found at Nice to be brought back to see if it will repeat its surprising performance.

Still trying for definite news of Mary Pickford and Fairbanks. Mary says "I am sure he will be happy here now," but will not admit her divorce suit is ended.

To-day's developments in the Franco-Polish tension.

New Zealand has its first budget surplus since the start of the slump 5 per cent of civil service and old age pension cuts to be restored.

Vienna messages say that Austrian Chancellor is anxious to visit London "if he is invited." Czech government not now unwilling to co-operate in Austrian-Italian plan.

62 C.E.R. officials now under arrest in Manchuria following outrages. Stories reach Moscow that the prisoners are being tortured to make them admit their guilt.

Merlin, French tennis player, injured in car smash. Unable to play again for three months.

Al Smith, and other U.S. politicians, launch non-party organisation to help on recovery. Organisation to "oppose radical tendencies which have cropped up."

Kingsford Smith appointed "Royal Pilot" for the Duke of Gloucester's visit to Australia. His 'plane for the London-Melbourne race. Amy Johnson makes her first journey as commercial pilot.

"Bottles" Capone—Al's brother—arrested in Chicago on extortion charges.

£15,000,000 a year subsidy to be given to Japanese ship-building for five years.

South African government to pay off her war debt. £6,000,000 to be paid back to Britain at the end of the month.

Financial scandal in Roumania. Ministers who demanded enormous commissions revealed in case taken by English firm against Roumanian government. Firm's contract found reasonable but cost forced up by internal bribery.

Italian newspapers attack England for suppressing Italian language in Malta courts. "Offence, unjust and lamentable."

CONFERENCE DECISIONS:

Page 1. Police Patrol Insurance Scheme (or 9).

Page 2. Austrian Chancellor.
New Zealand Budget Surplus.
South African War Debt.

Page 3. Manchuria Outrages.
Birmingham and Dist. Labour Notes.

Page 7. Courts.

Page 11. Arcos Trading.
Clothing Workers.
Cornish Tin Mining.
Industrial Assurance.

EARLY PAGES.—Road Casualties; Cheshire Farmers; Milk Prices; Radiolympia; Singer Car Model; Flirtations; Jersey Air Lines; Blackbirds; Bookmakers' Election Odds; Kingsford Smith; French Mystery Horse; "Bottles" Capone.

UNALLOCATED.—Unemployed Juvenile Insurance; O'Duffy and Cosgrave; Jew Boycott; Trunk Crime; Bognor Identity; Berlin Arrests; Mary Pickford; Franco-Polish; Roumanian Finances.

It will be seen that the *Daily Herald* is the only one to record with its schedule the decisions of the Conference.

By comparing the pages in the paper the reader can see the comparative value placed on the news, page 1 of course taking the chief stories. Things of subordinate interest are relegated to the early pages, and the "unallocated" are available wherever required in the make-up scheme.

In the *Daily Mail* office the Foreign Editor, News Editor, Sports Editor and Art Editor prepare short typed schedules of their main items for presentation at the afternoon conference. The actual schedules are more or less formal. The morning conference is informal and no schedule is framed for it.

The last schedule to be given is that of the *Daily Telegraph*, which is a straightforward list of news, without comment. It is printed with its abbreviations of words exactly as typewritten in the original. For the information of non-journalists it may be explained that a large number of such abbreviations are habitually used in writing "copy," and the Post Office has a standard list of abbreviations recognized in Press telegrams. In the *Telegraph* schedule line three "w" means with, "mtg" meeting; "Cmns Qn" means Commons question, and other contractions are fairly obvious.

"DAILY TELEGRAPH"

March 18, 1935.

HITLER'S PROCLAMATION

Britain's reply. Text of Note.
? UK to discuss w U S A & call mtg of League-Cmns Qn
The Cabinet Mtg
Flandin's statement in Chamber on Wedy
Germany's Defence Law. Position of Jews
German Heavy Industry. Stock Movements
Stock Exchange Weak
"Britain's Responsibility"
Laval to visit Moscow

India Bill and the Princes. White Paper

Marie Tempest Matinee. Price of Seats

Italy & Abyssinia deadlock

Greek Courts Martial
Venizelos in Naples tomw

Belgium and Gold Standard. Export & import of gold restricted.
Gold price jumps 1s. 6d. to 146s. 11d.

French Warship "Dunkerque" to be built in 2 parts

France
"Normandie" drydocked
Govr Genl of Equatorial Africa still missg
German journalist kidnapped

U S A
Malcolm Campbell

Germany
500 Pastors still under arrest

Italy

PARLIAMENT SKETCH

Report
Commons. Army Estimates
Questions
France & Air Pact—Eden
League & Manchukuo—Eden
Protection agst Air Attack—P M
Osteopaths Bill (Comtee)

Political Notes

Anthony Eden at Stratford-on-Avon

Jubilee. Music at St. Paul's Service

K & Q at Eastbourne
Their Majesties take Box for Covent Gdn Opera Season

The "Slow Down." 1st day of 30 mph speed limit
Disguised "Cops." Cmns Qn
Pedestrian Road Guards at Camden Tn

Bus stops at ten points on London route

Strike at Hawker Aircraft Works

"Stop Press" Revue altered
Summons agst Producer

Sir Walter Gilbey on Sartorial Misbehaviour in the Row

Wheat Quota payment up 6d. to 4s. 6d. Price of Flour raised

Inquest on Girl who fell down precipice. Her money goes to charities

Sir A. Pinero's statuette of Voltaire

Film Notes (over)

£461,140 Will. Duty £147,254

Martin Coles Harman released

Leader Page article: Abyssinia

Dinners. Brewery Trades
Law Clerks

LAW & POLICE

Sir T. Lipton's £10,000 I O U

£100,000 Heiress & her adviser

School Slander Suit

"Jimmie" Walker's Affairs

5s. Divorces: Ld Chief at Lewes

Twice tried for murder

2 yrs for man who tried to deceive Judge

"Heartless employment frauds"

Police Ct Bailiff chgd w embezzlement

Jew knocks out Fascist

Automatic machines destroyed. 8 shopkeepers summoned

Murder in warship appeal dismissed

25 summonses in Club raid

Dominion appeals to Privy Ccl

J P in affiliation case

OBIT.

Maj Genl Sir Richard Ruck

Leaving now the conference, let us observe the order in which the various staffs get to work. The reporters are in and out of the office all day and night; the sub-editors arrive in two or three shifts, the earliest about the time of the conference. Then come the compositors, whom the early sub-editors give a start with "copy"; the readers ready for the first proofs; the "pressmen" (printers who handle the masses of type and make it up into pages); the foundrymen who cast the stereotype plates of the pages for the giant printing presses; the machine men who "mind" and work the presses; and last of all the night publisher and his corps of packers and motor drivers who distribute the packages of printed papers to the wholesale newsvendors and to the railway termini for conveyance all over the country.

To cover the North, Scotland, and Ireland more effectively the big-circulation London dailies (otherwise the "popular" papers) have printing plants, chiefly in Manchester, from which duplicate editions are published, thus saving the vital hours which would otherwise be lost by conveying the whole of the issue from London. This involves an elaborate system of sending news and instructions from the head offices by what is known as the "Manchester wire." This is so important a feature of head office work that it deserves particular description. In one office the last time for sending matter to Manchester for the first edition is 7.50 p.m., in another 8 to 8.15, and in another 9.20. A staff of telegraphists, numbering ten or a dozen, punch the "copy" on to strips of paper in the Morse code. These strips are run through a Creed transmitter at a rate of 140 to 150 words a minute and are reproduced at the other end. In turn these strips are put through a machine called a "printer," which converts them into ordinary "copy." This wire is "fed" with all the early news available, as prepared by the sub-editors. One paper sends North by rail "matts" (i.e. moulds impressed from the formes of type from which stereotype plates are made) of pages made up earlier in the day, such as "feature" pages which are self-contained and do not depend on news. Full-page

advertisements are similarly treated. Separate columns can be "matted," and if cutting is necessary in Manchester "chunks" can be cut out of the stereotype plates. A number of sub-editors work specially for the Manchester wire. Some of the "copy" is duplicated by carbon and there are thus supplies for both London and Manchester. A good deal of the later "copy" is first set in type in London and the telegraphists have proofs for transmission. Every effort is made to supply the North with sub-edited matter for the first edition, as that is quicker than waiting for proofs.

The make-up of pages is sent over the wire, and corrections and changes have to be indicated by service messages. The whole is a complicated business requiring much thought and accuracy. As to the page lay-outs either the northern editions may be made as far as possible exact duplicates of the London editions, both being national papers, or wider scope may be allowed to the north for the use of more of its own news, to the exclusion or reduction of southern news. In practice these rival policies are resolved by a compromise which gives scope for local news in the "away" pages, while the main pages are kept identical with London, or as nearly so as the system will admit. In describing the *Daily Express* system Mr. R. D. Blumenfeld said: "We print in three widely separated towns at once and we telegraph a picture of the lay-out to Manchester and Glasgow, so that the night editors there may reproduce comma for comma."

The business staff at G.H.Q. is on duty throughout the day. Apart from the accounting and clerical work customary in every kind of business the newspaper has its special activities. One of the most important, really belonging to the mechanical and editorial departments, is that responsible for the pictures. The editor here has a large number of photographers, and caption writers who write the titles and the explanatory footnotes. There is a complete plant for reducing or enlarging photographs to the required size and for producing the half-tone blocks, which are locked up with the type in the formes for stereotyping. An important feature is the file of pictures stored for use at any time

required; these are ever accumulating and amount to a huge total, so that the paper shall not be left stranded in an emergency. In some offices there are telephoto installations for sending and receiving pictures between London, the Continental capitals, and Manchester, Glasgow, etc. A full plate photograph can be transmitted in a few minutes. The circulation staff keeps a watchful eye on the whole country and is responsible for constant efforts to promote sales. In touch with the editorial side they send out contents bills of local interest to many places every day. Akin to this is the work of the publicity staff, which designs advertisements of the paper itself.

An allusion to the place of women in journalism may come fitly in this chapter on organization. The number of women employed on newspaper staffs is as yet comparatively small, although it is a fact to be noted that the female students in the diploma course in journalism in London University have outnumbered the male for a long time past. Quite a large percentage of the secretarial, clerical and telephone staffs in London newspaper offices are women, but on the editorial side the position is distinctly the reverse. Most dailies have one or perhaps two women reporters, but few of them can be called "general" in the sense that they undertake without discrimination the whole range of reporting tasks. Usually they keep to social engagements, fêtes, weddings, welfare work, and events of that order. At Ascot, for instance, a woman journalist will describe the dresses but "Our Racing Correspondent," always a man, deals with the real news. I have not yet heard of a regular woman member of a London daily sub-editorial staff, but of course the woman's page has a woman editor and women contributors. In magazine work and in free-lancing women have a larger share; and in the provinces they are more frequently to be found reporting. One recalls the names of women who are brilliant special writers, and last year a first-rate book was produced by Miss Betty Ross, entitled "Heads and Tales," consisting of interviews with celebrities all over the world. She was first a "sob-sister" on the *New York World*,

SUNSHINE CROWNS THE JUBILEE

THE GREAT THANKSGIVING

VAST CHEERING CROWDS IN LONDON STREETS

TRIUMPHAL PROGRESS TO ST. PAUL'S

BEACONS ON A THOUSAND HILLS

In brilliant summer sunshine the King and Queen drove yesterday from Buckingham Palace to St. Paul's Cathedral to join with a great congregation, representative of the nation and the Empire, in giving thanks for the completion of the 25th year of His Majesty's reign.

Their journey to St. Paul's was a triumphal progress along gaily decorated streets lined with tokens of thousands of spectators, whose enthusiasm found expression in vociferous cheers. The progress was repeated on their return to the Palace, where the Royal Family appeared on the balcony in response to a clamorous request.

The country early yesterday as honour of the Jubilee; and pyrotechnicians were exceptionally throughout the Empire. The day's festivities culminated in the lighting of a great chain of bonfires as hasty and abroad.

The King broadcast to his peoples last night a message of which he said — "I endeavour myself unto the same service for the years that may still be given to me."

IN ST. PAUL'S

THANKSGIVING AND PRAYER

All the two-score of the day in London lent the thought of the diverse personalities, throughout the realm, whose congregations in its part of their offering were to be made in St. Paul's Cathedral. Early there were already thousands of people in the streets through the City. Yesterday, by a week-end with splendid weather, and those who were invited to the Service, arriving early, found themselves in unhurried order. In the surrounding streets, spectators had begun to assemble, but the morning mists were very severe; all of the Service arrangements were given such touch which could not be had in the afternoon or evening. The Cathedral itself, rising superb a city so busy and clear that it seemed in form fashioned a new brilliance and an almost visible colour, gazing from the South, had an unmistakable little known to Londoners. As though by the mediæval art of walls it had been given means of loveliness, its architectural parts are all, one might say, of a contrasting light tone, which by day is clear and illuminating colour at the least of the architectural embellishment.

The queen's day had been very widely observed in the City, and the streets were full by midday. Where crowds had been, not on the day had been crowded with the thickest that had no doubt ever been. But, as crowds gently with the Cathedral Service, the streets were not so much as to be crowded and to change from one to the public duties, deeds and guests, to their places in the nave, in the choir, or the gallery, the duties, reported at five they were in their places. Then the Service began and was conducted successively by the Archbishop of Canterbury, the Bishop of London, the Dean of St. Paul's, and the Archdeacon of London. Their clergy, then the Lord Mayor, the Chaplains of the Royal Family, and the Chaplains of the Lord Mayor and Sheriffs, the Lord Mayor's Chaplain and the Lord Mayor during the Royal Family and Household, and, finally, the Lord Chancellor, the Lord Privy Seal, the Prime Minister, the Archbishops of York, the Duke, the Duke of Windsor, the Prince of Wales, the Duke of Kent, and the Duke of Gloucester, the Duke of Connaught, and the Princess Royal.

PALE PRIMROSE LIGHT

Soon after 11.30 the organ gave its opening voluntary. By this time the church was absolutely in place as to begin the Service. The pale primrose light of the morning was filtered through a window of the south transept, touched Nelson's coat and medals, as an aged figure, into the nave had the effect of the soft-coloured illumining beauty on the dome and the rest choirs that erected the Royal Family, standing, were as yet unoccupied by any of the Royal Family. The Archbishop of Canterbury, the Bishop of London, the Dean of St. Paul's, and the Archdeacon of London, in robes, were in position before the altar, by the magnificent pulpit.

PRAISE AND THANKSGIVING

When the last note of the Nunc Dimittis had been sung there followed the Archbishop's Address, and the Lord's Prayer, said by the Archbishop of Canterbury, and then the Collect, Epistle, and Gospel, and the Creed, and the Litany, and the Collect for the Queen, and the Collect for the Royal Family, and the Collect for the Day, and the Collect for Peace, and the Collect for Grace, and the Collect for the Prince of Wales and the Duke of Gloucester, and the Collect for the Duke, the Duke of York and Earl of Inverness, and the Collect for Unity, and the Collect for the Duke of Kent, and the Collect for the Duke of Gloucester, and the Collect for the Duke of Connaught, and the Collect for the Princess Royal, and the Collect for the Prince of Wales and the Duke of Gloucester, and the Collect for the Duke of York and Earl of Inverness

THE SILVER JUBILEE

A Day of Thanksgiving and Pageantry

KING'S MESSAGE TO HIS PEOPLE

"I Dedicate Myself Anew to Your Service"

Throughout the British Isles and the Empire and in many foreign lands where there is an English colony the Silver Jubilee of the King's accession to the throne was celebrated yesterday.

Crowds greater than even London had known before assembled in the Empire's capital for the first and greatest day of the celebrations. In perfect weather, amidst the cheering of countless millions, the King and Queen, their sons and daughter, and the Empire's Premiers drove in procession to St. Paul's for the service of thanksgiving. Never before has the world seen a service on so vast a scale, though the wireless brought out millions of British people at home and overseas were able to share it.

The King has made broadcast a striking personal message to the Empire. Thanking the nation for its loyalty and love, he said, "I dedicate myself anew to your service for the years that may still be given to me." The King made a sympathetic reference to the fact that the unemployed and gave a special message to the children.

Last night, a few hours before we write, the King, by proroguing on Queen Anne's Bounty, ended the present Parliament. He will open a new Parliament in Hyde Park, and within a few minutes Ministers will be receiving the seals of office at Buckingham Palace, Windsor, Balmoral, Holyrood, Sandringham, Osborne, Hatfield, Knebworth, Northcote, Chequers, and nearly 2,000 half-caps all over the British Isles.

AT THE PALACE GATES

London, Monday.

The Mall was a rushing river of spectators as early as seven o'clock this morning. The edges of the pavement had been roped off, and were packed with two lines of people, the inner line being those who had secured chairs, the outer those who had been attracted by a fine, clear night, and a cloudless dawn.

Those who had camped outside Buckingham Palace had been moved on by the police to make room for the crowds of bankers, and policemen had already begun to line the route. Soldiers had arrived from Aldershot and Windsor, and an RAF band of 60 men played the time away. The crowd was a happy crowd, pleased with the weather (though it grew hotter before it was over than pleasant) and with their own patience in finding places. Good humour also ruled out.

They had little idea as they spoke that the King would appear, but they were not to be denied at the last moment.

It was not long before they were rewarded. Just after 8 o'clock the Royal Standard was hoisted on the flagstaff of the Palace, and in three minutes a roar of cheering told that the King and Queen had left the Palace gates and were coming down the Mall. Their car was followed by those of the Princess Royal and the Duke of Gloucester, and the whole procession was over in a few minutes. The Duke of Kent was not in the procession, as he was in Yorkshire on the way to Balmoral.

The Queen was in the first car, with the King sitting on her left. Both were smiling happily and waved the hand in response to the cheers. Behind them, in the third motor-car, were the Princess Royal, Princess Mary, Viscountess Lascelles, and Lord Harewood. Then came the Duke of Gloucester, with Princess Alice, Countess of Athlone. Each car was followed by a motor-cycle escort.

The procession was headed by a squadron of the Household Cavalry, and was followed by a squadron of the Life Guards. Only one motor-car was in the procession—a Daimler limousine, with the Lord Chamberlain (Lord Cromer) and Major Sir Arthur Penn, the King's private secretary, in the back seat.

Then came the Household Cavalry, and the Life Guards came pouring in on their heels to make room for the thousands

specializing in "heart-interest" stories, but she resolved to become an interviewer, and did so with a success of which any journalist might be proud.

It remains to be seen whether *sub*-sisters will take their place in the ranks alongside the *sob*-sisters. There is no deliberate ban on women in journalism, I believe, and their number is increasing. The few women "all-round" reporters whom I have known or heard of, either in London or the country, have been very capable workers.

Recording the Jubilee.

This broad consideration of newspaper organization may appropriately end with certainly the latest, and probably the greatest, exhibition of efficiency on record. The British Press has every reason to be proud of its effort and achievement in reporting by word and picture the great story of the King's Silver Jubilee celebrations on May 6, 1935. Weeks in advance preparations throughout the country received full attention and the public interest grew in volume until the *crescendo* culminated in a positive crash of harmony on the day itself. I remember taking a small journalistic part in the celebrations of the Jubilee and the Diamond Jubilee of Queen Victoria and my impression is that this event far transcended both in the intensity of interest aroused in this country and throughout the world. The papers were simply inundated with Jubilee copy and they rose to the occasion triumphantly. Twelve plates (XVII to XXVIII) are devoted in this book to the reproduction of the main news pages of the papers of May 7, one of which is American. It will be convenient, although typography and "make-up" are dealt with as subjects in other chapters, to discuss here these pages in their entirety. Those of my readers who understand the technique will analyse them with interest.

The story was a great work of organization by the news departments. Besides the main descriptive work at the points of vantage in London there were "ends" to it without number; and "feature" editors exercised their ingenuity in arranging all kinds of articles of associated interest. Most

papers increased their size during the height of the Jubilee "news fever," and supplements of various kinds, pictorial and historical, were in general favour. *The Times* broke records with its 28 page special number on May 3, accompanying its ordinary issue. It is computed that on that day about three and a half million letters were used in its composition, 900 stereo plates were cast in the foundry, representing 22 tons of metal, and the paper that ran through the presses would, in a strip two pages wide, cover 2,500 miles. The *Daily Mail* issued a novelty in the shape of an illustrated supplement on silver paper. Our twelve plates give opportunity for observing different classes of journalism in action on a big story. In addition to the pages reproduced, which show the lead or start of the whole report, I will give the wordings of the top headings on the subsidiary pages devoted to the Jubilee, which show the various angles of interest from which the story was viewed. The American example is of special interest. The *New York Times* on May 7 consisted of 46 pages, as an ordinary issue without supplement. Often it exceeds that number and such a bulk is unknown in this country with papers of corresponding page size, except on very rare days. Of the Jubilee news the *New York Times* gave no less than twelve and a half columns, and two telegraphed pictures (including the popular one showing the King smiling on the balcony of Buckingham Palace at night), which was smart work. Let us look at the 12 plates in a little detail—

MAKE-UP. Those in charge of the make-up that night had a busy, difficult job. It seemed almost hopeless to keep any pages at all on which something of the Jubilee did not appear; and yet even on such a day it was good form to reserve some portions of the paper exclusively for the other news of the world and for regular features. So, although the Jubilee story threatened to monopolize whole issues, there were to be found a page or two here and there devoted to general news, and as usual the "city" pages serenely appeared, unaffected apparently by public excitements. The *Manchester Guardian* (Plate XVIII) is unique among our

THE MORNING POST, TUESDAY, MAY 7, 1935 — 15

AN EMPIRE GIVES THANKS

MEMORABLE SCENE IN ST. PAUL'S

4,000 CONGREGATION

JOY AND SOLEMNITY OF STATE SERVICE

The King, in St. Paul's Cathedral yesterday, with a distinguished congregation of more than 4,000 persons, gave thanks for the services which he has been enabled to render to the Empire and, through the Empire, to the world.

The scene in the great cathedral was of solemn magnificence, yet tinged with a subdued atmosphere of joy.

By Our Special Representative

The King Speaks to His People

Last Night's Scenes

VAST THRONG CHEERS FOR TEN MINUTES BEFORE PALACE

2,000 Feet over London

HOW THE BEACONS LOOKED

City Lake of Light

By Our Aeronautical Correspondent

SECOND SERVICE AT ST. PAUL'S

HUNDREDS CROWDED OUT

Mayor's Effigy Burned

MAN WHO REFUSED TO MEET THE KING

Stop Press News on Page 20

ON OTHER PAGES

SIX MILES OF PAGEANTRY

LOYAL MULTITUDES ACCLAIM THE KING AND QUEEN

CHEERING CROWDS AT THE PALACE

In brilliant weather and to the cheers of countless multitudes, the King and Queen yesterday drove from Buckingham Palace to St. Paul's Cathedral to join their people in the Service of Thanksgiving for the completion of 25 years of their reign.

The cavalcade was a pageant of splendour that will live always with those who saw it. The people, massed along the six miles of gaily decorated route gave a wonderful display of love and loyalty to the Throne.

SCENES ALONG THE ROUTE

By the "Morning Post" Representatives

ALL NIGHT WAIT

PALACE BESIEGED AT DAWN

The First Procession

DUKE OF YORK

Duke and Duchess of Kent

RADIANT SUNLIGHT

COLOUR AND SHIFTING PATTERNS

BOMBAY ABLAZE WITH LIGHTS

PLATE XIX

The Morning Post, May 7, 1935

(G.87)

THE KING THANKS HIS "VERY DEAR PEOPLE"

"I DEDICATE MYSELF ANEW TO YOUR SERVICE"

WEST END'S MERRIEST NIGHT SINCE ARMISTICE

Floodlit Scene on Palace Balcony | Response to Call of 200,000 | London a City of Brilliant Light

2,000 BEACONS BLAZE OUT ON BRITAIN'S HILLTOPS

My very dear people. . . . The Queen and I thank you from the depth of our hearts for all the loyalty and—may I say?—the love with which this day and always you have surrounded us.

I dedicate myself anew to your service for the years that may still be given to me.

This moving message from the King *Broadcast* last night to the nation and the Empire, was the climax to a day of undimmed beauty and splendour which will live long in the memory of every Briton.

The stately Royal procession to the Thanksgiving Service at St. Paul's and back to the Palace after the ceremony was witnessed with delight by a great multitude of happy people, acclaiming with deep affection their beloved King and Queen.

In London, the heart of the Empire's tribute, tens of thousands—many of whom had stood all night in the streets—acclaimed their Majesties with the greatest demonstration of love and loyalty the capital has ever known.

Royal weather graced their Majesties' progress. The day was the warmest of the year, with unbroken sunshine everywhere.

MEMORABLE EVENING CELEBRATIONS

"For He's a Jolly Good Fellow"

Vast crowds surrounded Buckingham Palace all day and until late last night.

At 9.15 p.m., in response to repeated cries of "We want the King," their Majesties appeared—for the third time since their return to the Palace—on the balcony, to be acclaimed by a crowd of between 150,000 and 200,000.

The King commanded the floodlighting to be turned on, and for five minutes he stood with the Queen, brilliantly illuminated, waving to the throng.

The crowd cheered again and again and repeatedly sang "For He's a Jolly Good Fellow."

Shortly before ten his Majesty pressed a button in the Palace.

At once the great beacon burst into flame—and a chain of 2,000 beacons from Mount end on every hilltop in Britain.

Enormous crowds thronged the West End of London, brilliant with floodlighting, into a carnival city.

Countless millions of the King's subjects throughout Britain and the Empire joined in the rejoicings.

OTHER JUBILEE NEWS

ON PAGE FOUR
Empire Jubilee Radio.
Jubilee" Local Scenes.

ON PAGE SEVEN
Condemnation in Provinces.
Empire Observances.
Incidents of the Day.

ON PAGE TEN
The King's Broadcast.
The Provincial Addresses.

ON PAGE TWELVE
Letters of Homage.
World Listening-in.
King's Thanks.

ON PAGE THIRTEEN
Prayers at St. Paul's.

ON PAGE FOURTEEN
Empire's Service.
Duty Day for Ambulancemen in Floodlight-square.

FANTASTIC FLOODLIGHT CARNIVAL

Wild festivity descended on Buckingham Palace-plain-scene on park London last night. The terrace a bright fairy, green rose to gold, rockwork, floodlighted, presented a fantastic appearance. Above it, a huge canopy of hot, reddened light.

Here from 9.30, Bloomsbury thousands of people, making about the scene, the spectacle, the gayest carnival ever seen in London. Many of them had come all night to see the King and Queen make a personal appearance.

Then, at 9.15, there was a great roar of welcome. Crowds packed behind and there was a new air. The very trees and leaves of the park stood in the reflected floodlight.

On the Home Guards' Parade Ground Buckingham Palace, a company of Guards, some of the spectacular light of the fountains, had to be doubled before.

Then the King and Queen appeared.

The crowd sang "God Save the King" and "Land of Hope and Glory."

Then came "For He's a Jolly Good Fellow," and the singers of the crowd sang it over and over again.

Then the King and Queen disappeared. Then they came back. Then they came back again.

Then they came back for the last time.

Then the floodlights were switched off, and the crowds began to disperse.

Waterfall Dramatised

The most effective was coloured. The fountains in the middle basin are arranged to project the multi-coloured lights. The waterfall is made almost "Wholesale" with a dark background.

Almost the most beautiful spectacle was the fountains in the basin in front of the Victoria Memorial. Here, in the centre of the Guards' bands, are rising and descending to the tune of drum and trumpet. Here, too, are the lights of the fountains, changing from red to blue to green.

The scene vastly astounded at the many visitors of light and shadow.

The same effect. Right up to the last moment, the crowds were still pouring in, unchecked, somewhere by the light of the floodlights. The Last Post sounded, and the Guards marched off, leaving to the floodlights in the Mall.

But the Home Guards Parade is only one part of the scene of illumination.

All around London is illumination. Floodlighting has been used in the Tower, Whitehall, Trafalgar Square, Piccadilly Circus, Hyde Park Corner, Kensington Palace, Kensington Gardens, Hyde Park, Marble Arch, Regent's Park, Oxford Street, Bond Street, Regent Street, Piccadilly, Park Lane, Knightsbridge, Kensington High Street

illustrated samples in giving on its main news page over two columns of news (practically all foreign) that had nothing to do with the great event. The *New York Times* (Plate XXVIII) of course does not come into the comparison. *The Times* (Plate XVII) gives one of its double column headings reserved for the biggest news and tells the story in its customary straightforward manner, not hesitating to lose a top for a heading in the centre column by continuing the text of its description of the St. Paul's Service, which was chosen as the main event of the day. The centre picture gives welcome relief. *The Morning Post* (Plate XIX) gets good balance with its two double column headings on either side of the three column picture at the top, the broadcast message standing well out beneath it. In the *Daily Telegraph* (Plate XX) we see the more popular conception of news order, the later events taking first place—the broadcast message, the illuminations and the beacons. The announcement of the supplement in column 7 is contained in a "cut-off," i.e. matter placed between rules of full column width top and bottom, thus separating it from the running story in which it is placed. Although *The Scotsman* (Plate XXI) was slow to adopt new methods of typographical display its progress since it did so has been remarkable. A banner head like "The Royal Silver Jubilee Celebrations" would have astonished its readers not so long ago. Its lay-out of top picture, two double-column headings and the treble column under the picture, with the five column balcony photograph at the bottom, gives an impression of careful symmetry. The broadcast shows well in double column setting with indentation in columns six and seven. There are two little cut-offs in black type in columns one and five, and a panel in column two, known as a "box," i.e. a piece enclosed completely by its own rules inside the column rules.

The *Daily Mail* (Plate XXII) has a two-line banner, or streamer, and puts the emphasis on the climax of the day, all the page except the last column being devoted to the night news. The morning follows the night. The same

priority is seen in the *Daily Herald* (Plate XXIII), which opens with the night scenes at Buckingham Palace and the beacons. In fact the whole page is made up of the later news, but for a brief mention of the St. Paul's service in the first column. Full reports of the events of the day are given in other pages. A feature of the text of the *Herald* reports is the smallness of the paragraph. One sentence is generally enough for one paragraph, and that mostly a short one. The King's broadcast gets exceptional prominence in a double column box half a column deep, with dotted rule and set in a clear distinctive type. The main heading is a composite of bold lettering and picture. Boldness and simplicity mark the *Daily Express* page (Plate XXIV). The "human element" is emphasized with the "balcony drama" and other touches; the "family" note and the smiles are well chosen. The banner is a double one, but in the *News Chronicle* (Plate XXV) there is a still more striking effect, with a banner of the treble order. The introduction is a story of the day, taking a whole double column. Here we see a "fudge," in column seven, "hose turned on." The "fudge," as already explained, is a mechanical device to put a piece of news on the machines quickly, without the delay of re-plating the whole page. The *Daily Mirror* and *Daily Sketch* (Plates XXVI and XXVII) are examples of how to get a lot of news into a little space. Although these pages are less than half the size of the *Daily Herald* each contains more than two-thirds, of actual text in solid type, of a page of the larger paper. Both choose the theme of the King's radio talk for their banner. The *Mirror* gives a heading on its chief page," Red Banner Trick," to an incident in Fleet Street which received scant notice in the papers as a whole.

The *New York Times* (Plate XXVIII) presents what to students of format has become familiar in its pages, a remarkable display of poise and balance. The chief place (in America the outside right-hand top) is given to the Rail-Pensions Act story, and the Jubilee comes next with the opposite "double." These two headings are as nearly

THE ROYAL SILVER JUBILEE CELEBRATIONS

THANKSGIVING SERVICE IN ST PAUL'S

Their Majesties' Triumphal Progress to Cathedral

LONDON'S STIRRING WELCOME

A Happy Day for Sovereign and Subjects

(FROM OUR OWN CORRESPONDENTS)

London Monday Night

King George the Fifth celebrated today the twenty-fifth anniversary of his accession to the Throne by attending divine service at the Cathedral Church of St Paul's. Queen Mary and the Prince of Wales were present, and there was a happy mingling in the crowds of the Premiers who have arrived in the capital. "I was glad when they said unto me 'Let us go into the house of the Lord.'"

It is no secret that when the Register of observing Sovereigns was first announced, His Majesty's desire was that he should drive to the Cathedral with the utmost degree of ceremonial and that the route should be lined with troops. But the King thought the state of his health would not allow him to ride in the open carriage, and he decided to travel in a glass-enclosed vehicle. It had previously been used by Queen Alexandra and Queen Mary.

[illegible] a wonderful day. Despite the [illegible] and cheering which greeted the Queen and Princess Royal as they drove through the streets in the glass coach, the King and Queen had been seen [illegible] in the open carriage, and the cheering was [illegible] the ceremonial aspect of the procession, and the [illegible] were [illegible] the [illegible] loyalty, but expressed their affection and [illegible] for the King and Queen. [illegible] the Queen, as a personal tribute, had decided to travel in the glass coach.

ALONG THE EMBANKMENT

[illegible] the procession was to be made [illegible] the Embankment. One could [illegible] the decision to do more than a glimpse of [illegible] pictures and glitter on [illegible] the [illegible] of the [illegible] on the Embankment [illegible] [illegible] [illegible]

JUBILEE REJOICINGS GO ON ALL NIGHT

2,000 Bonfires Tell of the Nation's Joy and Devotion

'DAILY MAIL' REPORTER'S FLIGHT OVER BEACONS

100,000 CHEER THE KING & QUEEN ON PALACE BALCONY

The King Broadcasts to "My Very Dear People"

HIS SPECIAL MESSAGE TO THE CHILDREN

A DRAMATIC CLIMAX TO THE NATION'S DAY OF JUBILEE REJOICING CAME SHORTLY BEFORE 10 O'CLOCK LAST NIGHT WHEN, AT A SIGNAL FROM THE KING AT BUCKINGHAM PALACE, A CHAIN OF 2,000 BONFIRES LEAPT INTO FLAME, CARRYING THE MESSAGE OF JOY FROM HILL TOP TO HILL TOP THROUGHOUT THE LAND.

The first beacon to be lit was in Hyde Park, which again was left open all night so that the thousands of revellers unable to get to their homes might camp out for the night.

Before giving the signal for the lighting of the bonfires the King, with the Queen, appeared on the balcony of the Palace and the nearly a quarter of an hour their Majesties waved their hands and smiled in continuous acknowledgment of the greetings of a crowd of 100,000 people who surged round the Palace railings.

Early this morning the West End hotels and restaurants were still crowded with Jubilee visitors.

Men and women in the uniforms overseas or the Dominions and Colonies took part in yesterday's celebrations, and last night the King in his Empire broadcast said to them and to his fellow-subjects: "I gathered myself anew to your service. . . . From my heart I thank my subjects at home"; gratitude

identical as any can be in type, grouping and length of lines. To achieve this precision means very exact work. The top lines are "stepped," and the six sections or "decks" below alternate in capitals, and capitals and lower case. The single lines are set in capitals; the three-line groups, in capitals and lower case, take the form known as "flower-pots," from their shape. Notice the balance preserved between columns three and six; the cut-offs in two and six of almost equal depth, underneath which appear two heads of precisely the same length, in which the lines correspond in width as nearly as the resources of the language permit; also the same proportions in the two headings side by side under the centre top cut-off. To complete the design of the whole page there are the two bottom cut-offs. The page is a set design at which the paper consistently aims, and if it errs on the side of formality, it is only achieved by infinite pains. The crux of it is the writing of the headlines, in which the counting of the letters must be more laborious almost than the finding of news points and ideas.

TYPE. The typographical details of the pages are even more technical than the make-up schemes, but require notice. Gradations of type size are, of course, general, but are more complete in some than others. *The Times* contents itself with the Roman type which it had cut specially to its own design, without the use of black type or italics. Three sizes are used, namely small pica, or 11 point, leaded for its double column introduction, bourgeois, or 9 point, for the body of the articles and minion, or 7 point, for the Archbishop's address. The effect of "leaded" type is very clearly visible. All the introductions have "leads," and the first part of the Archbishop's address at the top of column three is a good example of how much more readable small type can thus be made. Uniform black capitals are employed for the cross-heads. The heading type is a clear bold "titling," and variation is introduced by a distinctive type of another design, in the top heads of columns three and six. The *Manchester Guardian* introduction is set in a neat black type and the matter is well "broken up" with

a series of double column headings. Bold heading types are in favour in the *Morning Post*, and the strong italic makes "The King speaks to his people" stand out well. Double cross-heads are used well in the account of the procession. A greater variety and contrast is seen in the *Daiy Telegraph*. Note the tri-sected portion of the headlines, a special *Telegraph* style which is very striking. Black type is used freely throughout the introduction and the different parts of the story. Important paragraphs are all set in black type.

Three kinds of type mark the *Daily Mail* introduction —Doric capitals at the top, an open black type next, and two paragraphs in a bold condensed black letter. In the "Chain of Fire" and the St. Paul's stories the italic cross-heads are picked out with heavy rule underneath. In column five "The King's thanks" is in a box of dotted rule. The first part of each section of the report is in larger type and black, and then the story falls into the standard ordinary size as, so to speak, it gets into its stride. The *Daily Herald* gives a general impression of elaboration in design. The introduction is all in black, in two sizes, varied with black italic paragraphs. A striking thing in the page is the great amount of space taken up by the headlines with their heavy types. A curious effect is produced by the two double heads at the top, divided by a little group of stars, which make them appear almost like a bisected banner. A strong effect is obtained by sandwiching lines of upper and lower case type like "King and Queen Wave," in between lines of all capitals. Four varieties of type appear in the double column introduction of the *Daily Express* and the cross-heads are good heavy italic caps with thick rule beneath. In the *News Chronicle* observe the three sections under the big banner line: the middle one is Roman and the two wings are italics. Effectiveness is gained by the use of bold expanded lettering in the "King and Queen" line under the picture. The heading "Flying" under the box in column three is a form that has come into fashion in recent times. The three striking italic lines are set "full out" to the left, meaning that they close up to the column rule and leave a

200,000 MASS OUTSIDE THE PALACE

King & Queen Wave From Floodlit Balcony

AN UNUSUAL GENERAL picture of the crowd in Trafalgar Square, waiting for the Coronation procession to Pass. Pictorial photo.

GREETED WITH SONGS AND CHEERS

Roads Impassable In Amazing Scenes

TWO HUNDRED THOUSAND people, determined to see the King and Queen before the end of a great Jubilee day, surged in front of Buckingham Palace last night, cheering and singing, until there came a united full-throated roar of "We want the King!"

Time and time again the multitude chanted. Then at last the balcony windows opened and the King and Queen stepped out.

The flood-lights were turned on and the King and Queen waved their hands to the great throng. A servant came on to the balcony and switched off the lights, but the King knew the people wanted to see him.

The cheering broke into the room he gave an order. The whole of the flood-lighting system was turned on and from a dark mass, silhouetted against a moonlit sky, the Palace was bathed in dazzling white.

HIS LAST THANKS

The cheering redoubled. The crowd sang the National Anthem, "Rule Britannia," and "For He's a Jolly Good Fellow!"

The King and Queen went back into the Palace. As the doorway the King stopped, turned round and gave a final wave of thanks.

Last night the King broadcast to the world, his voice betraying the great emotion with which he spoke. "Now can I express what is in my heart?" he said. He faltered, coughed and went on.

It is understood that the King suffered no ill-effects from the activities of the day.

CARNIVAL OF LIGHT ENDS GREAT DAY

THE Great Day, which opened in popularity, closed in a carnival of light.

When dusk came, palaces and churches were lighted in brilliant floodlighting.

Every crowd moved towards the Palace and there waited for hours to see the King and Queen. Roads became impassable and all traffic was crowded.

After the King and Queen had appeared on the balcony for the last time the crowd sang "God save the King" and "God bless the Prince." The Prince of Wales has appeared and at Buckingham Palace.

The cheering went on long after the King and Queen had gone down to their rooms. There the Duke of Gloucester came to them and told them how the crowds were singing and cheering outside the Palace and how they wanted to see them.

Every window in the Palace was lighted and every window was filled with people waiting to see the King and Queen. Again they appeared and received a tremendous ovation.

Many people were allowed to remain in the Mall overnight and were given refreshments.

8,000 FALL IN STREETS

AMBULANCE MEN BUSY ALL DAY

Eight thousand persons collapsed in the streets of London yesterday and were treated by St. John Ambulance men.

Almost every one was one of hysterical excitement.

Forty women and seventeen children were among those helped to their homes.

RADIO'S BIGGEST ACHIEVEMENT

HOW EMPIRE SENT GREETINGS

Lord Selsdon, at Croham headquarters of Radio Luxembourg, the Marconi-owned station which broadcasts the King's message to the Empire and the speech to-night by Mr. Ramsay MacDonald, said:

"This has been a triumph of organisation. Problems of the utmost difficulty in the matter of radio have no doubt been encountered and overcome.

"From King Edward's Accession, Sir Henry Lyons Messenger of Arms, has been responsible for the Proclamation and the Royal Officers' service at Buckingham Palace.

"This year they introduced an entirely new feature, by broadcast, which they were responsible to the B.B.C. to-day.

"Many telegrams expressing very pleasure at the B.B.C. have been received. Several have come from Australia, and one from Canada, and from Tasmania and there was a night service — the British Government broadcasting service of two-hour hours in Australia.

BEACON CHAIN GIRDLES THE COUNTRY

The King's Broadcast To The Nation

THE King in his broadcast to the Empire from Buckingham Palace, last night, said:

"At the close of the memorable day I must speak to my people everywhere. Yet how can I express what is in my heart?

"As I passed this morning through cheering multitudes to and from St. Paul's Cathedral, my mind dwelt above all on those twenty-five years here brought to an end by my country and my Empire, and on the part I myself played myself.

I cannot express my thoughts and feelings.

I can only say to you, my very dear people, that the Queen and I thank you from the depth of our hearts for all the loyalty and — may I say? — the love with which this day and always you have surrounded us.

I dedicate myself anew to your service for the years that may still be given to me.

I have been privileged to share with you in the anxieties and the sorrows of the years through great trials and difficulties together. They are past now.

In the midst of this day's rejoicing I grieve to think of the numbering of my people who are still without work.

We owe to them, and not least to those who are suffering from any form of disablement, all the sympathy and help that we can give.

I hope that during this Jubilee year all who can will do their utmost to find those work and bring them hope.

Much remains to be done, but I am persuaded that with God's help they may all be overcome if we meet them with confidence, courage and unity. So I look forward to the future with faith and hope.

It is by the young that the future belongs. I trust that through the Voice of Empire which is mine, the Prince of Wales in commemoration this year, and in days throughout the country may be helped to kindly thought and character to become useful citizens.

To the children I would like to send a special message. Let me say this to each of them: Be loyal to your homes and your schools, your games and your friends, and then throughout the days to come you will be loyal to your King and Country. The one grows out of the other. And as you grow older, you will find that your loyalty will always know this thought before you, and when the time comes for you to play your part in the life of your country the service of your work, your money and your life.

I thank you all for the greatly touched by all the greetings which have come to me from the Dominions and Colonies, from India and from the Home Country.

It has been good to be told who may be listening in my name, wherever you may be whether at home or in ships or in the air, whether you may be in the midst of civilisation or on the high seas.

Let me end my words to you with those which Queen Victoria used on the occasion of her Jubilee; thirty-eight years ago. "From my heart I pray God to bless you all."

STREET DANCING AT MIDNIGHT

BABIES AND GRANDFATHERS JOIN REVELS

FROM OUR SPECIAL CORRESPONDENT

BARREL-ORGANS, gramophones and pianos played dance-music in a thousand gaily-decked streets in the poorest parts of London last night, while complex young and old rejoiced, waltzed and lapsed into the climax to a day of revelry.

Battersea and Wetherbithe, Bermondsey, Lambeth and Chelsea, the East End and North London all took part.

Home-made decorations of revolving stripes of fairy lamps and Chinese lanterns were hung from window to window.

Tables and chairs from basements or from the pavement were put out from the doorways.

Then the dancing began. Old and young, men and women danced together in the road, some to the music of barrel-organs, others to gramophones and others to pianos.

They had waited early to clear the streets properly.

Everywhere dancing began at midnight. Some had waited to see the end of the Jubilee.

Everywhere dancing began at midnight. Some had waited to see the end of the Jubilee.

"RING O' ROSES" IN PICCADILLY

PICCADILLY CIRCUS were tightly packed, and turned into a gigantic ring.

Then, as suggested at last a fourth had gone, the whole circle was collapsed.

Cheering as they did so, they began to sing "Ring o' Roses" and "We all fall down."

Then they began to dance. They were not the only ones. Dancing parties were formed in the streets, with accordion and mouth-organ accompaniment, and in the Strand and Fleet Street.

Many people were allowed to remain in the Mall overnight and were given refreshments.

750,000 ROUND HYDE PARK'S "CAMPFIRE"

PLANES SWOOP OVERHEAD

A MESSAGE OF LOYALTY and congratulations to the King being dropped by parachute over Hyde Park from a plane. Photo by Parachute Descents, Ltd.

THREE quarters of a million people burst like a mighty roar of cheering as the King, by pressing a button in Buckingham Palace, lighted the immense bonfire in Hyde Park a few seconds before 10 o'clock last night.

That bonfire was the signal to the whole of Britain for the beginning of the night celebrations of the Jubilee.

Throughout the country 3,000 fires were lighted — bonfires of straw and wood, which excited the Jubilee message sent across and intercepted by any telegram and great crowds.

THE FIRST FLAME

A flame, a torch in the dark ground, a flame, a burning.

But in Hyde Park the crowds packed themselves round the bonfire, waiting and watching for the flame to be applied. Then, suddenly, the great pile burst into flame.

Aeroplanes circled overhead carrying flares which dropped by parachute. Cheers for Jubilee.

As soon as the fire was well burning the crowds began to break up.

The Mansion House was lighted with a huge bonfire. The flames rose to a great height.

Bonfires were lighted on roads all over the country. The bells of churches rang out.

Bonfires were also lighted on the tops of hills.

CROWD ATTACKS FIREMEN

FIREMEN who turned their hose on an angry crowd in Valentine Park, Ilford, last night, were dragged from a bonfire pile, which members of the crowd had lighted, and roughly handled.

The bonfire had been prepared for the Jubilee celebrations on Friday, when the bonfire was to have lighted it, but crowds, weary of six nights of celebrations, set it alight at 9 p.m., while troops had not the pile ignited.

After it had been burning for an hour the fire brigade was summoned and with two machines which they took to the scene.

The crowd, whom the men say had the pile ready to light at the bonfire, had dispersed.

Firemen might duty here on the Jubilee and previous nights, and the Ilford men threatened to refuse to go out.

MAYOR'S OFFICE BURNED

A crowd of nearly 1,000 people stood round a bonfire in the Mayor's Parlour at Town Hall, Ilford, last night.

Suddenly flames burst through the windows of the Mayor's parlour, and Queen's Hall, Mayor's Parlour, Mayoress's Parlour, Council Chamber, Magistrates' Court and Committee Room No. 1 were destroyed.

Firemen fought their way to the fire and succeeded in preventing the flames from spreading to the rest of the building.

MAY PROTEST TO KING

A committee that a complaint of over £60,000 be sent to the King was decided upon at a meeting of the Council of Action, Hyde Park, last night. Mr. Lansbury presided over a meeting from the Labour Party.

Mr. Lansbury, Mr. Ellen Wilkinson, A. Hall, and that the decision was the majority. It is probable that the

THE JUBILEE ON OTHER PAGES

Page 2, 10, 11, 12 and 13
Pictures of Jubilee Celebrations
Message from the Empire
Page 3 — Jubilee Day Sports
Page 4 — Jubilee Day Sports
Page 5 — Jubilee Day Sports
Page 6 — Jubilee Day Sports
Page 7 — Jubilee Day Sports
Page 8 — Jubilee Day Sports
Page 9 — Jubilee Day Sports
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Page 30 — Jubilee Day Sports
Page 31 — Jubilee Day Sports
Page 32 — Jubilee Day Sports

CERTIFIED DAILY PET SEE PAGE 2 FOR DETAILS

ST. PAUL'S DOORS BARRED

HUNDREDS TURNED FROM SERVICE

WHERE representatives of every nation, in brilliant ceremonial had earlier knelt in homage with the King and Queen, five thousand people were turned away from St. Paul's yesterday, the occasion for the people's own thanksgiving service.

Put up as many years' gifted police outside the great cathedral long before the service was due to begin.

IT RUINED FROCKS

The massed doors were slowly thrown open by Mr. Matthews, Dean, of St. Paul's, followed the address the Dean of private was observed with the utmost care.

The number of official invitations issued to the congregation were limited to the large proportion of the most eminent persons and honest recipients.

ADVERTISER'S ANNOUNCEMENT

1874-1935

SIXTY years of steady progress have seen the Abbey Road develop from a membership of £50 and assets of £2,000 to a membership of £10,000 and assets exceeding £15,000,000.

Throughout its career the Society has exercised the goodwill of the best architects, builders and estate agents — fostering sound planning, speedy building and wise investment.

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PLATE XXIII

Daily Herald, MAY 7, 1935

(G.87)

ballito STOCKINGS

Daily Express

TODAY'S WEATHER: FINE; WARM. RADIO PROGRAMMES: PAGE 22. ONE PENNY

No. 10,914 TUESDAY, MAY 7, 1935

BUY BRANDED GOODS

"MY VERY DEAR PEOPLE"

THE KING MAKES RADIO'S GREATEST SPEECH

THE HAPPY FAMILY.—There were smiles on the Palace balcony when eager little Princess Margaret Rose slipped off the footstool on which she had perched to see the cheering crowds. The King helped her back.

BALCONY DRAMA AFTER BROADCAST

THE KING AND QUEEN AMID THE FLOODLIGHTS

WEST END KEEPS UP CARNIVAL ALL NIGHT

LAST NIGHT THE KING SPOKE TO THE EMPIRE ON THE WIRELESS; MADE AN EMOTIONAL SPEECH TO "MY VERY DEAR PEOPLE" WHICH DEEPLY MOVED THE MILLIONS WHO HEARD IT. THEN, SITTING WITH THE QUEEN AT A STATE BANQUET IN BUCKINGHAM PALACE, HE HEARD THE VOICE OF A MULTITUDE CALLING HIM.

A hundred thousand people waited in front of the Palace; waited and sang to the tune of Bow Bells the words "We want King George, we want King George." They cheered, they clapped, they sang the National Anthem. They would not be denied.

At 9.25 they were rewarded. The King and Queen came out on to the floodlit balcony.

DANCING IN THE DARK

By the night grew older even the astonishing scenes of jubilee joy were eclipsed.

In Hyde Park, thousands sang and danced in the warm night air. They clambered in deep mud to the rails, for this was the scene, night on which the Jubilee had been kept open.

At 1.30 the marvellous "Fireside"—from the Circus in Park-lane, was filled with people singing, shouting, cheering, and from the Coliseum in the Strand hundreds of united top and tail dancers, conducted by a man without a scrap of an assortment.

Then this enthusiasm stretched into Piccadilly—across to try to get a taxi, and for traffic—traffic chiefly of men and taxicabs—locked with an energy of course in Piccadilly Circus, London lay in the road.

Trafalgar-square rang with the voices of thousands singing old-fashioned songs.

OMNIBUSES STRANDED

Regent-street was blocked from end to end with a mass of taxis and crowded omnibuses. Cheering people stood on the roof of buildings.

Theatre hotels came from West End restaurants and poured to large audiences in the streets.

To pass the congestion in the West-end, traffic was stopped to go in the wrong direction through one-way streets.

Tube stations were crowded with people going home, and cross-country services arriving from the suburbs to join in the revels at late as they arrived.

Hyde Park's memory means described by partners and per on Book Page. "West End Whoopee"—See Page Eleven.

THE KING AND QUEEN ON THE PALACE BALCONY LAST NIGHT

THE QUEEN HOLDS OUT HER ARMS

"Daily Express" Special Representative.

SILENCE outside Buckingham Palace last night — and then a tremendous cheer. Silence—and fight in a window. Silence—and, suddenly, the King!

Silence from a hundred thousand throats. People had been waiting for hours, a multitude stretching across the parks, swarming in one tremendous crowd down the Mall.

Cheering, singing, cheering and waiting.

And then the King!

A quick embrace in disorder with the Queen and the Queen Mother.

Behind were the National Anthem, the cheers, and a few voices, [illegible]

Next Sunday's Great Service

THE "Daily Express" service will be broadcasting at Hyde Park Sunday at 3.15 and will be a living climax to the week of Jubilee rejoicing.

Admission is free and all are welcome to join in this people's tribute to the King.

Massed bands of the Guards, Grenadier Guards and Welsh Guards will play; the Gle- [illegible] son. Young will lead the great congregations in community singing of the King's favourite hymns; there will be an address by the Lord Bishop of Kensington. And [illegible]

The service will be broadcast by the B.B.C.

Don't forget "Pip Day"—Sunday. The time—3.15. The place—Hyde Park.

PAGE TWO, COLUMN FOUR

Still Hotter

[illegible]

LATEST NEWS

Telephone: Central 3000

Words That Moved The World

"MY HEART GOES OUT TO YOU ALL"

C. V. R. Thomson, who also describes the Thanksgiving Service at St. Paul's on Friday, here tells how the King's broadcast was received by the people of the Empire. The full text of the speech is given on Page Two.

"My very dear people . . ."

With those simple words spoken in a voice faltering with emotion, George V. King and Emperor laid his Empire at his feet last night when he had delivered the most moving broadcast message in the history of radio. The full text of the speech is given on Page Two.

"My Very Dear People . . ." A phrase that will go down to history and treasure among personal treasure known as a personal message. Many have made the King cry over a letter, and so did a friend.

Passed Girl

From America

I listened to the King's broadcast to his people at home and across the world in the newsroom of the "Daily Express" [illegible]

The Duke Editor, [illegible] Prince of Wales, [illegible] Prince of Wales, [illegible] Prince of Wales

white space to the right which gives great prominence to the heading. The *Mirror* and *Sketch* do not differ essentially from their larger contemporaries. The value of bold italic is realized, and in the matter use is made of ordinary italics to attract attention to some paragraphs.

HEADLINES. My readers will examine the headlines on the twelve main pages reproduced, but I think a recital of some of the headings on other pages of the same papers will serve as well as anything to show the different standpoints from which the Jubilee story was treated—the mass of impressions received and the reactions aroused. It is an opportunity for a subjective study of the sub-editorial mind in its struggle for realism in phrase. The expert eye will look for repetitions of words such as "impressive," "loyal," "acclamation," etc., and see how far the headline artists succeeded in giving freshness and tone to this many-sided story. One very general aim would be to keep the word "jubilee" out of as many of the subsidiary headings as possible, though the fact that the matter spread over several pages might be held to justify its occasional reappearance.

On big days like the Jubilee, when everything is, so to speak, "on the stretch," and special efforts are made to rise to the occasion, sub-editors can be heard to lament that dictionaries of synonyms are feeble productions, and that even Roget's "Thesaurus" fails. Some words, adjectives in particular, become the mere jog-trot of ordinary usage; to forget them and find something effective and adequate on the really great day calls for superlative skill. The useful, necessary "tribute" will be found in nearly all the pages—indeed in one it appears thrice. "Homage" is kept well in the background. The New York group of headings is of special interest, as giving the objective impressions of a leading organ in a friendly republic of a monarchical celebration. The "genuine loyalty" to a "Sovereign who reigns with 'sagacious inaction'" is an example of the expert touch.

In the following selections the headings are set in ordinary type, the object being, not to show typographical style, but to give the wording.

THE TIMES

A WHOLE WORLD'S TRIBUTES
HOW THE EMPIRE REJOICED
THE POPE'S MESSAGE

WIDE INTEREST IN AMERICA
THE KING AS A "GOOD FRIEND"
SUCCESSFUL BROADCAST

THE PAGEANT OF JUBILEE
OUTSIDE THE PALACE
PAGEANTRY AFTER A LONG WAIT
WAR-TIME SONGS AT HYDE PARK CORNER

LONDON BY NIGHT
GAIETY IN WEST AND EAST
THE BEAUTY OF FLOODLIT BUILDINGS

PARTIES AT THE RESTAURANTS
GALA DINNERS AND DANCING
GIFTS TO GUESTS

IN THE HOSPITAL WARDS
BROADCAST HEARD BY PATIENTS
THOUGHT FOR DISABLED

MILLIONS OF LISTENERS
BROADCAST TO THE EMPIRE
IMAGINATIVE GLIMPSES

JUBILEE IN HOSPITAL
A PATIENT'S RUMINATIONS

FROM THE COUNTRY
A FESTIVE LAND
IMPRESSIVE SCENES OF LOYALTY
THE CHILDREN'S DAY

THE CATHEDRAL CITIES
THANKSGIVING FOR THE JUBILEE
IMPRESSIVE SERVICES

IN A BERKSHIRE VILLAGE
A TYPICAL DOWNLAND SCENE
GAIETY AND GOOD HUMOUR

THE KING TO HIS PEOPLES
"LOVE AND LOYALTY"
BROADCAST RETROSPECT OF THE REIGN

LIGHTING THE BEACONS
FROM HILLTOP TO HILLTOP
A NATION-WIDE CHAIN

ON THE PALACE BALCONY
LATER APPEARANCES
GREAT OVATION FOR THEIR MAJESTIES

Yeast-Vite

News Chronicle

No. 27,956 TUESDAY MAY 7, 1935 ONE PENNY

FOR HEADACHES GENASPRIN THE SAFE BRAND

UNFORGETTABLE JUBILEE TRIBUTE

Millions Cheer the King and Queen | *London Gives Itself up to Night of Carnival* | *Giant Bonfires Make a Girdle Round Britain*

MOVING ROYAL PLEDGE

"I Dedicate Myself Anew To Your Service"

NIGHT SCENES AT THE PALACE

THE King's Silver Jubilee was celebrated yesterday with great rejoicing in all parts of the British Empire.

London has never witnessed a more triumphant spectacle of national loyalty. Never has any State occasion brought together in the heart of the Empire so vast a multitude.

As they drove to St. Paul's Cathedral in the magical sunshine of a perfect May morning, and on the return journey to Buckingham Palace, the King and Queen received a rapturous welcome. It was an unprecedented manifestation of a people's affection.

"From the Depth of Our Hearts"

How deeply it impressed the King was shown by *his* broadcast speech last night when he said:

"How could I put to be most moving record? Words cannot express my thoughts and feelings. I can only beg to you, my very dear people, that the Queen and I thank you from the depth of our hearts for all the loyalty and—may I say it—the love with which this day and always you have surrounded us. I dedicate myself anew to your service for the years that may still be given to me."

Never before have London's streets been so crowded and for so many hours on end. But the organisation of the processions and the control of the crowds was so perfect that there was never a hitch and no casualties beyond those inevitable when crowds of such immensity gather and the temperature is 74 in the shade. Altogether the ambulance workers dealt with 7,000 cases.

Warmest Night of the Year

All night people moved on the line of route. Thousands more flocked in that it was the warmest night of the year. Most in Hyde Park ready to take up a position at dawn. Some kept leaning against the railings of Buckingham Palace.

For nearly four hours procession after procession turned through the garlanded, bedecked streets, viewed by at least two millions of people. There were 10,000 outside the Palace three hours before the King was due to start.

The Radiant Queen

When the King and Queen left the Palace at 10.54 in an open carriage drawn by six grey horses they were greeted with a storm of cheering which never ceased and never diminished until they had entered St. Paul's. It was both a demonstration of love they had never before experienced.

Regal in silver and diamonds with the blue Order of the Garter across her breast, the Queen led up the King's right, smiling and bowing. Both as the journey proceeded seemed to be radiantly happy.

Before them had gone in another procession the Duke and Duchess of York, who rode with their two little daughters in an open carriage. Princess Elizabeth waved to the crowds. But, Princess Margaret was a little awestruck at this her first big official ceremony.

The Prince of Wales with his aide, Queen Maud of Norway, at his side and the Duke and Duchess of Kent were in ceremonial dress.

As Temple Bar, the imaginary barrier to the City, took place the concentrated Ceremony of the Realm. It was the only halt in the procession. The Lord Mayor offered the Great Sword the King touched it—and the ceremonial moved on to St. Paul's.

Most Splendid Picture of the Century

The cathedral was the framework for the most splendid picture of the nineteenth century. There was each glorious everywhere.

Right—in the great dome the King and Queen knelt side by side and joined in the nation's prayers of thanksgiving.

Beside all ambassadors majestic uniforms gathered the knights fraternity.

And still the people were not satisfied. Long after the King had re-entered the Palace there followed cheer upon the masses packed outside and right away up the Mall till the King and Queen came to the balcony.

They stood with their four grandchildren and together waved to the lovely startled crowds. And sang the National Anthem twice and "For he is a jolly good fellow" three times.

Over an hour later the scene was repeated, and again after dark, when the balcony was floodlit.

As last night London drank merrily. Great throngs thronged the streets, embracing the Bandsmen and Bandmasters. And even the remote country folk became moved their trouble to the city's aid.

A happy group on a balcony of Buckingham Palace after the Thanksgiving Service. Left to right: The King, Princess Margaret Rose, the Hon. Gerald Lascelles, the Earl of Harewood, Princess Elizabeth and the Queen.

This issue of the "News Chronicle" includes a Special Jubilee Supplement.

King and Queen Appear Thrice on Palace Balcony

IN the full glow of the floodlights the King and Queen appeared on the balcony of Buckingham Palace at 9.30 last night and stood for 10 minutes waving to the cheering throng.

That was the climax of a night of waiting, hoping, cheering and chanting by a multitude which, grew so large that the police had to clear a path for the sentinel.

As soon o'clock drew near the spectacular cheering changed to a shrill full-throated ardour. "We want the King."

Time and again the multitude sang on the slogan.

From the back of the crowd a party of men started the National Anthem and that night left a rest of would almost be worthy of the occasion.

AT LAST

THEY CAME

As soon as the first flash was given the crowd began to sing. "God Save the King."

And so it went till the cheer rang out the King and Queen appear. For a second a hush fell before the cheering broke out afresh and the Queen was also seen by a roaring human wave.

The King and Queenstayed in full view for a few minutes, then retired to the inner room from where they came.

Then the cheering began again, and the Queen appeared on the balcony by herself.

Again the King appeared on the balcony by himself.

Then the Queen appeared on the balcony by herself.

Then the King and Queen appeared on the balcony together.

Then the Queen appeared on the balcony by herself.

Then the King appeared on the balcony by him

Page 2 THE DAILY MIRROR Tuesday, May 7, 1935

"THANK YOU"—THE KING

WHILING AWAY THE WAITING

Arrayed in rich uniform, this distinguished member of the congregation at St. Paul's sat on the steps and enjoyed a chat while waiting for his car after the service

Tremendous Moment at St. Paul's Thanksgiving

"GOD SAVE THE KING" SUNG AS NEVER BEFORE

By DAVID WALKER

THE greatest demonstration of affection that history has ever known was centred in St. Paul's yesterday.

No one who was there will ever forget that tremendous moment when, after the King and Queen had taken their places at the head of the nave, the deep thunder of the National Anthem echoed up into the dome and from the dome across the Empire.

Never before in history can the thoughts and prayers of so many millions of people have been focused simultaneously upon one man: a man in his seventieth year, dressed in military scarlet, who stooped slightly as if beneath the burden of his twenty-five years of kingship.

Beside him, tall, erect and supremely dignified stood the Queen in silver. In front of them was the altar, behind them stood their sons, and around them a great congregation representative of the millions who loved them and wished them well.

SPECTACLE OF EMPIRE

The slow gathering of the congregation had itself been an imperial spectacle.

As seen from above, it was as if a carpet was being woven, a carpet mostly of blue, scarlet-lined and threaded with gold—its pattern constantly shifting and changing until the arrival of the Gentlemen-at-Arms, in scarlet and gold gave it form and definition.

The Cabinet, with the Dominion Premiers, came in and filed slowly to their seats on the left of the thrones, directly facing the Diplomatic Corps.

This was but the first of several processions each preceded by that faint far-away cheer that even the organ could not drown. The expectancy could now be felt.

DEEP RUMBLE OF CHEERS

Then suddenly, at first far away, then nearer and deeper, came a deep rumble of sound. The people were welcoming their King.

The royal procession moved very slowly up the central aisle. The Queen walked slightly ahead of the King on his left and the congregation bowed to them. They were led to their thrones, and then came that sudden tremendous moment when the organ thundered and an Empire prayed.

After the psalms and the lesson came the Primate's address, in which he told how the Empire had found in their Sovereign "a man whom they could understand, respect and trust."

He spoke of the way in which the King "has come to be . . . the father of his people," and in clear ringing tones he finished his address with the words: "God Save the King."

His address was followed by prayers read by Canon Alexander and the singing of that great hymn of gratitude to God—the "Te Deum." Finally, after the Blessing, the National Anthem was once more sung.

Before the deep notes of the organ had died away the procession had begun to form.

Scarlet and gold and blue, it wound its way towards the West Gate. Behind the Lord Mayor came their Majesties.

As they left the Cathedral a faint whisper, a half-murmured prayer rose from the congregation: "God bless them."

The Ranee of Sarawak's Eastern costume struck a picturesque note. With her outside St. Paul's Cathedral are Sir William Erskine and Lady Erskine

RED BANNER TRICK

Communists enraged the crowds in Fleet-street yesterday by flaunting a hammer and sickle banner covered with "Red" slogans, as the royal procession went by.

Across the street was suspended a banner worded "Long May They Reign," but this suddenly unfolded and revealed the Communists' trick.

When the ropes were cut and the banner fell to the ground the crowd tried to tear it up.

RADIO TALK TO THE EMPIRE

SPECIAL MESSAGE FOR CHILDREN

The King, last night, broadcast to the Empire from Buckingham Palace the most moving speech ever addressed by a monarch to his people. He said:—

"At the close of this memorable day I must speak to my people everywhere. Yet how can I express what is in my heart? As I passed this morning through cheering multitudes to and from St. Paul's Cathedral, as I thought there of all that these twenty-five years have brought to me and to my country and my Empire, how could I fail to be most deeply moved?

"Words cannot express my thoughts and feelings. I can only say to you, my very dear people, that the Queen and I thank you from the depth of our hearts for all the loyalty and—may I say?—the love with which this day and always you have surrounded us.

"I dedicate myself anew to your service for the years that may still be given to me.

"I look back on the past with thankfulness to God. My people and I have come through great trials and difficulties together. They are not over.

"Future Is Youth's"

"In the midst of this day's rejoicing I grieve to think of the numbers of my people who are still without work. We owe to them, and not least to those who are suffering from any form of disablement, all the sympathy and help that we can give.

"I hope that, during this Jubilee Year, all who can will do their utmost to find them work and bring them hope.

"Other anxieties may be in store, but I am persuaded that with God's help they may all be overcome, if we meet them with confidence, courage and unity. So I look forward to the future with faith and hope.

"It is to the young that the future belongs. I trust that through the Fund inaugurated by my dear son, the Prince of Wales, to commemorate this year, many of them throughout this country may be helped in body, mind and character to become useful citizens.

"To the children I would like to send a special message. Let me say this to each of them whom my words may reach:—

"The King is speaking to you. I ask you to remember that in days to come you will be the citizens of a great Empire. As you grow up, always keep this thought before you, and when the time comes be ready and proud to give to your country the service of your work, your mind and your heart.

"I have been greatly touched by all the greetings which have come to me to-day.

"My heart goes out to all who may be listening to me now.

"Let me end my words to you with those which Queen Victoria used after her Diamond Jubilee thirty-eight years ago. No words could more truly or simply express my own deep feeling now: 'From my heart I thank my beloved people. May God bless them.'"

MAYOR'S EFFIGY BURNED

BY A SPECIAL CORRESPONDENT

In front of the main entrance of Bermondsey Town Hall last night 2,000 people danced and sang while an effigy of their Mayor—The-Man-Who-Would-Not-Meet-the-King—burned on a bonfire.

For people living in that Socialist-ruled borough were determined to demonstrate their devotion to the Throne.

Earlier in the day, at dozens of street tea parties, Bermondsey schoolchildren had sung the National Anthem with fervent loyalty.

The inspiration came to a few men and women to have a collection among their neighbours so that the children could have tea parties on the great day.

Soon nearly every street had adopted the idea. Dockers, working two or three days a week, and men existing on unemployment benefit generously gave coppers they could ill afford.

Casualties, chiefly women overcome by the heat and the wait, receiving attention in Trafalgar-square

200,000 AT THE PALACE

King and Queen on Floodlit Balcony

On the floodlit balcony of Buckingham Palace the King and Queen stood for twelve minutes last night waving to a crowd of 200,000.

It was at 9.17 that they made their appearance, the King in evening dress, the Queen wearing an evening wrap over her diamond-studded corsage.

It was a fitting climax of emotion and gratitude to a day packed with thrills.

The crowds sang the National Anthem, Rule, Britannia, and "For He's a Jolly Good Fellow"—the song they had sung earlier in the day when, the pomp of procession over, the King stepped on the balcony.

As he heard the first notes of the song, the King had looked puzzled.

Then he had recognised the tune. A happy smile had come over his face—that face that was serious and unsmiling through the procession.

On his first appearance the King made a dignified but happy figure as he stood there in his military uniform, the Blue Garter ribbon across his breast. For a few seconds he stood alone. He bowed to the cheering crowds, first to the right, then to the left, then right again.

The Queen appeared beside him, then the Prince of Wales, the Duke and Duchess of York, the Duke and Duchess of Kent, the Duke of Gloucester and other members of the Royal Family.

The crowd went on cheering and waving wildly.

Then a man from the crowd shouted in stentorian tones, "God bless you, sir, God bless you," and his shout was echoed again and again.

It was at this point that the crowd began "For He's a Jolly Good Fellow."

Three times they sang the traditional tribute of popularity through, and the King looked at the Queen with a happy smile.

Then, with the cheers still welling up from the vast crowd, the King turned round to re-enter the Palace. He paused at the open window and looked back to the crowd with a last gesture of thanks.

THE SUN HAD HIS JUBILEE HAT ON

King Sol had his Jubilee hat on yesterday, and celebrated by making it the hottest early May day for sixty-four years.

Temperature climbed steadily until 3 p.m., when it was 74 in London. Even at 10 p.m. the temperature was 65.

ON OTHER PAGES

Jubilee Pictures—5, 7, 9, 12, 18, 20, 21, 23, 29, 30, 38, and Back Page
Jubilee News—Pages 3, 4, 5, 6, 7, 30, 31, 34 and 36
The King's Grace—Page 10
The King Likes Cocoa—Page 14
1910 Looks at London—Page 22
"Money Isn't Everything."—Page 25
Radio Programmes—Page 26
"You Need Never Be Bored."—Pages 32 and 33

PLATE XXVI

The Daily Mirror, MAY 7, 1935

THE MANCHESTER GUARDIAN

BEHIND THE FRONT IN LONDON'S PROCESSION

A CROWN "VIEW" FROM TRAFALGAR SQUARE

SPECTATORS WHO SAW NOTHING—BUT "WOULD NOT HAVE MISSED IT"

OUTSIDE ST. PAUL'S

A CINEMATIC VIEW

"THE FATHER OF HIS PEOPLE"

PRIMATE'S ADDRESS

THE THANKSGIVING SERVICE

JUBILEE DAY IN THE EMPIRE

HOW THE DOMINIONS AND COLONIES CELEBRATED

SERVICES AND OUTDOOR HOLIDAY

HOW THE RELAY WAS DONE

NERVOUS COMMENTATOR

CRUCIAL THIRTY SECONDS

BRITAIN'S DEBT TO ITS SOVEREIGNS

DEVOTION AND SERVICE

INTIMATE HUMAN RELATIONSHIP

MANCHESTER'S JUBILEE SPIRIT

GREAT ASSEMBLY GREETS LORD DERBY AT FIRING OF ROYAL SALUTE

PUBLIC GARDENS AND PARKS THRONGED

THE DAY IN TOWN

BRIGHTNESS OF PICCADILLY GARDENS

THE JUBILEE IN LANCASHIRE

A DAY OF SERVICES, PARADES AND GENERAL HOLIDAY

IMPRESSIONS FROM THE TOWNS

RADIO GREETINGS TO THE KING

LAST NIGHT'S BROADCAST MESSAGES FROM THE EMPIRE

LOYAL WISHES AND CONGRATULATIONS

WORLD'S SHARE IN JUBILEE

TELEPHONES TO KING

MR. ROOSEVELT'S MESSAGE

TRIBUTES FROM FRANCE

IN A DERBYSHIRE VILLAGE

ALL THE INHABITANTS JOIN IN THE JUBILEE CELEBRATIONS

THANKSGIVING AND MERRYMAKING

A TRANSFORMED BANNER

FLEET STREET INCIDENT

HAMMER AND SICKLE DISPLAYED

THE MORNING POST

THE PRIMATE'S ADDRESS

THE KING FATHER OF HIS PEOPLE

'THRONE IN HEARTS OF SUBJECTS'

A NATION UNITED AND STEADFAST

BRITAIN RINGED BY BEACONS

THE KING'S SIGNAL SETS COUNTRY AGLOW

HYDE PARK'S 50 FT. BONFIRE

VILLAGERS SING FOR THE KING

MAYPOLE REVELS OF OLD ENGLAND

GLORY OF FLOOD-LIT LONDON

MAGIC CITY AS SEEN FROM CATHEDRAL TOWER

JUBILEE MEMORIES SPORT IN 1887

AN ERA OF GREAT PERSONALITIES

WORLD-WIDE HOMAGE

TRIBUTES FROM OVERSEAS

LOYAL MESSAGE FROM CANADA

CELEBRATIONS IN THE EMPIRE

THANKSGIVING AND REJOICING

ALL RACES TURN TO MOTHERLAND

FOREIGN COUNTRIES' TRIBUTES

THE QUEEN

MOTHER OF THE EMPIRE

DRESSES AT ST. PAUL'S CATHEDRAL SERVICE

BRITAIN'S DEMOCRATIC MONARCHY

"UNBIASED; IMPARTIAL IN PUBLIC AFFAIRS; UNIVERSALLY RESPECTED"

CROWNING MERCIES

SCENES ALONG THE ROUTE OF THE PROCESSION

MIRRORS USED AS PERISCOPES

CROWD'S RESOURCE

THE KING TALKS TO — "MY DEAR PEOPLE"

"I Dedicate Myself Anew To You"

LADY OXFORD leaving St. Paul's with Sir Lionel Earle

The Beacons Blaze Up

Royal Signal that Lit Chain of Fires

Just before ten o'clock last night the King pressed a little switch in Buckingham Palace.

At that signal the Jubilee beacon fires blazed up in every part of the kingdom.

His touch kindled the great pyre in Hyde Park, and then from Land's End to John o' Groats, from Northern Ireland to the Channel Isles, on moors and mountains and round the coasts, great fires burst out in a grand illumination scheme, lighting up the sky for miles around.

For weeks past Boy Scouts had laboured collecting fuel for the great chain of fires, which in ancient times might have been the harbingers of bad tidings. But to-night there was no doubt about their meaning—wholehearted joy on the part of their creators in paying tribute to their King.

Altogether there were 2,000 beacons. The highest were those on the summits of Ben Nevis, Skiddaw, Snowdon and Scafell.

In the Peak district, too, and on the South Downs twinkled the message of rejoicing. Hundreds of the sites were used by the Ancient Britons, and then right down through history by the Romans, the Saxons, in the days of the Armada and the Napoleonic scares.

In the West Riding of Yorkshire alone there were 98 beacons. London was encircled by fires, and Manchester and other provincial centres were aglow.

DARE-DEVIL SPANIARD

Wins Great Brooklands Race at Terrific Speed; Dixon Second

Brooklands's great Jubilee Day race, the International Trophy, was won by No. 13—A green Alfa-Romeo—driven by a Spaniard, Louis Fontes.

He won the 100-lap race of the artificial road circuit by driving at an average speed of 80.06 m.p.h.

Freddie Dixon, the brilliant Middlesbrough driver, who is still recovering from his recent car and flying crashes, beat every other British driver and car with his little Riley, and finished second at an average speed of 80.70 m.p.h.

ON OTHER PAGES

Geraint Goodwin describes the Procession ... 4
Jubilee Scenes in the Provinces ... 8
The Archbishop's Address ... 17
Mr. Kipling Warns Britain ... 19
Shaw Desmond's Jubilee Serial ... 28
Knit a Jubilee Jumper ... 30

Special Broadcast Message to Children, Future Citizens of a Great Empire

FOR LOVE & LOYALTY

The King, in his broadcast to the Empire from Buckingham Palace last night, said:—

"AT the close of this memorable day I must speak to my people everywhere. Yet how can I express what is in my heart?

"As I passed this morning through cheering multitudes to and from St. Paul's Cathedral, as I thought there of all that these twenty-five years have brought to me and to my country and my Empire, how could I fail to be most deeply moved?

"**Words cannot express my thoughts and feelings. I can only say to you, my very dear People, that the Queen and I thank you from the depth of our hearts for all the loyalty and—may I say?—the love with which this day and always you have surrounded us.**

"I dedicate myself anew to your service for the years that may still be given to me.

"I look back on the past with thankfulness to God. My people and I have come through great trials and difficulties together. They are not over.

"**In the midst of this day's rejoicing I grieve to think of the numbers of my people who are still without work. We owe to them, and not least to those who are suffering from any form of disablement, all the sympathy and help that we can give.**

"I hope that during this Jubilee year all who can will do their utmost to find them work and bring them hope.

"Other anxieties may be in store. But I am persuaded that with God's help they may all be overcome, if we meet them with confidence, courage and unity. So I look forward to the future with faith and hope.

"It is to the young that the future belongs.

"I trust that through the fund inaugurated by my dear son the Prince of Wales to commemorate this year many of them throughout this country may be helped in body, mind and character to become useful citizens.

"To the children I would like to send a special message. Let me say this to each of them whom my words may reach:

"**The King is speaking to you. I ask you to remember that in days to come you will be the citizens of a great Empire.**

"**As you grow up, always keep this thought before you, and when the time comes be ready and proud to give to your country the service of your work, your mind and your heart.**"

"I have been greatly touched by all the greetings which have come to me to-day from my Dominions and Colonies, from India and from this Home Country.

"My heart goes out to all who may be listening to me now wherever you may be—here at home, in town or village, or in some far-off corner of the Empire, or it may be on the high seas.

"Let me end my words to you with those which Queen Victoria used after her Diamond Jubilee 38 years ago. No words could more truly or simply express my own deep feeling now:

"**From my heart I thank my beloved people. May God bless them.**"

THE NATION REJOICES

By the Countess of Oxford and Asquith

IN all the national celebrations, whether diamond, silver or gold, those which have proved the most noble have been held in London, and I am grateful that I was permitted to be present in St. Paul's Cathedral, where all of us joined millions of his Majesty's loyal subjects in prayer.

For weeks I, and many other London citizens, had scanned the skies to see if the winds and weather would favour the watchers, closely packed on wooden benches, to see their Sovereign's great Jubilee procession.

Even my taxi-drivers—who profit by the rain—said: "We want it fine for the King's Day."

THRILL OF THE VAST CROWDS

I joined the Royal route at Kingsway early, and was thrilled by the sight of the cheerful, orderly, vast crowds from the pavements to the roofs, and every window bursting with flags and faces.

During a pause in my drive the crowds on each side started shouting a name which I could not hear, so I stood up in my open motor to see who it was behind me they were cheering—at which the shouts increased, and I heard—"Asquith."

I waved back to them all but felt rather uncomfortable, as after this we went at a snail's pace, and the cheering was taken up by people on the pavement.

"MOST BEAUTIFUL I SAW"

I had an excellent place in the front row of the long aisle, and as I was there an hour before the ceremony, I was able to observe half London Society.

I have no hesitation in saying the most beautiful woman that I saw was Lady Cholmondeley, sitting next to her brother, Sir Philip Sassoon. She wore a black velvet kind of turban with a very high pale rose plume in the centre and jewels round her throat.

Of the others who were opposite me, the Dowager Lady Minto, her daughter, Lady Cromer, Lady Anglesey, and Mrs. Winston Churchill looked better than any person. The two prettiest hats were worn by Lady Granard and Mrs. George Keppel.

There was not enough music to take my attention away from the people and the Indians—magnificently dressed—placed beside me. Time after time we all rose and gazed down the long aisle to the large open doorway at some false signal given by the many uniformed Court and Cathedral officials, glittering in the brilliant sunshine, and then sat down again.

After all the Court dignitaries, clergy and bishops, the beefeaters, the gentlemen-at-arms and Lord Mayor, Speaker and the Cabinet had passed and taken up their places, there was a complete silence suddenly broken by the echo of distant cheers, culminating in the National Anthem—sung, I suppose, from the outer steps of the Cathedral.

CONTINUED ON PAGE 22

On the way to the Cathedral.—(Daily Sketch.)

City Honoured By The King's Command

The King has commanded that in commemoration of the Jubilee the Chief Magistrate of Plymouth shall bear the title of Lord Mayor.

* * *

Everyone who is anyone in the East End of London was at a street party yesterday. The streets were decorated with strips saved from dressmakers' workshops.

Pianos, gramophones and barrel organs were carried into the open, and all had tea on the pavements.

* * *

Unprecedented scenes were witnessed at Brighton when thousands of Londoners flocked to the coast, taking advantage of the holiday.

* * *

A swimming race for town councillors was one of the features of Northampton's celebrations.

* * *

The broadcast of the ceremony in St. Paul's to one of the largest audiences in the history of broadcasting went off without a hitch and all the Empire listened.

TWO KILLED BY BOMBS

Hot Weather Causes Explosion in Illicit Arsenal

Two men were killed and five other persons were seriously wounded when a quantity of "cracker-bombs" exploded on a roof at Alexandria.

The bombs were being made illicitly, says Reuter. The explosion was the result of the excessive heat now being experienced at Alexandria.

PLATE XXVII

Daily Sketch, MAY 7, 1935

"All the News That's Fit to Print."

The New York Times.

LATE CITY EDITION

NEW YORK, TUESDAY, MAY 7, 1935. TWO CENTS

BRITAIN ACCLAIMS RULER IN PAGEANT UNSURPASSED IN HISTORY OF THE EMPIRE

HAILS 25TH YEAR OF REIGN

Millions Cheer Sovereign on Way to Service of Thanksgiving.

SUN GILDS GAY CAVALCADE

Uniforms, Bright Robes and Gems Flash in Blue St. Paul's Where Ruler Kneels.

ALL EMPIRE LIGHTS FIRES

Plays King Broadcast Thanks for Loyalty—1,130 Street Casualties Reported.

By FREDERICK T. BIRCHALL.

POLITZER AWARDS GO TO 'THE OLD MAID' AND A FIRST NOVEL

Zoe Akins Play and Josephine Johnson's "Now in November" Receive Annual Prizes.

LISTS KEPT CLOSE SECRET

Arthur Kouk, William H. Taylor and Bernardsville Give Cut Honors in Journalism.

STALIN SAYS FEARS MADE SOVIET RISE

Explains to Red Army Cadets That Industrialization Was Vital as Defense.

DEMANDS SKILLED LABOR

Premier Mistakes Struggles That Past Won Fitness Resulting From Nation's Strength.

Senator Cutting Is Killed In Air Crash Fatal to 4

Sky Chief, Crack TWA Liner, Plunges to Farm as It Runs Out of Fuel in Fog Over Missouri-It, Including Baby, Injured.

CITY'S POWER BILL IS CUT $2,354,000

Slash in Utilities' Bids Hailed by Mayor as Victory Won by Threat of Rate Plant.

HOMES NEXT, HE PREDICTS

Name Pressure Can Be Used to Aid Private Companies, La Guardia Implies.

RELIEF PARK AIDES PUT ON 2 PAYROLLS

Moses Is to Called to Explain Charge Row Workers Had Private Jobs Too.

TERA RULE HELD VIOLATED

BONUS VETO TEST LOOMS AS LEADERS CONCEDE PASSAGE

Senators Are Warned of New Taxes When Death Arises Vote Can Be Sustained.

VINSON BILL IS FAVORED

It's Approval Is Predicted Despite Coughlin Flood of Telegrams for Patman Plan.

RAIL PENSIONS ACT VOIDED BY SUPREME COURT, 5 TO 4; SOCIAL PROGRAM IN PERIL

Knauth and Mayer Split On Relief Residence Bill

MERCHANTS FIGHT PRICE-FIXING BILL

Urge Lehman, if Signing, to Veto 'Manufacturers' Monopoly' in State.

SEE HIGHER LIVING COSTS

Small Retailers, Led by Drug Unit, Contend Measure Will Avert Their Bankruptcy.

WELFARE POWER LACKING

Congress Went Outside 'Orbit,' Says Opinion Written by Roberts.

HUGHES DISSENT IS SHARP

Brandeis, Stone, Cardozo Join Against Sweeping Objection of the Decision.

QUICK MOVE IN SENATE

Robinson Asks That Security Bill Be Recharged in View of Threat to Its Validity.

Roosevelt Stresses U. S. Bond to Britain In Congratulating George V on Anniversary

Pope Assails Reich's Treatment of Pilgrims; Deplores 'De-Christianization' of Germany

PLATE XXVIII

The New York Times, MAY 7, 1935

THE DAILY TELEGRAPH

BOMBARDMENT OF CHEERS ON ROYAL ROUTE

JUBILEE CAVALCADE GLAMOUR

LONDON'S RING OF BEACONS SEEN FROM THE AIR

SIX COUNTIES SPRINKLED WITH ORANGE FLAMES

THE KING THANKS HIS PEOPLE

"25 MOMENTOUS YEARS" INSPIRING MEMORY

"THE FRIEND WHO UNDERSTANDS"

PRIMATE'S TRIBUTE

THE THRONE: A SYMBOL OF THE EMPIRE'S UNITY

PRIMATE'S JUBILEE ADDRESS AT ST. PAUL'S

THE EMPIRE'S REJOICING

FROM FROZEN NORTH TO DESERT OUTPOSTS

CABLES FROM ALL OVER THE WORLD

CELEBRATIONS IN THE PROVINCES

PRINCESS ROYAL'S GIFTS TO CHILDREN

A QUEEN AT A KENT SERVICE

VILLAGES IN THE FESTIVITIES

HOW THE WORLD HEARD THE KING

PERFECT RECEPTION OF BROADCAST

AUSTRALIA LISTENS TO LONDON

THE PEOPLE'S THANKSGIVING SERVICE

VAST CROWDS FILL EVERY SEAT AT EVENSONG IN ST. PAUL'S

GIRLS CLIMB ON TO LIONS

ENGLISH BABEL AT TRAFALGAR-SQUARE

FAMILY PICNIC PARTIES

AMBULANCE MEN'S BUSY DAY

8000 CASUALTIES IN THE CROWD

WOMEN FAINT IN THE HEAT

THE JUBILEE BABIES

HOXTON AND BELFAST THE FIRST

FREE STATE STANDS APART PRELATE'S REMINDER

ACTRESSES WHO WERE FAMOUS WHEN THEIR MAJESTIES CAME TO THE THRONE

SPLENDOURS OF ROYAL DRESSES IN ST. PAUL'S

THE SCOTSMAN

THE KING AND QUEEN'S TRIUMPHAL PROGRESS

THE ROYAL SILVER JUBILEE

LONDON'S DAY OF PAGEANTRY

ROYAL PROCESSION CEREMONIAL

JUBILEE CELEBRATIONS IN EDINBURGH

THANKSGIVING SERVICES

MEMORABLE GATHERING IN ST. GILES' CATHEDRAL

LOYAL AND AFFECTIONATE TRIBUTE

SCOTLAND'S DAY OF REJOICING

GLASGOW'S PART

INVERNESS GALA DAY

DUNDEE TABLEAUX

ABERDEEN'S LOYALTY

DUMFRIES "SILLER GUN"

CHAIN OF BEACONS

BONFIRES FROM LAND'S END TO JOHN O' GROATS

THE KING'S SIGNAL

ENTHUSIASM THROUGHOUT THE EMPIRE

CELEBRATIONS IN DOMINIONS AND COLONIES

IMPRESSIVE DEMONSTRATIONS OF LOYALTY

MILLIONS LISTEN TO BROADCAST FROM LONDON

WORLD TRIBUTES

ROOSEVELT'S MESSAGE TO THE KING

"STEADFAST INFLUENCE"

JUBILEE DAY

ROYAL THANKSGIVING AT ST. PAUL'S CATHEDRAL

THE COURT CIRCULAR

JUBILEE BABIES GEORGES AND MARY

THE DAILY MAIL

MILLIONS GREET THE PROCESSION

THE KING'S PAUSE AT STEPS OF ST. PAUL'S

SALUTE FOR CHEERING THRONG

THE FATHER OF HIS PEOPLE

PRIMATE'S TRIBUTE TO THE KING

25 YEARS OF "UNBROKEN ANXIETY"

PARLIAMENT'S LOYAL TRIBUTE

THE KING AND QUEEN TO RECEIVE ADDRESSES

CARNIVAL CROWDS IN HYDE PARK

BONFIRE LURE TO THOUSANDS

TRAFALGAR-SQUARE BATTLE OF CONFETTI

JEWELLED SPLENDOUR AT ST. PAUL'S

THE KING WORSHIPS WITH HIS PEOPLE

RADIANT QUEEN IN A PAGEANT OF SCARLET AND GOLD

A PERFECT BROADCAST OF ST. PAUL'S JUBILEE SERVICE

THE KING THANKS 15,000 POLICE

"THEIR EXCELLENT ORGANISATION"

MESSAGE TO LORD TRENCHARD

ORDER, PUNCTUALITY, PRECISION

THE MEN BEHIND THE PAGEANT

THE EMPIRE'S TRIBUTE

DEVOTION TO THE THRONE

STRENGTHENED BY TRIBULATION

ALL RACES SHARE IN REJOICINGS

IN GREAT CITIES AND TINY ISLANDS

MERRY ENGLAND BACK IN THE LAND

VILLAGERS RALLY TO LOCAL REJOICINGS

SPORTS, MAYPOLE AND MUMMERS

JUBILEE GAIETY IN THE PROVINCES

LOOKING AT LIFE

ONLOOKER WATCHES THE SCENE FROM A PICCADILLY BALCONY

UNION JACK ON U.S. BUILDINGS

MR. ROOSEVELT'S JUBILEE MESSAGE

GAY SCENES IN LITTLE STREETS

OUT-O'-DOOR DANCES

FAIRY LIGHTS MADE FROM JAM JARS

LOYALTY IN THE FREE STATE

GIFT FROM 60,000 TO THE KING AND QUEEN

FIRST JUBILEE BABY

MANY CLAIMS FOR HONOUR

REDS JEERED

DRIVEN OUT OF DISTRICT BY LOYAL CROWD

A MAYOR'S EFFIGY BURNED

CROWD'S STREET DANCE

JUBILEE DAY IN BRIEF

BOY RETRIEVES THE BOROUGH MACE

DAILY HERALD

HANNEN SWAFFER SEES IT ALL WITH THE CROWD

KING ON BALCONY AFTER DRIVE

GREETED BY CHORUS OF "HE'S A JOLLY GOOD FELLOW"

HOW A CHILD IN THE THRONG SAW IT

PRINCESS MARINA NEARLY LOST HER HAT

PARENTS HUNT LOST CHILDREN

GUESTS AT ST. PAUL'S WAIT HOURS

DUSTMEN GET A CHEER

THE KING AND QUEEN KNEEL IN PRAYER

PRIMATE'S ADDRESS AT ST. PAUL'S

CROWD ACCLAIMS THE ROYAL FAMILY

HOW JUBILEE WAS CELEBRATED IN PROVINCES

FAMOUS WAR HORSE FIGURES IN PAGEANT

COUNCILLORS DRESS IN COSTUMES OF 1150

70,000 SEE LADY GODIVA

BATHING GIRLS IN PROCESSION

50,000 WATCH A PROCESSION

FLOODLIT MEMORIAL SEEN FOR MILES

WORLD JOINS IN THE CELEBRATIONS

CHEERING HEARD BY RADIO

GOODWILL MESSAGES FROM FOREIGN RULERS

BROADCAST TRIBUTES FROM EMPIRE'S CAPITALS

LONDON'S CHILDREN CELEBRATE JUBILEE

POLICE ORDER DOWN SWASTIKA FLAG

JAPANESE CLUB'S CHEERS FOR THE KING

THE DAILY EXPRESS

WHEN WE ALL SANG "GOD SAVE THE KING"

THE CONGREGATION WAS NERVOUS IN ST. PAUL'S

THE KING WAS NERVOUS, TOO

"BLESS HIM," CRIED A WOMAN

THE QUEEN SMILES TO HER HUSBAND

A HUSH . . A DOOR OPENED . . A ROAR

PAPER CAPS WORN IN ST. PAUL'S

THOUSANDS COME TO SEE—STOP TO PRAY

'MAY GOD BLESS YOU ALL'

THE KING USES VICTORIA'S WORDS

"THE KING SPEAKS TO YOU . . ."

CONSTABLES "HOLD UP" THE ROYAL COACH

AGE-OLD CUSTOM AT TEMPLE BAR

PALACE BESIEGED AFTER THE PROCESSION

ONE MAN SMILES AS TEN THOUSAND CHEER

CONTRASTS OF THE GREAT NIGHT

FREE BEER IN THE VILLAGE

ALL THE FUN OF OLD ENGLAND

£2/2/- DANCES IN THE WEST END

"WHOOPEE" TILL BREAK OF DAY

WORLD RINGS WITH JUBILEE

ENGLAND: THE EMPIRE: ASIA: AMERICA: AFRICA

GERMANY SAYS "WELL PLAYED, SIR"

BRITAIN'S "FAMILY" JUBILEE

AMERICA PAYS TRIBUTE TO THE KING

ST. PAUL'S SERVICE HELD IN INDIA

FLEEING BRITONS STOP TO LISTEN

THE PAGEANT AS WOMEN OF TWO NATIONS SAW IT

AN ENGLISHWOMAN AT ST. PAUL'S SAYS: THE QUEEN WAS GLAMOROUSLY DRESSED

AN AMERICAN WOMAN IN PICCADILLY NOTICED: THE FRIENDLINESS OF THE LITTLE PRINCESSES

IT WAS BEACON NIGHT

THOUSANDS ROUND HYDE PARK PYRE

LONDON'S PAGEANT FROM DAWN TO DARK

TOLD IN JUBILEE FLASHES OF HUMOUR, OF PATHOS, OF HUMANITY

THE KING THANKS THE POLICE FOR THEIR FINE ORGANIZATION

GUARDSMAN WHO WOULD NOT GIVE IN

NEWS CHRONICLE

ST. PAUL'S TRANSFORMED INTO A VILLAGE CHURCH

ROYAL FAMILY AT PRAYER

MEN OF MANY NATIONS WITH THEM

SIMPLE SERVICE THAT WAS SUPERB

THE PRINCE'S GESTURE RECALLS BOYHOOD

KING OF ENGLAND—AND A MAN AMONG MEN

THE CLIMAX OF A GREAT STREET SCENE

MEN OUTSHINE WOMEN

WITHIN MAGIC CIRCLE OF ST. PAUL'S

GRANDSTAND FOR DR. RADIO

BRAVE COMPANY LISTEN IN WHEELED CHAIRS

THE OLD COUNTRY SHOWS HER MEDALS

SALUTE OF THE SEA

PORTS HONOUR A SAILOR KING

EVERY TOWN JOINS IN

A MAN TO RESPECT AND TRUST

ARCHBISHOP'S ST. PAUL'S TRIBUTE

A MOVING SYMPHONY

FAMOUS WOMEN LAUGH AND WEEP

BRITISH EMOTION SURPRISES OVERSEAS VISITORS

DR. JOHNSON WATCHED

SAGE APPROVES MODERN LOYALTY

"I AM PLEASED WITH THIS DESIGN"

WORLD HAILS THE KING

RADIO ADDS THOUSANDS TO CATHEDRAL SERVICE

BRITISH EMPIRE'S DAY OF REJOICING

KING THANKS THE CITY

"LOYALTY HAS NEVER FAILED ME"

11,000 POLICE IN CONTROL

A TRAFFIC TRIUMPH

ALL PLANS WORK SMOOTHLY

THE KING BROADCASTS TO HIS FAMILY OF NATIONS

SPECIAL WORDS TO CHILDREN

FLASHLIGHT SCENES IN THE DAY'S GREAT DRAMA

PLAIN BLACK VAN AMID THE CARRIAGES

THE PRINCE'S LAST PIPE BEFORE START

JUBILEE TWINS

ELEGY ON THE CAREER OF A LITTLE DOG

A LONG WAY AFTER GOLDSMITH

(VERSES ON THE DOG THAT RAN BEFORE THE ROYAL COACH)

EAST END DANCES IN STREET

MAYOR BURNT IN EFFIGY

TUBE RECORDS

AND NO TRAINS LATE

THANKSGIVING AMID THE BUTTERCUPS

ROYAL TRADITION OF SUNSHINE

JUBILEES COMPARED

DAILY MIRROR

THE KING GIVES THANKS
IN UNITY WITH ALL HIS PEOPLE

LONDON'S GAYEST NIGHT
RADIO TO DIRECT MOB
MOUNTED POLICE CALLED OUT AT MARBLE ARCH
PALINGS WRECKED
CARS TRAPPED—TWENTY-FIVE PEOPLE IN ONE TAXI

THE TRIUMPHAL DRIVE
PEOPLE WHO WAITED ALL NIGHT TO CHEER THEIR KING
PAGEANTRY OF THE PROCESSION TO ST. PAUL'S CATHEDRAL

COCKNEY WIT IN THE CROWDS
DAZZLES A FACTORY GIRL

FOUR RULERS WHO SERVED
SPLENDOUR OF INDIAN A.D.C.'S FASCINATES WOMEN IN THE CATHEDRAL

THE MULTITUDE AND THE CITY OF LONDON ALIKE MANIFEST THEIR LOYALTY TO THEIR KING

STIRRING A NATION'S HEART TO JOYFUL HOMAGE—THE ROYAL CAVALCADE IN TRAFALGAR SQUARE

THRONE AS LINK THAT BINDS VAST EMPIRE TOGETHER

MOST UNDERPAID MAN IN THE WORLD IS—THE KING
AND DOES BIGGEST JOB, SAYS AMERICA

THE KIDDIES LIKED THIS PART BEST OF ALL—PAVEMENT PICNIC

THE KING—A MAN WE UNDERSTAND, RESPECT AND TRUST
PRIMATE PAYS THE GREATEST TRIBUTE AND ECHOES THE EMPIRE'S THOUGHT

"WELL, WHAT DID YOU THINK OF IT ALL?"
SOMETHING TO REMEMBER WHILE WE LIVE

1910 LOOKS AT LONDON, 1935
A WANDERER MISSES MANY OLD FRIENDS
WORLD'S GREATEST CITY REJUVENATED—AND BELISHA-D

VAST CHAIN OF REJOICING
CITY AND LONELY ISLE MAKE MERRY

JUBILEE COACH CRASH—17 HURT
COMMUNISTS HUSTLED OUT OF TOWN
FIRE AT PARTY

JUBILEE BABY
TWICKENHAM BOY WHO WAS BORN ONE MINUTE AFTER MIDNIGHT

WHAT THE KING MEANS TO ME
IN THE HOMELAND—"IN PEACE, PEACEMAKER—IN WAR AN INSPIRATION." TO A TAXI-MAN HE IS AN "ENGLISH GENTLEMAN"
IN BLACK AUSTRALIA—"HIM BOSS, HE GOOD FOR US" TO SIMPLE FAITH OF NATIVE HE MEANS "NO BE FRIGHTENED"
WHITE AUSTRALIA SAYS—"SPORTSMAN AND A MAN" TO HIM GEORGE REX IS A COMRADE ON THE TRAIL
INDIA AND CEYLON—BUDDHIST AND MOSLEM SAY—HE IS ASSURANCE OF OUR FREEDOM

RACING GOES GAY FOR THE JUBILEE
CRICKET JOINS IN THE FUN, TOO

DAILY SKETCH

AND SO SAY ALL OF US!

THE PEOPLE'S HOMAGE

PAGEANTRY OF THE ROYAL PROCESSION—AND THE TRIUMPH OF A LOVED KING AND QUEEN

THE KING AT TEMPLE BAR

CENTURIES OLD CEREMONY AMID RINGING CHEERS

THEIR MAJESTIES ENTER CITY

VAST CROWDS ALL ALONG THE ROUTE

CHEERED BY HIS VETERANS

THE KING FIELD-MARSHAL DRIVES THROUGH TRAFALGAR-SQUARE

THE MULTITUDE OF LOYAL SUBJECTS THAT WATCHED AND CHEERED

LONDON AGLEAM WITH MYRIAD LIGHTS

AS THE KING SAW THE CROWD

THE ST. PAUL'S PROCESSION

THE KNEELING KING AND QUEEN

TEA PARTY FUN IN LONDON STREET

JUBILEE IN THE GREEN WORLD

PEACE AND THE JOYOUS ANTHEM OF THE BIRDS

IMPRESSIONS OF THE THANKSGIVING SERVICE

FATHER OF HIS PEOPLE

LOYALTY AND LOVE THAT HAVE KEPT THRONE SECURE: REALM'S VOICE IN THE PRIMATE'S WORDS

EMPIRE'S OWN FAMILY

A GOLDEN JUBILEE, TOO

£500,000 BROUGHT INTO CIRCULATION

INCIDENTS IN PROVINCES

UNFLAGGED CAR BOOED

SOLDIERS AND SPECTATORS FAINT IN HEAT

DOUBLE V.C. IN PROCESSION

ILLUMINATIONS RIVAL LONDON'S

WEATHER MAN DID HIS BIT

74 DEG.—ROYAL SUNSHINE FOR ROYAL OCCASION

NEW YORK TIMES

KING GIVES THANKS AT CHURCH SERVICE

MEMBERS OF THE ROYAL FAMILY, OFFICIALS OF THE EMPIRE AND DIPLOMATS AT ST. PA' .'S

LOVE FOR RULER STRESSED

ARCHBISHOP OF CANTER- BURY SAYS GEORGE V BROUGHT THRONE INTO HEARTS OF SUBJECTS

ALL EMPIRE HAILS GEORGE V BY RADIO

AMERICANS EAVESDROP ON FULL DAY OF PROGRAMS MARKING THE KING'S JUBILEE

RULER IS DEEPLY MOVED

ACCEPTS TRIBUTES WITH SIGNS OF EMOTION— MASEFIELD CLOSES BROADCASTS WITH ODE

BRITAIN REVEALED IN 'MAKE-BELIEVE'

HER MONARCHY SEEN AS AN ANACHRONISM, REVERED BECAUSE IT IS LARGELY FICTITIOUS

BUT LOYALTY IS GENUINE

AND IT IS GIVEN FREELY TO A SOVEREIGN WHO REIGNS WITH 'SAGACIOUS INACTION'

ALL BRITAIN CELEBRATES

GREAT MANUFACTURING CENTRES

MARK OF KING'S ANNIVERSARY

WORLD IS GIRDLED BY JUBILEE FÊTES

CELEBRATIONS FOR KING BEGIN IN NEW ZEALAND, FOLLOWING SUN TO REST OF EMPIRE

CANADA STRESSES UNITY

CHINESE PARADE IN HONG KONG—ONLY DISCORDANT NOTE STRUCK BY INDIAN PRESS

'STARS AND STRIPES' MARCH ROUSES A CROWD IN LONDON

NIGHT CELEBRATION LASTS TILL DAWN

THOUSANDS DANCE IN MAIN SQUARES OF LONDON FROM WHICH TRAFFIC IS BARRED

FREE STATE ALOOF FROM CELEBRATION

BUT LOYALISTS PRESENT GIFT TO KING AND SERVICES ARE HELD IN PROTESTANT CHURCHES

NORTH IRELAND REJOICES

SIX COUNTIES ARE RIOT OF UNION JACKS AND BUNTING —AWAIT VISIT OF DUKE OF GLOUCESTER

REDS' TRICKY FLAG WAVES ABOVE KING

'LONG MAY THEY REIGN' CHANGES TO APPEAL TO WORKERS AS BANNER OPENS —GROUP TEARS IT DOWN

A special tribute is due to the photographers who provided such excellent illustrations of the great moments of the celebration. For the first time Press photographers were allowed to work in St. Paul's Cathedral, while forty were grouped on the Victoria Memorial outside Buckingham Palace, behind them being the news-reel men. With the goodwill of the King himself and the co-operation of the police the camera men acquitted themselves brilliantly.

CHAPTER VII

SOME OF THE STARS

What extraordinary men are these reporters of English newspapers! Surely if there be any class of individuals entitled to the appellation of cosmopolites it is these men, who pursue their avocations in all countries and under all hardships, and accommodate themselves to the manners of all classes. Their fluency of style as writers is only surpassed by their facility in conversation, and their attainments in classical and polite literature only by their profound knowledge of the world. The activity, energy and courage they display are truly remarkable.—GEORGE BORROW, "The Bible in Spain."

JOURNALISM has its stars, as bright and lustrous as those of the stage and Hollywood—writers who deal with the themes and events of profound public interest —and in this chapter I want to look at some of the most prominent of them. Many fill the anonymous role of the "special correspondent"; a select few have their names blazoned forth in black type over their messages, and their papers, for the purpose of catching reflected glory, give little cameos of their careers, on occasions of exceptional importance. One of the best known, Sir Philip Gibbs, has declared that he is convinced "that the noblest and most amusing career in journalism is that of the special correspondent, because the special correspondent sees a great deal of life at other people's expense and it is very much worth while. He gets behind the scenes of life and has front seats at its peep show. He also chronicles the passing of the great cinematograph of life and records its pictures and incidents. He really is one of the adventurers of modern life, for if he is a good special correspondent he must be in the midst of it." Chief among the qualifications he places the art of conversation; an easy way with persons of all ranks whom he has to meet; a knowledge of foreign languages; imagination to interpret the world's stories; nerve control to fit him for severe working strains; courage and patience.

The late Edgar Wallace, a man of a very different cast,

and a journalist of exceptional ability and experience, defined a special correspondent as "a glorified reporter who had the privilege of covering things at a safe distance from his news editor, and of having his expenses account passed without much quibbling." In an equally ironic strain he mentioned that frequently on his return from an important assignment his chief would send him out to do some very matter-of-fact work, in order to prevent "swelled head" and to bring him back to earth. Before he left journalism to achieve his amazing success as the writer of "thrillers" Wallace did some notable work as a newspaper special correspondent, but when he had won fame he always said that his favourite job was reporting.

It is the best and brightest reporters who become "specials"; they are versatile and adaptive enough to meet the very varied calls that are made upon their acumen and descriptive capacity. An outstanding example was George Augustus Sala, whose prolific pen was engaged upon subjects the most diverse.

Two incidents may be quoted to illustrate the practical side of the work. Philip Gibbs, during the retreat from Mons in the Great War, was desperately anxious to get some news to his paper. He managed to reach Dunkirk, where he persuaded a King's Messenger to take his communication to the War Office. It was duly sent to his editor and appeared in print the next morning. Gibbs managed that way three times and then his editor received an intimation from the War Office that no more letters from the correspondent conveyed by messengers would be forwarded. Wallace was in Madrid when a bomb was thrown at the King of Spain on his wedding day. He had spent all his money on a long message describing the wedding, and then was an actual witness of the bomb outrage. A heavy censorship was laid on all wires, but it so happened that he was on very cordial terms with the telegraph staff, having entertained the heads at supper a few nights before. Finding, to his surprise, a side door of the post office open, he entered and explained his predicament to the clerk in charge. The

clerk good-naturedly gave him some of the red labels privately fixed to urgent messages, and Wallace's column story to the *Daily Mail* went over immediately after a message sent by the King to King Edward. Wallace did not need any tuition in the rules of the game. Two of the brightest special correspondents, Spencer Leigh Hughes and Charles Hands, were quartered outside Jerusalem when the Kaiser paid his spectacular visit to that city. They were the only representatives of the halfpenny press, and a card fixed outside their tent was symptomatic of these arch-humorists. It read: "The Ha'penny Press. Hands and Hughes. Heaven bless our happy home."

The War Correspondent.

A high place in the ranks of journalism is held by the war correspondent, whose work is exceptional, distinguished, romantic, and often perilous. The beginnings of this definite type of correspondent were seen in the Peninsular War of the first decade of the nineteenth century. Crabb Robinson, who for a period was editor of *The Times*, was at Corunna and sent home a series of special articles. Peter Finnerty, a fierce and picturesque Irishman who was a Parliamentary reporter for the *Morning Chronicle*, had an adventurous experience with the ill-fated Walcheren Expedition sent to strike a blow at Napoleon in the Low Countries. He went ostensibly as private secretary to a ship's captain. When his presence was discovered after some of his letters appeared in print he was sent back to England by the Admiral of the Fleet. At the time of the Crimea artists were sent out by the *Illustrated London News*, and many more appeared in the Franco-Prussian War of 1870, on both sides. Their lot was hard and hazardous. Frequently arrested as spies they sometimes had to destroy their sketching materials, and one of them was in custody eleven times during the War. Another swallowed his sketch to avoid being taken as a spy. A large book of cigarette papers was procured by another and used for making little sketches which could be puffed away in smoke if danger threatened.

The tablet of a bust in the crypt of St. Paul's Cathedral bears this inscription—

SIR WILLIAM HOWARD RUSSELL, LL.D.

THE FIRST AND GREATEST OF WAR CORRESPONDENTS.

CRIMEA 1854. INDIA 1857.

UNITED STATES OF AMERICA 1861.

FRANCE 1870. SOUTH AFRICA 1879.

BORN MARCH 28, 1821. DIED FEBRUARY 10, 1907.

When the monument was unveiled Sir Evelyn Wood said that Russell's work in the Crimea, while it created the war correspondent, earned for "Billy" his world-wide reputation. At first he was regarded only as a camp follower, and an unnecessary nuisance, and he was merely tolerated, but thoughtful officers came to realize that his letters enabled *The Times* to save the remnant of a naked and starved Army. Russell showed up the military mismanagement of the day and caused the heart of the nation to go out to its soldiers as it had never gone out before. This handsome tribute by a great soldier did not by any means represent military opinion as a whole, for in the seventies Sir Garnet Wolseley, as he was then, spoke in his "Soldiers' Pocket Book" of "those newly-invented curses to armies, newspaper correspondents."

Various views have been expressed as to who really was the first war correspondent. To reach a decision on this point it is necessary to define the term clearly. Soldiers who wrote accounts for the public of campaigns in the days of Rome and Greece and men who circulated reports in the crude news sheets during the Wars of the Roses were war correspondents of a sort, but the special writer moving about with armies and describing in detail all the actions and incidents of a campaign was a new figure in journalism at the time of the Crimea and in that sense the inscription on Russell's monument may be accepted as true. Since his day

there have been many famous correspondents. One who came to an untimely end in the Boer War was G. W. Steevens, a journalist of some achievement and of more brilliant promise. In one of his books, "With Kitchener to Khartum," he gives an impression of the dangers of the work. He tells how at Omdurman the Hon. Hubert Howard, who was acting for *The Times* and the *New York Herald*, was killed by a chance shot at the gate of the Mahdi's tomb; Colonel Frank Rhodes, the accredited correspondent of *The Times*, was shot in the shoulder; Williams, of the *Daily Chronicle*, was struck by a ricochet bullet; and Cross, of the *Manchester Guardian*, died of enteric. Steevens himself fell a victim to enteric in Ladysmith. By way of relief to this tragic tale I will quote an amusing passage from Lincoln Springfield's "Some Piquant People"—

> Our foreign editor [*Daily Mail*] was a hefty and serious Scot, John Reid, and he was the core of a jest of which the office never tired. When the Greco-Turkish War occurred in the spring of 1897, Reid joined the Greek forces as our correspondent. He ran with the Greek army in its panic-stricken retreat from Larissa to Volo. Finding that the troops were leaving Volo to its fate, and that the civil authorities were too funk-stricken to do anything for the protection of the populace, John Reid, carrying a Union Jack, together with Villiers and another war correspondent, and the English and French consuls carrying a flag of truce, advanced out of Volo to meet the oncoming Turks. At the head of the Turks whom should Reid see but our own George Steevens; and the ludicrous comic-opera spectacle was now witnessed of Reid capitulating Volo to Steevens, who graciously accepted it on behalf of Edham Pasha.

The Great War, unprecedented as it was, brought entirely novel conditions for the correspondents. The old freedom had gone and there were censors in the field and in Whitehall. The movements of the little band of correspondents on the Western front were so regulated and controlled that there were no chances of scoops, and all had to work on the same basis of information. But personalities asserted themselves even so, and the messages that got through to the nation at home were individual and distinctive. In the Great War the total number of accredited correspondents on all the British fronts numbered only about a dozen; whereas in

the South African War there were about fifty with the various British forces.

The strain of the work in the Great War is described by Sir William Beach Thomas: "Physically and mentally the work was intense. You wrote of battles still in progress, you wrote of things not certain, you wrote with the conscious compulsion to censor every statement that touched persons or movements, you wrote elliptically for the telegraph, and you wrote with feelings harrowed by grim spectacles of death and suffering that could not be told and could only be felt." Frederick Palmer, an American journalist, who shared a château with the little band of British correspondents in France, has given his impressions of them. He tells how he bade farewell—

To Robinson with his poise, his mellowness, his wisdom, his well-balanced sentences, who had seen the world round, from mining camps of the West to Siberian refugee camps; to "our Gibbs," ever sweet tempered, writing his heart out every night in the human wonder of all he saw in burning sentences that came crowding to his pencil point, which raced on till he was exhausted, though he always revived at dinner to undertake any controversy on behalf of a better future for the whole human race; to blithesome Thomas, who never grew up, making words dance a tune, quoting Horace in order to forget the shells, all himself with his coat off and swinging a peasant's scythe; to Phillips the urbane, not saying much but coming to the essential point, our scout and cartographer, who knew all the places on the map between the Somme and the Rhine, and heard the call of Pittsburg; to Russell, that pragmatic, upstanding expert in squadrons and barrages, who saved all our faces as reporters by knowing news when he saw it, arbiter of mess conversations, whose pregnant wit had a movable zero.

[The five correspondents referred to, all of whom were knighted in 1920, are the late H. Perry Robinson (*Times* and *Daily News*), Philip Gibbs (*Daily Chronicle* and *Daily Telegraph*), W. Beach Thomas (*Daily Mail* and *Daily Mirror*), Percival Phillips (*Daily Express*, *Morning Post* and *Daily Graphic*), Herbert W. H. Russell (Reuter's and Press Association). Each was on the staff of the paper first named in the parentheses, but as the number of correspondents was strictly limited all the papers came to an arrangement for sharing their services.]

War correspondence has been practised since Xenophon and Julius Caesar wrote their messages; whether it will become a lost art remains to be seen. It may be destined to extinction in the dawn of universal peace, but if the call comes again the journalist will as ever be found ready.

Parliament.

The reporting of Parliament has been dealt with in Chapter IV; it remains to speak of the work of the sketch writer and the Lobby correspondent. The former watches the proceedings from the Gallery and describes them; the latter spends much of his time in the Inner Lobby, where ministers and members can be met and talked with.

Statesmen were not slow to recognize the significance of the sketch as distinct from the report. One of their rank is entertained annually at the dinner given by the Press Gallery, and the speech of the guest on that occasion is always an engaging commentary on the relations of journalists and politicians. In 1908 Mr. Asquith observed: "To a member of the House of Commons the shorthand writer, the recording, the accusing angel though he be, is in these days a less formidable figure than the picturesque author of the descriptive summary. . . . I suppose for one person who reads the report there are thousands who read the summary and the sketch. And it is the hand that pens the sketch which not only makes havoc of our reputation with our constituents, but which slowly undermines such dwindling and precarious remains of authority as we possess in the domestic circle." Mr. Lloyd George in 1911 said: "The sketch writer has become the real terror of the Parliamentarian. He is universally read and therefore he is very dangerous. Since my younger days in Parliament the sketch writer has developed his functions enormously, and people depend for their impressions of Parliament on his writings." Mr. Asquith spoke of the kindly and genial work of the veteran sketch-writer, then Mr. Lucy, "Toby M.P." of *Punch.*

The credit of starting this new style of Parliamentary record belongs to the provincial press, whose representatives on their admission to the Gallery in 1881 brought new ideas into play. Disraeli, always a keen and informed observer, in a letter to his sister as far back as 1840, pointed out that the plain and solid report gave little or no help to the reader to realize the scene in the House when a great speech was

made. "The curious thing," he wrote, "is that *The Times*, which gives an admirable report of what I said, gives a most inefficient impression of the effect produced."

The purpose of the sketch is well expressed in these observations. It is to give a word picture of the scene, and thus make a real story of the proceedings. To do this successfully requires knowledge of the personalities and careers of the actors on the Parliamentary stage—also of their idiosyncrasies and hobbies and of the subjects on which they are experts. News and the themes of articles are suggested even in stray sentences from the back benches. The predecessor of the live sketch was the summary, which was really clever precis-writing, and it is hard to make this interesting. Newspapers read by the mass provide something more—an impression of life, action and colour. To give this are needed a sense of proportion and perspective, a thorough knowledge of politics, an appreciation of the dramatic and the power of expressing it in writing.

Quite different is the work of the Lobby Correspondent. With the permit of the Speaker he frequents the Lobby for the purpose of gathering news, which duly appears as political notes and special stories, and also in the "London Letters" of papers in the country. This special form of journalistic activity was initiated by the late Sir H. W. Lucy when he was writing for the *Daily News*. So plentiful was the news to be gleaned that he gave increasing attention to the Lobby. Other papers followed, the last being *The Times*, whose first Lobby man was E. W. Pitt in 1891. S. L. Hughes, a well-known Gallery man and Lobbyist, and the witty author of "Sub Rosa" in the old *Morning Leader*, described Pitt as a "voracious listener," who had the great faculty of encouraging the other man to talk. Members are ready to talk, especially when they want to keep in touch with their constituents through the papers. With ministers the case is different; they have secrets to guard. It is the business of the Lobby correspondent to keep in touch with the leaders and all the men in positions who are a source of news. When he can, he has to penetrate

the veil of Cabinet mysteries, to consult the oracles and if possible extract the story. Thoroughly primed in the happenings of the past and of the day he strives for the news of the morrow. This means minute and patient research and inquiry in all likely quarters, the piecing together of isolated facts, and the forming of reasoned conclusions and "intelligent anticipations" on matters which the public is eager to read about. Sometimes his notes are predictions—the date of a general election, the re-construction of a Ministry, the trend of a policy—or the foreshadowing of the substance of White Papers, and reports of Select Committees, on matters of burning public interest. The correspondent who has won confidence by his discretion and fidelity to promises has his reward in the communicativeness of ministers whenever possible; a breach of the cardinal rules of honour means the drying-up of the sources of information.

Morley in his "Life of Gladstone" records an illustrative incident at the time of the Home Rule Bill of 1886. "When the Bill was practically settled Mr. Parnell asked if he might have a draft of the main provisions for communication to half-a-dozen of his confidential colleagues. After some demur the Irish secretary consented, warning him of the damaging consequences of any premature divulgation. The draft was duly returned and not a word leaked out. Some time afterwards Mr. Parnell recalled the incident to me. 'Three of the men to whom I showed the draft were newspaper men, and they were poor men, and any newspaper would have given them a thousand pounds for it. No very wonderful virtue, you may say. But how many of your House of Commons would believe it?'"

Sometimes the Lobby correspondent takes on the plumage of that rarer bird, the Diplomatic Correspondent. Foreign statesmen may be visiting London to discuss questions with the Government; and anything that may be gleaned of the private consultations in Downing Street or at Chequers is of the greatest public interest. When Ambassadors in the chancelleries of the world are negotiating pacts and agreements on international questions of all kinds, facts are

often obtained by the Lobby Correspondent from his own sources of information which make a big story. The achievement of a scoop often entails long and arduous work and brings out the highest qualities of the keen journalist. One of his great trials is to be acquainted with news which he is not at liberty to publish. Mr. Alan Pitt Robbins, the Parliamentary Correspondent of *The Times*, says: "I like to regard the Lobby Correspondent as the liaison officer between Parliament and the public. He must be ready all the time to tell the public what Parliament is thinking and there are occasions when he may do equally valuable work by telling Parliament what the public is thinking."

From thirty-five to forty Lobby journalists are in daily attendance at Westminster, exclusive of Dominion and foreign representatives who are there occasionally. If a man errs by publishing a confidential document before it is released for publication the Speaker can remove him from the list, and there is no appeal.

Ambassadors of the Press.

One of the most responsible positions in journalism is that of foreign correspondent. His function is to interpret to his own country the country of his adoption and *vice versa*. His messages may have a sensible effect on national feelings, and therefore may count in the issues of peace and even of war. In the far-off pre-war age the office commanded a degree of honour that seems to be somewhat lacking in these days, when "the time is out of joint," though there are still left capitals in which the old sense of freedom, respect and responsibility survives. One of the great characteristics of the public mind is a deepening interest in international affairs, and to meet this the foreign correspondent is essential. As long as the freedom of the Press exists his function will become more and more fascinating and important. Europe has been re-shaped into a fresh continent, with new frontiers and states and strange alignments. Turkey, to mention only one of the post-war creations, is an entirely new study for the journalist who seeks to explain it to tne world. It is

a field of activity which may be counted upon to produce worthy successors to the great correspondents of the past. As one's mind runs over the roll one thinks first probably of de Blowitz, the famous Paris correspondent, of Henry Crabb Robinson, who from Altona in 1807 sent memoranda to *The Times* which laid the foundation of foreign correspondence; of Dillon, of the *Daily Telegraph*, of Miss Flora Shaw (afterwards Lady Lugard) of *The Times*, of Morrison of Pekin, Sir D. M. Wallace, Sir Valentine Chirol, Mrs. Crawford, of Wickham Steed, whose still active pen is informed by a great experience of European diplomacy and politics, and of Sir Willmott Lewis, the correspondent of *The Times* in Washington, and others famous to-day.

Mr. J. L. Garvin, than whom few can speak with greater authority, says: "It is necessary to be careful how you tell the truth, for it can often be more wounding and poisonous than a slander. Fortissimo and pianissimo are very important. In foreign affairs there is apt to be too much loud pedal when the soft pedal is what is required above all else. A journalist should have the cool temper of two persons at least, or of ten if possible. To all good rules there are exceptions, and that should be remembered, but the best rule I know of is 'When in doubt, don't.' In domestic affairs you play on votes, in foreign affairs you may play with lives and every word may create friendship or hostility between nations. Exactness of touch in writing about foreign affairs is of extraordinary importance." Such an admonition was never more timely than in the present, when the rule of dictators abroad makes the path of the correspondent perilous and difficult. The perplexing nature of the work in Berlin, for example, under the Nazi system of Press domination, is apparent to all. It is all the more pleasing, therefore, to record an incident in the last days of Augustine Beaumont, for many years a member of the foreign staff of the *Daily Telegraph*, who has just died in Rome. His honesty and fearlessness were so highly respected by Mussolini that he himself bore the expense of caring for the old correspondent in his last illness.

Some maxims contained in an address at Yale University by Willmott Lewis, based on thirty years' experience as a foreign correspondent, may fitly be quoted—

1. Take your work, but never yourself, seriously.
2. Know that there is no simple or immediate solution for any national or international problem.
3. Never forget that 99 times out of 100 the issue is not between right and wrong, but between right and right; but also that those who explain too much prepare the way for those who excuse too much.
4. Remember always that prejudice is dishonesty—patriotic prejudice as much as any other kind.
5. Be chary of moral exaltation, and of moral indignation no less, for good and evil mingle in the best and worst of causes.
6. Remember that if you do not like a country, there are a thousand chances that the fault is not in the country, but in you.
7. Be prepared to find that the best and the worst give way under closer scrutiny.
8. Pray nightly that the generalizing and abstracting habit of mind may not prevail over the practical.
9. Be very sure that of all the influences which seek to destroy your independence of mind, the most respectable will be the most dangerous.
10. Know that the sort of patriot who maintains that the women of his country are more chaste and the statesmen of his country more stupid than those of any other country, is wrong on both these counts, and may be wrong on every count.

In the craft of the business no one could excel de Blowitz, whose exploit in securing the Treaty of Berlin for publication in *The Times* at the very hour that it was being signed in Berlin is a classic in the annals of journalism. In his modest "Memoirs" he speaks of the "fantastic tales" published about him, but the restrained narrative he himself gives is quite sufficiently notable. One of his lesser-known feats was accomplished when Delane, the editor of *The Times*, visited Paris in 1872. Together they went to Versailles and were present at a sitting of the Chamber, which was entirely taken up by a speech by Thiers, delivered amid great excitement. There was no proper arrangement at that time for the prompt reporting of the debates and this was lamented by Delane, who in bidding farewell to the correspondent at the railway station the same evening said: "If we could have given that speech from one end to the other in to-morrow's paper, what a glorious thing it would have been."

De Blowitz proceeds: "When he had left a wild idea came into my head. Following an old habit which I still retain, I sat down and shut my eyes. I then strove to call up the image of the Assembly, with M. Thiers in the rostrum, and as I had listened very attentively to what he had said, it seemed as if I could hear him speaking, and that I could write down his speech. I went at once to the telegraph office in the Rue de Grenelle. I obtained writing materials in an empty room. There I put into operation my mnemonic process. Alternately I shut my eyes to see and hear M. Thiers and then opened them to write out the speech for the wire. I was able to recall and report all his speech, which was, of course, instantaneously transmitted to London. When Mr. Delane next morning opened *The Times* in England, he found in it two columns and a half reporting the speech he had heard on the previous afternoon at Versailles."

It was, of course, but one proof of de Blowitz's marvellous memory, which enabled him to dispense in his interviews with the notebook which so often alarms the person seen. Two other fragments may be gathered from the ripe wisdom of these pages. The first is a warning to journalists to remember that "the true diplomatist necessarily knows nothing of gratitude, that he regards the journalist as an auxiliary, sometimes useful and always dangerous and that he will never hesitate to throw him overboard when it suits his ideas of his duty to do so." He gives a striking illustration. When the *Journal des Débats* ran a campaign against Baron Holstein, of the German Embassy in Paris, de Blowitz successfully defended him. Holstein wrote warmly thanking him, but later it was revealed that at that very time the diplomat was urging Delane to get rid of de Blowitz and send "some clever and impartial person" to Paris in his place.

The remaining quotation is a striking instance of the exercise of discretion. In 1875 de Blowitz was in the billiard room of the Duc Decazes, then French Minister of Foreign Affairs. Telegrams arrived and one agitated the Duc greatly. "Do you know what I have just heard?" he angrily exclaimed. "Derby has just bought 200,000 Suez shares from

Ismail, while every possible effort has been made to conceal from us, not only the negotiations, but even Ismail's intention of selling them. It is an infamy! It is England putting her hand on the Isthmus of Suez. . . . I beg you to say it and to add that Lord Derby will have to pay for it." De Blowitz says he realized what an impression the story would make throughout the world, to the glory of the journal in which it appeared, but when he took up his pen other thoughts invaded his mind. "I saw the two Ministers of Foreign Affairs of England and France pitted against each other, the malignity of certain diplomatists poisoning the wound. I understood that after all I could not tell the story, even though I was authorized to do so, for the mere publication would have all the aspect of a veritable provocation. I dropped the pen and left the office." Next day he was summoned to the Quai d'Orsay and the Duc Decazes seized both his hands and with profound emotion said: "You have acted as a friend of the Minister—as a friend of peace; and never shall I forget what you have done for me—for us: for you have sacrificed a journalistic success to your sense of duty. Believe me, the latter is the better memory."

The moral is seized by Mr. Wickham Steed in a passage on statesmen and journalists in his book "Through Thirty Years": "If it is a mistake for public men merely to 'feed' journalists with the views or news they wish to disseminate, it is a still greater mistake for journalists merely to hunt for news and to publish all they get. They must give as well as get; and they should have an eye both to the welfare of those who place confidence in them and to that of the public which they serve."

A lively picture of the foreign scene as visualized by the news department of a London paper was drawn in the anniversary number of *The Times* (January, 1935). As editions are poured out in the small hours, in the distant world "the foundations of a new day full of comedies and tragedies are being laid. For at the hour of going to press, while London sleeps, nomads are stretching their stiffened limbs as the morning sun mounts over Arabian sand dunes,

it is breakfast time in Meerut and Madras, noonday crowds are jostling one another in the thoroughfares of Tokyo, and New Zealanders are half-way through their afternoon on the sheep farms of Otago or in the warehouses of Wellington. Beyond that, skipping the curious thing known as the 'date-line' of the Pacific, one might conjure up visions of lumbermen resting at the day's decline in the forests of Oregon, and evening gaieties in Mexican cafés, and the glamour of theatre time in New York and Buenos Aires. . . . Each capital has its politics, its social conflicts, its financial fluctuations, its celebrated causes. Each island has its romances, each rural district its distinctive lores and landscapes, each coast its wrecks. There are enough 'sensations' to satisfy the most shameless scaremongers. In every phase of human struggle, whether constructive or destructive, it seems to have been decided that the old standard was too low, and that a new criterion is to be assumed. The responsibilities of a newspaper have grown accordingly. The hustle of the last generation would be counted leisurely to-day."

The history of Reuter's Agency is a romance of world-wide communication, and its elaborate organization for the rapid diffusion of news to and from all countries is a marvel of efficiency. Nowadays it has its active competitors. The great newspapers still rely upon Reuter's for the text of important speeches, treaties, and other official documents, and their foreign correspondents give distinctive treatment to the bare records. Explanation, interpretation, descriptions of effects, the underlining of the material points, and "atmosphere" absorb their attention. Readers are interested in the crises of a movement but weary of intermediate developments. The correspondent in the dull intervals prepares for an attractive message when the next "high point" is reached. He will keep his paper supplied with articles, often mailed, on subjects which are, or will be, in the news. These special stories, which give the background of events, are interesting features of the papers. Often they are directed to the building-up of personalities, parties and movements which are merely names to the average reader

at home but by this means are made real. Most correspondents find plenty of material in their capital and country for mailed contributions full of variety, colour and incident.

A rather depressing tale of censorship, intimidation, and terrorism in Europe is told by George Seldes, the American journalist, in his book "The Truth behind the News, 1918–1928." His facts cannot be ignored and should stimulate the resolve of peoples who still enjoy their old-time freedom to hold tenaciously to that liberty of the Press which is one of their greatest safeguards. Seldes writes—

> Of the hundred and fifty or more American and British journalists abroad whom I know well so many have been imprisoned, so many have been expelled from countries and so many have just evaded either imprisonment or deportation by hook or crook, frequently by both, that it is only fair to emphasise their integrity and to do more than the ordinary pointing with pride. The public knows almost nothing about these small climaxes of terrorism and censorship, because it is the view of editors that journalistic troubles are private matters. This is unfortunate, for nothing could better illustrate vicious situations than the conflicts between governments and press representatives.

With a sense of relief one reads an incident portraying the British spirit of independence. The foreign correspondents in Rome, says Seldes, have frequently to ask themselves: "Is this piece of Fascist terrorism worth mentioning? Am I to risk being thrown into the Queen of Heaven Jail or being thrown over the frontier for this small item?" The conclusion mostly is that it is best to wait for something big enough to warrant the risk. Occasionally, however, a small piece of news about black-shirt terrorism may be risked and immediately there is an official caution. A subordinate in the Department of State, of which Mussolini held the portfolio, worked through foreign embassies and succeeded thereby in keeping French and German journalists in line. "He tried it once with the representative of the London *Times*. This correspondent, instead of going to the embassy to listen to protests from the subordinate in question, notified his paper, which is said to have replied: 'Tell British Ambassador to mind his own business; we mind ours.' But the *Manchester Guardian* correspondents,

who are frequently asked to report the true state of elections, crime and the budget, the movements of the liberal element and leaders, and news generally more interesting to a liberal newspaper, are continually being warned and threatened with deportation."

A dignified protest by the *Daily Telegraph* in March, 1935, against the unfair treatment of its correspondent in Berlin, expresses in plain words the standpoint of the British Press: "Our correspondent's duty is to ascertain and report the facts. In a country governed under dictatorial conditions, where the home population has its news very carefully selected, it may not always suit the authorities for the report to be made. In this country the giving of the correct news is still the purpose of a newspaper. This may explain why English newspapers are to-day in high demand in Germany."

Leader Writers.

An important group to be named in my constellation are the leader writers, those expert commentators on affairs who forget the personal pronoun I and submerge themselves in the mysterious We. They have so far defied the assaults of the newest journalism, and hold their anonymity despite the latest craze for names. "Leader" is the colloquial term for what the dictionary calls a "large-type editorial expression of opinion at full length in a newspaper." There is some confusion of views both as to the derivation of the word, and the origin of the thing itself. One historian of journalism says that the term "leader" did not arise from the article being the principal one in the paper, but from its being "leaded," which means that thin metal bars not shown in the printing are placed between the lines of type to make the article whiter and more imposing in appearance. When did the "leader" first appear in English papers? One story is that the provincial press—Cambridge first, followed by Leeds—made the innovation in the days of the French Revolution; another that the idea is traceable to the *Morning Chronicle* of 1791, was developed by Coleridge and Mackintosh in the *Morning Post* and *Courier*, and appropriated

and improved by *The Times*. The first leader produced "on the spot," so to speak, is credited to Abraham Hayward, who was in the House of Lords in 1849 and, hearing a speech by the Earl of Derby, the "Rupert of Debate," on the Navigation Laws, at once wrote a reply to the protectionist case, which appeared in print next morning. The appearance of an editorial reply to a speech in the same issue as the report of the speech was something quite new and astonishing at that time. A much earlier date than any of these is assigned by William Lee in his "Life of Daniel Defoe." He claims that the "Letters Introductory" written by Defoe in *Mist's Journal* in 1718, dealing with subjects of public interest, furnish the real origin, though those articles were in the form of letters assigned to the "author." Thus Defoe, he contends, "originated and exemplified in his own person, those mighty agencies, in the formation and direction of public opinion, now comprehended in the words 'editor' and 'leading article.'" Lee was writing in 1869, when the leading articles of the great London papers had attained remarkable power and influence.

A minor, but interesting point, is the use of the editorial "we." In the earliest English newspapers both "I" and "we" appear. In 1623 one paper said: "Reader, I cannot let thee have the letters for want of roome untill next weeke." To-day the apology would read: "We regret that pressure on our space compels us to hold over correspondence until our next issue." In the *Coranto*, 1630, the "publisher" apologized for irregular publication on the ground of losing money and said: "We presume we shall now fit their (the public's) humour with action enough every weeke if their purses be as ready to pay as we shall be ready to publish; the greatest talkers of newes (as the Pauls walkers) are the poorest buyers. Farewell." The plural was used in the quaint "notice to correspondents" early in the 17th century: "Ale persons who are pleased to favour us with any comical or sollid stories, may repair to the 'Three Kings,' Ludgate, and they shall have them very carefully put in." In our first daily paper, the *Daily Courant* of March 11, 1702, the

editorial advertisement opens thus: "It will be found from the Foreign Prints . . . that *the Author* has taken care to be duly furnish'd with all that comes from abroad in any language. And for an assurance that *he* will not . . ." There was no newspaper editor in those days, only printers, publishers or authors. According to Webster the "we" came into use to avoid the appearance of egotism which would be caused by the constant use of "I." In many cases the cause was something different, for leader writers represented long and honourable traditions, and their articles expressed the combined wisdom of a group of experienced journalists, though subject, admittedly, to the individual control of the editor. Sir Edward Cook observes that the "we" is often something more than an empty form, for it may connote the resultant of accumulated reflections of opinion. A case in point was the *Press*, which in 1853 was the mouthpiece of the Conservative Party, led by Disraeli, and was actually managed by a committee. Once a prepared leader did not commend itself to that body, and Disraeli, ever ready, retired to a private room and returned in an hour with a brilliant substitute. *The Times*, as is well known, remains loyal to its principle of anonymity, but George Augustus Sala, in his account of a visit to Printing House Square in 1858, had a flash of prophetic insight. In his article, which to the modern reader would seem a diverting exercise in periphrasis, he wrote of the "awful, shadowy, irresponsible and yet puissant we"—

> Will a time ever come, I wonder, when a man will sign his own articles in a newspaper; receive his reward for honesty, his censure for tergiversation, from the public! Will a strange day of revolution ever arrive when the mystic "we" is merged into the responsible, tax-paying, tangible, palpable, shootable, suicidable, and kickable "I"? Perhaps never; perhaps such a consummation would be disastrous. Old Cobbett in one of his screeds of passionate contempt in his "gridiron" paper the *Register* once said that he should like to have all the newspaper editors and correspondents in London assembled in Hyde Park, in order that from their personal appearance the public might judge by what a disreputable looking set of fellows they were hoodwinked and nose-led.

The leading article still holds its ground in 1935, though in some popular papers it is no longer a whole column, but

a series of brief paragraphs. Something of the reverberating effect of a former day may have been lost, but still these editorial pronouncements are observed by governments as vanes showing the currents of public opinion. That is noticeable in these stirring days, in Europe, when in moments of crisis nation speaks to nation through the voices of its newspapers. Germany keeps a keen watch on the Press of other countries. In France the papers maintain their character as pre-eminently organs of opinion. What is the precise relation of the editorial to public opinion? This question has long been a matter of conjecture. Lord Clarendon, writing of *The Times* over 80 years ago, said it "forms, or guides, or reflects—no matter which—the public opinion of England." All three may be true. In reflecting opinion a powerful newspaper may guide it. Certainly the opportunist reflects and guides rather than forms. Fox Bourne accurately observes that in such clever journalism as that of Barnes it was by no means easy to distinguish between leading and following, between the drivers and the driven. There are days when a new situation suddenly arises, when preconceived notions are shattered, and a newspaper has to declare itself, and in so doing helps to create public opinion. Formative work, rather than a mere reflex, must be allowed to the *Daily Express* in its Empire crusade, and the *Daily Mail* in its "German peril" campaign in the years leading to 1914. Any paper that fights for a new thing, as the *Daily Mail* did for aviation, is striving to form public opinion. A clear case of taking the lead has been furnished lately by *The Times* in its advocacy of co-operation with Germany on a basis of equality. Mr. Lloyd George publicly congratulated that paper on the courage of its attitude and the Archbishop of York wrote expressing gratitude for the "counsel offered," and the contribution to peace.

There is a firm distinction between "news" and "views" in the best journalism. It is honest dealing with the public to give the news with impartiality, and to reserve comment for the leading article. Curiously enough *The Times* on certain memorable occasions gave big news only in its

leading articles, which in earlier days were regarded as the real things that mattered. For instance the announcement that Peel had resolved to repeal the Corn Laws, a scoop of the first magnitude, appeared as the first paragraph of the first leader and nowhere else in the paper; the report of the ultimatum before the Crimean War was similarly placed. Such a practice is unheard of in Fleet Street to-day. *The Times* still emphasizes the importance of its leaders by preserving their dignity and length, and also by retaining on that page the six columns of the old width, while all the other pages have been converted to the seven-column form. The leader writers of the national papers have always been a small select group of men, far outnumbered by those in the other branches in journalism, but held in honour because of their distinction and ability. Some of the keenest and best-trained brains in London have for a century past worked in the editorial rooms of our great newspapers—many of them unknown by name to the public. Probably the great mass even of the journalists in the country knew absolutely nothing of the late J. W. Flanagan—"that splendid literary veteran," as a colleague styled him, "who wields one of the finest pens in England"—yet he it was who wrote the momentous leader in *The Times* in 1914 when war with Germany was in the balance. The veil of anonymity has concealed many intellectual giants. Sterling was the great unknown who gained for *The Times* its famous nickname of "Thunderer."

As I write Europe is deeply agitated by the action of Germany in adopting conscription. The news came with dramatic suddenness and it was just one of those crises when the writer of the leading article becomes one of a big team concentrating its energies on the one dominant theme. First the Berlin correspondent sends the news, the text of the proclamation, and the response of the German people; the Munich correspondent describes the ovation given to Hitler; the Rome, Paris, Washington, and other correspondents report how the situation is viewed in those capitals; the Parliamentary correspondent writes on conferences in

Downing Street and the effect of the German bombshell on the proposed visit of British Ministers to Berlin; the Military Correspondent gives an estimate of German military strength under the new scheme; the City Editor deals with the effect of the news on the Bourses and the stock markets; and the writer of the first leading article gives expression to the views of the paper on the whole of the issues.

Such news has a big reverberation in a newspaper office. Mostly, however, the writers have more time for reflection. The Rev. Thomas Mozley (a brother-in-law of Newman and a noted leader writer of a generation ago) used a vivid metaphor in describing his job: "To write a leading article may take only two hours to two hours and a half, but then all the rest of your time you are a crouching tiger, waiting, waiting to make your spring."

One particular type of writer is nothing short of a national benefactor. I refer to the author of what is expressively called the "light leader." Finding the subject for the light leader is sometimes a heavy job. The tit-bit of news, flippant, wayward and amusing, is generally discovered and duly put on a page to serve as text for the leader. A night-watchman has been observed reading Einstein in his cabin; an advertisement for a large Bengal tiger (man-eater preferred) in the Agony column; a time indicator for speakers showing green, yellow and red lights in succession; a case of witchcraft in Germany; a new slang word in America; cinemas in an American Court—these are some of the bright little pieces of news that inspire the disseminators of "sweetness and light" who relieve the leader page of its ponderosity and contribute to the humour and well-being of the public. They are in the true succession of essayists headed by Addison and Lamb.

Industry and Economics.

The principal newspapers have a Labour or Industrial Correspondent, who is an expert in matters of industry and economics and is frequently required in these days to write thereon. Labour questions, as they may be shortly termed,

have become more complicated and important and to deal with them in a competent and informed way special knowledge and training are needed. It is more responsible work than ordinary reporting, because large questions of policy have sometimes to be handled and things written which involve much research and special aptitude. The complexities of national insurance are a sufficient illustration. To make these intelligible to the ordinary reader is a difficult task, and even more to make them interesting. Labour Correspondents attend the annual conferences of the chief industrial organizations—the Trades Union Congress, the Miners' Federation, etc.—and also the meetings of the Labour Party and the I.L.P. The interplay of politics, trade unionism, and the co-operative movements has to be carefully watched and developments noted in their incipient stages. The international socialist bodies, the organizations of the Soviet and other countries are studied, and also the International Labour Office at Geneva. Labour is vitally connected with the public life at so many points that news stories are ever presenting themselves for interpretation and comment. As in politics and diplomacy, it is often the secret movements that are the most interesting and important, and this presents a difficult aspect of the Labour Correspondent's work. He is of course well acquainted with the leaders of industry, both employers and employed, and with the chief men at the Ministry of Labour. If he be *persona grata* to these his chances of getting big news promptly are more rosy than if, by showing undue bias or violating confidences, he has failed to win the trust of the "men in the know." He is not a mere recorder of events, but much more the guide, philosopher, and friend of his readers in paths that are often devious. He sees below the surface of things and distinguishes between apparent causes of industrial disputes and the root troubles. Thus in great strikes, and important industrial awards, he has to make plain the obscure. If he presents the issues fairly and squarely he will hold the confidence of both sides, in spite of the bitter antagonisms often existing between the disputants.

One or two instances may be cited to show the nature of the work. Not long ago two professional bodies, each including a large number of medical men, applied for affiliation to the Trades Union Congress, and were accepted. They were the Medical Practitioners' Union and the National Union of County Officers. The Labour Correspondent set about discovering the precise reasons for this rather novel step, and was able to write on the attitude of the medical men to manual workers and to political issues, and the possible effects on the public if the doctors became involved in a strike. Recently the railway companies and the unions of their workers reached a friendly settlement on the thorny question of the revision of the National conciliation machinery. In announcing a meeting of the negotiating representatives while the issue was in doubt, the Correspondent, by his knowledge of the inside of the business, was able to add the illuminating and, to the public, comforting assurance that "there is a prospect of early agreement." Disputes occur in the mining and other industries which have quite obscure and technical origins and require explanation.

There is a wider field than strikes and lock-outs. The Correspondent must have studied thoroughly the history of industrial relationships; the different forms of industrial agreements, with the distinction between conciliation and arbitration; the structure of industry, processes and actual conditions of work; works organization, the economics of production (with world-wide implications), welfare work, etc. To write authoritatively, for instance, about the cotton industry and all its problems, means very considerable knowledge. On the workers' side of industry a subject of growing interest is the organization of the so-called black coats—professional and technical men—which often provides news. If he be a humorist the correspondent can find fun in a union of barbers negotiating rates for bobbing and shingling.

To keep abreast of all the developments in this vast field means systematic reading of the organs of the employers

and of Labour, the *Ministry of Labour Gazette*, the publications of the International Labour Office, the statistical returns of them all, reports of all kinds, and also of the literature of the "Left Wing," for the Communists and their relation to the whole movement have a definite news value. The periodical figures of employment and unemployment, issued by the Government, the changes in the system of national insurance, the treatment of the distressed areas, and schemes of all kinds for the benefit of the unemployed—these also must be added to the Labour Correspondent's spacious sphere of interest.

CHAPTER VIII

A CORPS OF SPECIALISTS

Out of the cloud that covers me
  And blots the stars and seldom lifts,
I thank whatever gods may be
  For my indubitable gifts.

Under the whip—upon the setts,
  Men drive me many a galling mile,
My stock of Editors' regrets
  Would fill a barrow, but—I smile.

Fast by this trade of wind and wit
  I mean to hold till life be done,
And every year I stay in it
  Finds, and shall find me, tugging on.

It matters not how stiff and sheer
  The climb—how difficult the sum,
I am the man they've got to hear!
  I am the man that's bound to come!

—T. W. H. CROSLAND
(Poet, Englishman and Journalist).

IN addition to the writers and correspondents whose work has been sketched in the preceding chapter a great newspaper retains on its staff a large number of specialists, i.e. contributors who are expert in, and devote their whole time to, some particular subject which has frequently to be written upon. The general journalist is concerned with the whole run of news, whether as reporter or sub-editor; the specialist does one thing, and of course does it thoroughly. The number of specialists is surprisingly large. In the following table I name the subjects on which specialists are regularly at work in the office, with the proviso that writers on a few of the more unusual topics, which do not frequently arise, may serve a group of papers and not one exclusively—

Agriculture	Astronomy
Aeronautics	Bees
Art	Crime
Architecture	Chess

Drama
Dogs
Ecclesiastical
Engineering
Films
Finance, Commerce and Commodities
Fruit
Estate Market
Friendly Societies
Gossip
Gardening
Labour
Law
Literature
Medical
Music
Military
Motoring
Naval
Poultry
Philately
Reviewing (books)
Sale Room (antiques, pictures, etc.)
Social
Supplements
Science
Sport (racing, golf, hunting, boxing, billiards, cricket, football, lawn tennis, rowing, athletics, archery, etc.)
Television
Weather
Wireless
Zoo

Some of the departments named represent large sections of the paper. For instance, sport. Here a very considerable group of experts is engaged, including special writers, sub-editors and reporters, who often produce two or three pages of news and comment in a twenty-page paper. The week-end budget is always heavy. The racing specialist is the most highly paid of the sporting men, and if he is a successful tipster his paper does not fail to take due credit. There is very keen competition between the evening papers in publishing with remarkable rapidity the results of big races, and important cricket and football matches. The sporting organization altogether is an elaborate and efficient machine.

Next in point of size is the financial and commercial staff, with its own expert writers, sub-editors and reporters. In recent years public attention has been directed more insistently to problems of finance and economics, and what in former times were regarded as technical and "dry" subjects have in recent years forced their way into the news. This has created a demand for articles written in lucid and popular style. Those who take a practical interest in journalism will note how the papers handle big questions of exchange, currency, commercial treaties. Specialists in these things have to be good journalists who can, in times of crisis,

present readable stories from the operation of abstruse economic laws. An important part of the "city" staff's daily routine is the preparation of messages from the chief financial centres of the world, reports of the movement of foreign exchanges (while writing the crisis of the belga is well "in the news"), and a survey of investment business at large. The city editor has the responsible job of explaining the soundness or otherwise of the prospectuses of new ventures and issues, and readers of our chief papers are able to rely on competent and fearless criticism. If there be a fault it is in the exaggeration of some events in "the City" by the popular papers, due to their insatiable demand for sensational stories.

Literature and the arts are represented in the staff by the critics who write regularly on new books and literary events, the drama, music, painting and sculpture, and architecture —men as a rule of acknowledged eminence and ability. More attention has of late been given to architecture, and the latest addition to the ranks is the television correspondent. Books figure not only as the object of criticism, but as the source of news, and are carefully watched for that purpose.

A few of the great papers issue regular supplements, based on subjects of topical interest, and these require the services of an editor, and many contributors of articles and pictures. Some of these productions attain a high level of research and permanent value, and *The Times* has on occasion reprinted them in book form. Among other papers the *Manchester Guardian* has printed important commercial supplements.

Aeronautical news is increasingly abundant and the specialist is a busy man who has to keep abreast of many developments. The social department, in which women take a big part, has a steady flow of events to deal with. Probably the prolific gossip writer was never more in demand and some of the papers score by employing titled people who, it is presumed, are able to get exclusive information. These recruits to the ranks of journalism, or the fringe of it, are the lineal descendants of the *Tatler*, and, like Addison, give their readers the "delightful gleanings of their daily

observation." Some of them remind us of Dick Steele, pictured by Thackeray as "walking about the world watching the pretty humours, fashions, follies, flirtations and rivalries of women," but the law of libel imposes a restraint which was lacking in the 18th century.

The Free-Lance.

Some of the most successful journalists of my acquaintance are free-lances—those who hold no staff appointment but tilt at many doors. For the people whose temperament it suits the life is attractive. It has about it the spirit of independence, adventure, and freedom. A free-lance is governed by his own inclinations and intuitions and carves his own destiny. In Greater London there is a large body of them. Though not on the staff, some of them maintain regular contact with news editors, to whom the most enterprising suggest ideas for stories and get assignments. In dull seasons, when society is out of London and Parliament and the Courts are "up," they make a harvest, for their goods are then in demand. Some offer news and others articles on all sorts of subjects. The late Sir W. Robertson Nicoll once shrewdly reproached journalists with being insufficiently interested in reading the papers. That does not apply to the serious free-lance, for he gets ideas for stories from his morning papers, which are generally devoured from title to imprint, including advertisements. Some have organized their work to a high pitch, and have systems of filing and indexing cuttings from all sources, ready for use at the right moment. A big store of well-chosen cuttings is valuable raw material for articles. There is a demand for topical articles which provide an illuminating and comprehensive accompaniment to the news. These are the fruit of fresh, keen observation.

An instance or two of the required topicality may be given. When Thomas Hardy died the obituary notices mentioned at least three points which would suggest to the alert free-lance openings for articles, namely (1) among the last things read aloud to him were some poems by

Mr. De la Mare; (2) one of these poems was said to be "The Listeners"; (3) Hardy maintained his interest in the news of the day almost until the end. One practical result which I detected was an interesting article in a paper headed "Poets who have comforted the dying." When Mr. John Buchan was appointed Governor-General of Canada there was clearly a call for articles on writers as statesmen and administrators. Similarly, Mr. Anthony Eden's tour of diplomatic exploration in the East produced such articles as "Old Warsaw," and "An Envoy to Muscovy," the latter being a timely account, taken from an unpublished manuscript in the British Museum, of the reception of the first British ambassador to Russia in 1580.

There is a regular call from editors for articles that bear directly or indirectly on the news of the day and yield an interesting "background." The principle can be applied almost indefinitely. The call is not so much for opinionative matter as for articles which make facts interesting by light and readable presentation—information on matters of the moment, vivid sketches of character and incident, and, very definitely, the humorous treatment of familiar everyday things. Editors complain of a distinct lack of humorous writers; a few big men have the market almost to themselves.

A free-lance who had won the confidence of editors by being always ready to produce an article required in response to a telephone order—these things are often wanted quickly—once told me casually of an incident which revealed his systematic method. A holiday in East Anglia yielded some interesting facts, and excellent pictures, of windmills. There was no opening for an article at the time, so the notes and photos were filed and indexed. One day he "sensed" a chance in Berlin and sold his little story for a quite substantial cheque.

A good deal of "syndicating" is done in articles, features, fiction, cartoons, and the like, which are accepted for groups of papers, of which many exist in these days of "combines." Some of the free-lance specialists whom I know have done well out of such subjects as housing, the canning industry,

the lore of ancient London, rifle shooting, to name a few heterogeneous subjects. Then of course there are the "liners" all over the country—journalists who send local news of wide interest to the national papers, some duly appointed correspondents and others who take the chance of acceptance. Originally they were known as "penny-a-liners," but the pay has of course increased. In London there still survive, in spite of the encroaching news agencies, the police court "flimsy" men, who send their reports on tissue paper, used for manifolding copies with the aid of carbons. A fire specialist has existed in Fleet Street for many years. Magazine and periodical work also falls, much of it, under the head of free-lancing. Speaking generally, most of the work I have alluded to is done by persons of general journalistic training, who are adaptable to demands which often call for more resource and initiative than regular staff work.

Trade and Technical Press.

A large and enterprising section of the British Press comes under this head, giving employment to a great number of journalists. Nearly all professions, commercial bodies, trades, and industries have papers representing their own interests. These may be broadly classified as scientific, technical, and trade. There are dailies, weeklies, and monthlies, manned by specialists in their own lines. Besides focusing the news and opinion of their own particular constituencies they perform a valuable publicity function for British goods in the world at large. Many of them, such as those concerned with motoring, the cinema, fashions and footwear, to name a few, are some of the most artistic productions of the printing press in the country, and have brought half-tone and multi-colour illustration to a high pitch of perfection. The news services for the particular interests covered are thorough, and the paper may be said to represent, and speak for, its trade in an intimate and practical manner.

It may be surprising to many people to learn that of the

23 morning daily newspapers published in London eight may be definitely classed as trade or class organs. The oldest is *Lloyd's List and Shipping Gazette*. It originated in the coffee-house in Lombard Street, where the underwriters did their business, in 1734, and is entirely concerned with shipping and shipbuilding. Then there are the two exclusively financial dailies, an industrial daily for contractors and engineers, the *Morning Advertiser*, aged 141, the organ of the licensed trade, and a daily devoted completely to greyhound racing and coursing. There are scores of weeklies published in the London area for all trades, and the Board of Trade issues a *Journal* which gives the intelligence collected by its Commercial Intelligence Branch and information as to openings for British trade abroad compiled from consular reports. Manchester has its group of such papers, including organs for the textile industry and engineering. The medical, legal and accountancy professions have their own papers, and journalism itself has its technical weeklies. Coal, iron, and steel offer a vast field for technical journalism, and also in their degree do the distributive trades, the papers for which are the most numerous. The subjects dealt with in the latter may be indicated by the case of the tailor. He wants to read about good window display, what the big stores and shops are doing, the trends of fashion, the best book-keeping systems, how to get the money in, where to buy the best and newest cloths, current prices and prospects, news and views of personalities and many other practical points in his business.

Journalism of this kind has its own standards of qualification. Those who work in it must have a knowledge of the profession, industry or trade served, the ability to write good English and the journalistic instinct. The description of technical and scientific processes in simple language is not always easy. A knowledge of a foreign language or two is sometimes required, because foreign trade papers have to be studied, and conferences abroad reported. The purely technical papers, of course, are produced by technicians, such for instance as the chemical and engineering publica-

tions. For the commercial and industrial organs the staffs have a wide knowledge of "production, distribution, and exchange" throughout the world.

It is surprising how widely the news net has to be flung. The prices of raw materials everywhere are vital; leather prices are decided by the great hide centres over the Atlantic; cattle disease in South America sends up prices in London, and so on. Even "dry" goods may at times yield a thrilling story. Many of the papers have big circulations and are great advertising media. One British trade paper has the largest sale in the world of its class, beating even the United States, which is a go-ahead territory for this type of journalism.

The Publicity Business.

One of the modern developments in which journalists have taken a prominent part is publicity. In the Great War it was called propaganda and it was a journalist (Lord Northcliffe) who played a decisive role in what may be termed the mentality offensive which did so much to accomplish the collapse of Germany. It is an age of propaganda: that is obvious when the British Government itself has succumbed to its necessity. An announcement has just been published that a National Publicity Bureau has been established to support the Government by propaganda work, under the headship of the Postmaster-General. Evidently the fitness of that Minister for the post has been indicated by the successful publicity methods of his Department. In some degree the work has had official recognition for a long time past. Cabinets and Embassies have had their "Press agents," sometimes called directors of publicity, controllers of public information, and so on. All sorts of organizations and individuals (including notably stage and film celebrities) have for years had their Press agents. Journalists have been found to perform this function with the best results, because their training and skill teach them how best to get matter into the columns of the newspapers. There are various channels of approach and appeal to the million—the post,

the platform, the hoarding, the microphone, and the Press, but of these the Press holds the undoubted ascendancy. Public men and bodies bear constant testimony to the power of the advertisement in the Press, but the news columns are the most effective path to the public mind. So the publicity expert is employed by every conceivable commercial concern, "cause" and campaign to procure space in the news.

Editorial staffs, and sub-editors in particular, are used to the wiles of the clever Press agent, who not infrequently is an old journalistic colleague who has transferred his loyalty from one side to the other. The simile can be fairly used because the business often resolves itself into a battle of wits—the Press agent sending in stories which, while they possess undeniable news value, also contain the subtle touch of publicity, propaganda or advertisement which it is his business to get into print. It is a case of gamekeeper turned poacher. All papers of standing are ever on their guard against giving hospitality to concealed propaganda in their news, but when it is inextricably bound up with things of genuine public interest the position becomes a little perplexing. It is not safe to "spike" the communications of the publicity man at sight. A good story may be lost, if there be a blind resolve to immolate all tempting paragraphs from suspicious sources; although the instinct can be understood when stories of jewels lost by actresses in search of limelight are sent round.

The editor of a daily paper in an important provincial town once saved up all the publicity and propaganda matter received, instead of dropping it into the waste-paper basket, which was his usual practice. A week's accumulation came to no less than thirty columns. About half consisted of general articles, some well written, dealing with all kinds of subjects, from oilfields and the tin industry to the Canadian National Railways, which has an active Press Bureau. Films had a large share of the output, and also well in the running were social and political leagues, farmers, temperance bodies, and the Church. The correspondence contained appeals and advocacies of many types.

One of the most amusing publicity campaigns in my recollection was conducted in 1927 when there was a total eclipse of the sun visible in this country. The concentrated attentions of the newspapers aroused an extraordinary degree of public interest. Much of it, of course, was prompted by genuine scientific and educational interest, but many corporations and people who joined in the "boom" undoubtedly profited by it—the railways, the motor industry, oil and petrol merchants, the manufacturers of smoked glasses and eclipse screens, the photographic industry, the telescope makers, and doubtless the hotels and caterers of Southport and Giggleswick, which were the favourite viewpoints. An example of publicity which is frankly advertisement but commands wide interest by the literary merit and the topicality of its dissertations, is the daily essay of Callisthenes from a well-known West End store.

Hospitals have mastered the art of publicity, and their effusions meet with natural sympathy. The pill has to be effectively sugared. A case in point is a half-column story issued by a big hospital, all but the last brief paragraph of which was an interesting account of a woman doctor's discovery, in the course of research, which meant that a form of paralysis was conquered. Then the last sentence stated that this was only one instance of the research work always in progress at this hospital, which was asking for a large sum of money to carry out necessary extensions. The proportion and the placing of the points were just right. "Drink More Milk," "Eat Empire Fruit" recall lively publicity campaigns.

The problem of the disguised advertisement raised acute controversy in the year before the war, when it was announced that a leading news agency had established a "financial publicity department," which claimed in its circulars that it was able to obtain for its clients "extended editorial reference" in the Press. Many protests were published against the puff that masqueraded as an editorial and *The Times* declared: "So far as *The Times* is concerned, no advertisements will be accepted from agencies which

supply news or *vice versa*. We shall regard every agency as fulfilling one function or the other, but not both." Other powerful papers took the same bold stand, and federations of proprietors were in agreement. It was realized that newspapers could allow no doubt to be cast upon the probity of their financial columns. No serious harm would be done if some people were induced to patronise a particular tea-shop because of the romantic stories issued by a Press agent about its waitresses; but it would be a much graver matter if investors were influenced to put their money into shoddy ventures by propaganda insidiously disguised as impartial comment.

Sir Basil Clarke, lecturing at the Institute of Journalists on the subject, suggested, for the purpose of getting away from all the disrepute into which the term "Press Agent" had fallen, the adoption of a new name, "Publicity Journalist," for which the basic qualifications should be training both as a journalist and in publicity and advertising work. With a view to placing the whole business on a fair-and-square footing he also suggested, *inter alia*, that all anonymity and camouflaging of the real source of copy must be abolished; that no payment must be accepted and no attempt made to bribe staff journalists; that no attempt must be made by fraudulent "stunts" to deceive editors or the public, and that details of the authority for any critical or important statement should be supplied to editors. As an experienced publicity man himself he contended it was better for the newspapers to shape and use the publicity journalist as an ally "than to have him as a sort of *franc-tireur*, or privateer, without even a letter of marque."

Accessory Specialisms.

There is one class of journalists remaining for mention in this chapter. It is the journalist engaged in general work who cultivates a specialism, i.e. one subject in which he becomes an expert, and on which he exercises his gifts as occasion offers during the performance of the all-round duties of his office. Such a speciality is an asset of value

to the young journalist and adds considerably to his worth on a staff. The late Mr. Valentine Knapp, an ex-President of the Newspaper Society, and an editor of a local paper of long experience, writing on "What an editor expects of a reporter," detailed the essential groundwork of education and training and added: "If to the above foundations the young reporter has added a sufficient mastery of motoring and motor cars, or aircraft, or sport in any of its branches, so much the better, for every young journalist nowadays should endeavour to specialize in something." The method yields an interest all its own and often has decisive effect in the shaping of careers. I can from long observation endorse the advice given by the *Editor and Publisher*, New York, at the opening of the year of the hundreds of schools and universities in America which offer education for journalism. In a greeting to the "crop of youngsters anxious to make their way in American journalism," the paper said—

> Our practical advice to young journalists is to find specialities and follow them. Know more about something in particular than your fellows and jobs will pursue you, assuming that your information is reasonably important. Know the newspaper for what it is and propose a genuine contribution to it. This is in line with the higher ambitions. Much routine work must be done, and ably, on every newspaper. It deserves respect, but it is not always satisfactory to the practitioner. When faithful and skilled it is often rewarded by promotion, but sometimes it only runs on for ever. Ambitious youth wants action and triumph and the specialist gets most of this desirable experience.

In one of those rare books, the real and authentic life of a journalist, and therefore for the journalist one of the most practical and profitable books to read, Robertson Nicoll says: "The despair of the editor is the young man who has a fair average knowledge of everything and writes passably well, but has no speciality." The subject of his biography, James Macdonell, a study of whose career is a veritable inspiration, moved in the highest walks of journalism, and did notable work as a leader writer on the *Daily Telegraph* and *The Times*. Well equipped intellectually in the broadest sense he made a special study of foreign politics and ecclesiastical history. His knowledge of both steadily grew more

intimate, and he spent his ripest period writing on both those themes.

But I have in view more particularly workers in the humbler spheres of journalism. Early tendencies in the direction of specialism can be seen in the urge to get distinction as a writer expressing itself in excursions off the beaten track of routine. It may be in a series of articles on local churches and clergy, civic history, leaders in local life, antiquities, place names and stories of industry. In a larger sphere the same bent will be seen in, say, special knowledge of the peerage, with its ranks, precedence, heraldry and other aspects requiring special study; of music and the drama, qualifying for well-informed criticism; and many other subjects. I have known men in Fleet Street whose aptitudes in classics and in the Roman antiquities of Britain, to name two subjects somewhat out of the ordinary, are often called into play, to the advantage of their papers. Of W. T. Arnold, one of the great men of the *Manchester Guardian*, a specialist in Roman provincial administration who gave his life to journalism, it was said: "The journalist spoiled the historian but the historian perfected the journalist." A young man whom I once met failed at routine journalism, but made a special study of wireless and secured the post of editor of a paper devoted to that subject at a high salary.

On several occasions I have explored the outlook and aspirations of journalism students by getting answers to the question: "What I should like to specialize in and why." I have no space to outline their reasons, but a list of the subjects chosen may be worth giving. Here it is in the words of the writers themselves—

Columnist or feature writer
Theatre and films
Architecture
Sport
Scottish affairs
Home Rule for Scotland
Foreign affairs
Foreign correspondent
Palestine and its future
Light news story writer
Science (wireless, flying, etc.)
Cinema
Interviewing
Open air—wild life, specially birds
Russia
Football and cricket
Literary criticism
Dramatic ,,
Film ,,

Agriculture
Country Life (*à la* Cobbett)
Music
Psychology
Nature and rural life
Caricatures and cartoons based on politics and economics
Economics
Politics
Languages
Woman's Work
Child-behaviour (individual reactions to certain situations)
Travel—illustrated
Social questions
Dogs
Social types
Nautical
Finance and Commerce
Book reviewing
Verse
Linage in suburban courts
Writing for children
Curious customs
Antiquities
Humorist
London and Londoners
History and Archæology
Industry
Notes on passing events

One of the outstanding examples of success in specialism is Robert L. Ripley, creator of the remarkable cartoons entitled, "Believe it or not." He hit on the idea quite by accident. Formerly a sport cartoonist on the old *New York Globe* he once sat before his drawing board racking his brain for an idea. Remembering some clippings of records in athletics that he had saved he routed them out of his drawer, drew illustrations of each record and made up his cartoon for the day. It proved popular and before long Ripley was doing a daily cartoon on "queeriosities," as he called them. To keep such a series going meant unflagging industry, but the wells of amazing fact discovered suggested an unfailing supply. It was of course one of those rare flashes of inspiration that lead to very big things—in Ripley's case a phenomenally successful piece of specialism.

CHAPTER IX

STANDARDS OF STYLE

Born journalist as he was, Daniel Defoe met with no losses or sufferings which he could not and did not, at a moment's notice, turn into capital "copy." The modern journalist's true progenitor, there had come to him by nature that simplicity, directness and force of style which caused him to found a school of newspaper writers.—T. H. S. ESCOTT.

With the first few numbers of *The Tatler*, pre-restoration humour had been abandoned after a few attempts, and Steele addressed himself to the intellect of the middle class in the unliterary guise of a news-sheet. Addison created a perfect style for detached literature—lucid, colloquial, full of individuality and yet chastened by that careful choice of words which, like other scholars, he had already cultivated in writing Latin verse.—HAROLD ROUTH, M.A.

Common phrases are, as it were, so stereotyped now by conventional use, that it is really much easier to write on the ordinary politics of the day in the common newspaper style, than it is to make a good pair of shoes.—COLERIDGE (1832).

We are very much mistaken, if we have not seen very many times, in a single number of a London daily newspaper, more valuable information, more sound reasoning, and more original and eloquent writing, than are to be met with in any modern volume of the so-called *littérateurs*.—*The Times* (1836).

In journalism to-day writing is infinitely better than it used to be. . . . A leader-writer must before everything learn to write good English. When he has done that, his own particular style will develop of itself. Study the best masters. Do not try to imitate them, but do your best to wrest from their writings the secret of their beauty and perfect craftsmanship.—H. A. GWYNNE, editor of *The Morning Post* (1931).

IN reading my daily paper and weekly review I am often surprised and delighted to find some piece of writing which shines and sparkles like a gem and is worthy of some more permanent place than the short-lived sheet in which it appears. It may be a noble passage in a high-toned leading article, a skilful and diplomatic dispatch from a foreign correspondent on some theme of delicate international relationship, the story of some classic contest in the arena of sport, the description in lofty phrase of some great national ceremonial, or even a homely narrative charged with the humour or pathos of the police court.

There are many varieties of writers in journalism—the reporter of fact and event in plain language, the descriptive reporter whose work is touched with colour and imagination; the correspondent, "our own" or "our special," who

consciously cultivates style; the composers of leading articles ranging from the heavy political "three-decker" to the Addisonian light essay and the short opinionative leader-note with a "punch," of the popular paper; critics of many kinds who discourse learnedly and brilliantly about books, plays, music and the films; experts in sport who can make literature out of the golf course, the cricket field and even the prize ring.

Looking at the astonishing output of journalism to-day I agree with the observer who claimed that there is more honest, human writing in our chief morning papers than ever. If Daniel Defoe—who has been called "the ultimate father of the writing style in Fleet Street," and who was certainly a live and fertile journalist in the first creative days—were in Fleet Street to-day he would revel in this age of realism. The decorative literary style has vanished with other Victorian characteristics, or virtually so. *The Times* retains much of the "academic elegance and classic allusion" which Emerson observed on his visit a century ago, and the *Morning Post* maintains its mordant and distinctive note, but "Telegraphese" has lost much of its roll and rotundity, and most of the others are snappy and modern. Simple directness is the prevailing order—as Mr. James Milne says: "Lots of facts, plainly stated and grouped with drama and may be a dash of sentiment—no more. That's the journalistic cocktail of the best-sellers and it gets over."

That journalism is not literature—scarcely "literature written in a hurry"—our mentors never cease to tell us; but some of it reaches a high level in the art of writing. Even to-day there is a reservoir of appreciation in the public taste for good writing, of the sort that will be found on occasion in all the big newspapers. All journalists are not primarily writers. Many of the most successful of them are news-gatherers, news-presenters and organizers, but the modern editor has able journalistic writers on his staff and moreover he can enlist the aid of the best outside literary talent of the time. He who knows what is of interest to the

public, the subjects that appeal at a particular moment, is a journalist in a very real sense, even though he is unable to write the acceptable articles required by his intuition and discernment. The perceptive mind, though not equipped with writing ability, has its ready reward. For instance, the minds that surveyed the great story of the King's Jubilee as a whole and arranged the form of its presentation, are possessed of first-class journalistic ability, though the actual writing work fell to artists of another order.

Journalism has a distinguished literary ancestry. Of Dean Swift, Stella said he could write well about a broomstick. Of Albany Fonblanque, the brilliant editor and an ornament of the English Liberal press for half a century, Leigh Hunt wrote: "He had all the wit for which I toiled without making any pretension of it. He was indeed the genuine successor of the Swifts and Addisons themselves." Let us hear what Fonblanque has to say on our language and style. I quote from a reply he made to a contention by Dr. Whewell that the main structure of our language is Saxon, but that all that gives it a living character is derived from the Latin—

In the English Bible there are no Latinisms; and where is the life of our language to be found in such perfection as in the translation of the Bible? We will venture to affirm that no one is master of the English language who is not well read in the Bible, and sensible of its peculiar excellences. It is a pure well of English. The taste which the Bible forms is not a taste for big words, but a taste for the simplest expression or the clearest medium for presenting ideas. Remarkable it is that most of the sublimities in the Bible are conveyed in monosyllables. For example, "Let there be light, and there was light." Do these words want any life that Latin could lend them? Nay, let Dr. Whewell try the experiment of introducing a Latinism, and certain we are that the effect will not be improvement, except to his own peculiar taste. Would he deem this reading an emendation of Moses: Let there be light and there was solar illumination?

The best styles are the freest from Latinisms, and it may be almost laid down as a rule that a good writer will never have recourse to a Latinism while a Saxon word will equally serve his purpose. We cannot dispense with words of Latin derivation: but there should be the plea of necessity for resorting to them, or we wrong our English. Swift and Defoe are most remarkable for the purity of their English and their sparing use of Latin derivatives. Johnson wrote *latine*, but he spoke English. His conversation was always the conversation of a wit—his

writing too often the writing of a pedant. His sayings live amongst us as freshly as in the moment of their delivery; but his "Rambler" and "Rasselas" slumber on the bookshelves. Not so his "Lives of the Poets," which are more natural, that is to say, more English in style.

Such writing is a good specimen of mid-nineteenth century journalism at its best and the advice given is worth the attention of young journalists to-day. It is instructive to note how some of the early masters of journalism differed in their methods of workmanship. Cobbett, who commands the serious attention of the student, said: "Sit down to write what you have thought, and not to think what you shall write. Write unhesitatingly, taking the words as they come, not pausing for choice of words. To secure a good style, beware of self-consciousness, which is always the cause of mannerism and involution." On the other hand we are told that Fonblanque "expended himself much in phrase, polishing and hardening with much and often obvious labour. He had strength but not length; he spent his strength in running after brevity." Once he apologized for the length of an article on the ground that he had not had time to make it shorter. In this he was in harmony with Schopenhauer's dictum: "To use many words to communicate few thoughts is everywhere the unmistakable sign of mediocrity. To gather much thought into few words stamps the man of genius." Plato is said to have written the introduction to his "Republic" seven times over in different ways. How true it is that a journalist may by taking thought add cubits to his literary stature. Jowett, of Balliol, was an advocate of brevity. "Don't give your essays a porch" was his admonition to youth prone to long-windedness. The beginnings of the fashion of condensation as seen in the New Journalism have been traced to some of his old pupils.

Critics of present journalistic style cancel each other out. If nearly a century ago Schopenhauer could declare that "life nowadays goes at a gallop, and the way in which this affects literature is to make it extremely superficial and slovenly," one would expect an accentuation of these vices

in the present breathless days. One commentator finds it so. "One of the inseparable defects of modern journalism," he says, "is hasty production. Formerly the question was 'who is to have the last word,' but now it is a wild race between journalists as to who will get the first word. The prevailing style bears the traces of this breathless haste; it is smartly pictorial, restless, impatient, emphatic. Not long ago I asked a young man who had recently been placed on the staff of a morning paper, 'Are you not often brought to a standstill for lack of knowledge?' 'No,' he replied, 'as a rule I go gaily ahead without a pause. My only difficulty is when I happen to know something about the subject.' Ignorance has its own appropriate manner. Most journalists, being clever fellows, are conscious of their ignorance when they are ignorant. A fine elusive manner is therefore adopted; it is enveloped in a haze which may pass for what in the literary pages is called 'atmosphere.'" There is perhaps enough truth in this to give it a sting, and it reinforces the appeal of those who are striving for the higher education and training of journalists, and for the entrenchment of journalism as a vital public service. As things are, however, some reassurance may be found in the opinion of Mr. John Buchan (now Lord Tweedsmuir), whose literary judgment is to be respected; "For clear, effective and urbane prose our journalism to-day need fear no comparison with the past. I frequently turn with comfort from the freakish, stuttering, self-conscious rigmarole of too many modern littérateurs to the clean-cut efficient prose of a newspaper article." Withal he utters a warning against writing too picturesquely; against slipshodness and slovenliness (the fault of busy men writing in a hurry); against the vice of abstraction (use simple and vivid language); against the jargon of journalese; and against the misuse of similes and synonyms.

Alongside this may be set the counsel of the "New Journalist," W. T. Stead, who, when approached by Mr. Wickham Steed as a youth eager to enter journalism, exclaimed: "A journalist! How can I know whether you

are fit to be a journalist? There is only one way to find out. Try; if you have anything to say that you feel you must say, why say it and send it to some editor, who will probably send it back. Don't waste time over mere phrases. Sail right into the heart of your subject at once. When you have written your masterpiece, imagine that you have to telegraph it to Australia at your own expense. [The cost then was, I believe, five shillings a word.] Cut out every superfluous word—above all the adjectives. Then, if anything remains, try it on an editor and see what happens." This from a man distinguished, as Mr. J. A. Spender says, "for pointed and animated writing, for the discovery of the human interest which lurked in the heart of the most forbidding subjects, for arresting phrases and unflagging vivacity."

Style is a large element in the work of special correspondents and leader writers. One who had done brilliant work before his early death in the South African War was G. W. Steevens. When a shy scholarly youth just down from Oxford he was suddenly called on to do a bit of ordinary reporting. It was a big fire in the Old Bailey and the column he wrote about it was a refreshing piece of natural realism. Some of his dispatches were published in a book "With Kitchener to Khartum" (1898); the description of the battle of Omdurman is a classic. "This book," says Kennedy Jones, "has passed into English literature and may serve as a standing model for newspaper writers. In the schools at Oxford it is recommended to young writers with a tendency to be diffuse. . . . No Englishman, Bacon excepted, ever managed to cram more meaning into a single sentence."

The same writer pays tribute to two other well-known correspondents: "Julian Ralph [America] stands out as without exception the most complete journalist I have ever met. Charlie Hands is a name practically unknown in literary circles, but in my estimation he is the most fascinating writer I was associated with. Nothing came amiss to him and his ordinary contributions to the news columns were often gems of the first water." Although Kennedy

Jones was a better judge of newspaper organization than of literature his tribute to Hands will find an echo in the minds of those who look upon him as an example of how to give grace and humour to the everyday work of journalism.

Leader writing for a responsible organ taxes every faculty —judgment, knowledge, accuracy, literary skill. James Macdonell says: "You must write with speed, write at once and write well; only so many hours lie between you and the most critical and competent audience in the world." Of Alexander Russel, of the *Scotsman*, "the prince of northern editors," it is recorded that he wrote best early in the day when he could revise his matter in proof; when he was driven to write at the last moment his work was perceptibly inferior. He kept a notebook of phrases and sentences, many derived from Swift and writers of the Queen Anne period, for use in leader writing and took no trouble to conceal the method.

Descriptive Reporting.

Reporting accounts for the largest quantity of written matter in the newspapers. Sir Wemyss Reid, who had intimate knowledge of the press of the later Victorian period, says that in those days more importance was attached to the work of the descriptive reporter than at the time he wrote his memoirs (1905), and William Howard Russell, the journalistic hero of the Crimea, was the model. "There was," according to Reid, "none of that slap-dash statement of bare facts, embellished by more or less impertinent personal impressions and opinions of the reporter, to which we have become accustomed in recent times. It was expected that a descriptive article should be in the nature of an essay and that it should actually describe, more or less vividly, the scene with which it dealt. If anyone cares to search the files of our leading newspapers between 1860 and 1870 he will come upon some pieces of descriptive writing of astonishing literary merit." Agreed, but it must be admitted that to-day the level of the best reporting is commendably high. The great scenes of the Jubilee celebrations in the

week in which this was written have called forth descriptive writing worthy to rank with the best of the past.

As I have previously remarked, Edgar Wallace, even when he had won fame as a writer of "thrillers," always called himself a "reporter." That was the vocation of which he was most fond and proud. I was on the staff of the *Standard* when he was its "star" reporter. Although he was a fluent writer he always prepared carefully for the big occasions. When the reporting arrangements for King Edward's funeral were being made Wallace expressed a desire to do an "interior," as being somewhat of a new experience for him, so he was given the service in St. George's Chapel, Windsor, to describe. He would get his outline of such a ceremony the night before, guided by his knowledge of events, and then at the time make his framework fit the facts. His telling phrases and "purple patches" would fall into place and in this way his big story would be ready in scheduled time. His best work was done in this thoughtful, prepared way.

Defoe was a first-class reporter and his works are worth the study of every journalist. One can imagine the product if he were let loose on the stirring occasions of these latter days. He had remarkable knowledge of the details of life among all sorts and conditions of people, though it must be confessed that what he did not know he was quite capable of inventing. Nothing is more striking in the mass of his output than his gift of particularizing. He could be relied upon to body forth a scene or an event in all its wealth of detail; he gained realistic effect in this way, and also by the use of his rich vocabulary. True his sentences are often long and loose and at times ungrammatical, but he stands an almost unrivalled craftsman. His instinct for news was great; he could teach the modern journalist much in the way of "following up" stories of popular interest in every conceivable way. Look, for instance, at the manner of his dealing with the South Sea Bubble; he simply "bubbled" corollary stories and out of the fertility of his ideas was constantly telling Mist and Appleby how to make

their papers more interesting, even when there was no news.

But this is a digression, as my immediate purpose is to hold up Defoe as a stylist. Sir J. C. Squire recommends him as one of the best models, and to the budding descriptive reporter he says: "Think before you write, even if it be only the report of a flower show. Discover what you have in your mind and then say it. Keep the object always before you. Write straightforwardly. Don't bother with words unless they come absolutely natural. Just say what you want to say as simply and with as few words as you can. Use concrete words rather than abstract and short rather than long."

This bit of homely advice about humble things reminds me of the news editor who, valuing news much more than literary style, was afflicted with a young man fluent and graceful with his pen but indifferent to the news value of his copy. His chief assigned work to him which required "merely the picturesque descriptive writer," and he was entrusted with events "that were proof against contempt for mere news happenings or his indifference to mere vulgar and blatant facts."

How much concern, it may be asked, has journalism with style, in the literary sense? Is not fact and news mainly its business? For the newspaper, as distinct from the review, the answer is "Yes, but even so the public likes to have its news and fact presented in attractive readable style." Thus the most capable journalist is he who combines keen news sense with the power of adequate literary expression. The successful journalists I have met have the sensibility of the artist and the pride of the craftsman. It has been well said that style is heart. Writing that has the strongest appeal is inspired by the deepest feeling. So wide is the scope of the great newspaper to-day that it has need of many types of mind. Willis J. Abbott, referring to a member of his staff when he was editor of the *Chicago Times*, says: "I cannot say that as a newsman he was a success, but in every other respect he was a find. He had mastered a literary style which absolutely compelled attention."

Stories from the Courts.

To turn from the general to the particular, one of the devices adopted by the popular papers is the novel and newsy opening to reports of cases in the courts. The descriptive sketch of police court cases is more than a century old, and had rather a curious beginning. The *Morning Herald*, the most formidable rival of *The Times*, secured popularity and a large increase of circulation, by introducing amusing reports of cases, then a new feature of journalism evidently to the public taste. The proprietors had to face two libel actions, based on the ruling of Lord Ellenborough in 1811 that "it was libellous to publish the preliminary examination before a magistrate previous to committing a man for trial, the tendency of such publication being to prejudice the minds of jurymen against the accused and to deprive him of a fair trial." The paper defied the law and the reports went on. A book was published in 1825 by J. Wight, the reporter who did the work, entitled "Mornings at Bow Street: a selection of the most humorous and entertaining reports which have appeared in the *Morning Herald*." It is a rare little volume now and the copy I was fortunate enough to obtain contains many illustrations by George Cruikshank. The author wrote—

> The chief quality of these little narratives is certainly *pour faire rire* in common with all other books of facetiæ; but in some important respects they differ from books of that class, which for the most part consist of fancied and fictitious scenes and characters; and of humour concocted in the brain of the writer; for in the work now presented, the dramatis personæ are actual existences, and the scenes real occurrences; affording specimens of our national humour which is perhaps to be found genuine only among the uncultivated classes of society. In copying these, the author's chief aim has been to preserve the character and spirit of his originals.

The author, who was rewarded with a share of the property, was a not unworthy predecessor of Dickens. His style was freer and simpler than the strained efforts at novelty often seen in papers to-day. When the fashion waned a formal, stilted system came in—"John Smith, a

labourer, of Hoxton, was charged at Bow-street yesterday——." This method was at any rate safe and it sufficed until some clever modern journalists broke into originality, often at the expense of facts and of grammar. I will quote a few examples of what we so often read to-day, first giving two to display contrast in introductions—

"MOST EXTRAORDINARY STORY"

CLAIM TO RECOVER LETTER

The hearing was begun of an action in which ——, of ——, claims against ——, of ——, a declaration that the plaintiff is under no liability to the defendant under a letter dated —— from the plaintiff to the defendant, or under any arrangement alleged therein, and delivery up and cancellation of that letter.—(*The Times.*)

SPEED-BOAT EXPERT SUED BY £100,000 HEIRESS OF 23

AN "EXTRAORDINARY ACTION"

A £100,000 heiress of 23, who became a widow at 21, and remarried, was plaintiff in what was described as "an action of a most extraordinary kind" before. . . . She was ——, of ——, who sued ——, claiming a declaration that a letter in the form of an agreement was not binding on her.—(*Daily Telegraph.*)

A 17-year-old Bermondsey youth was sentenced at Old Street to one month's imprisonment for breaking a Belisha beacon at City-road, Finsbury—(*News Chronicle.*)

. . . for wilfully and maliciously damaging an amber globe attached to a pedestrian crossing post, value 10s. 6d., the property of the Finsbury Borough Council, at City-road—(*The Times.*)

Now a few introductory paragraphs to show the twists of phraseology adopted to secure novel openings—

Weeping and hysterical women, who created a scene when six young Glasgow men appeared on remand at Glasgow Marine Police Court, on a charge of murder, were rebuked by the magistrate.

That she thoroughly deserved her sentence was the view of Mr. Justice Avory in the Court of Criminal Appeal, yesterday, when ———, aged 28, who was sentenced to three years' penal servitude at Birmingham Assizes for false pretences and conspiracy to defraud, applied for leave to appeal against her sentence.

That he lost about £75 on dog racing in two years, and later, when he "opened a book on dogs" he lost £14 in nine days, was a statement made by ———, aged 25, of Leyton, London, when he appeared for his public examination at Burton-on-Trent Bankruptcy Court yesterday.

Her children were stated at a Paddington inquest to have been playing in the room at an hotel in Bayswater-terrace, W., where Mrs. ———, aged 39, was found dead.

An 18-year-old girl was stated at Westminster to have been made to work as a domestic servant without wages, and to have been forbidden to go out alone.

Declaring that he hit his father with a coal hammer only in self-defence and had no intention of killing him, ———, aged 19, gave evidence at Gloucester Assizes yesterday when Mr. Justice Hawke continued the hearing of the murder charge against him.

How a woman dashed across the road and into the track of a motor-car driven by a Birmingham magistrate was related at a Sutton Coldfield inquest yesterday on Mrs. ———, a widow, aged 48, of ———, Sutton.

How the parents of a child, after ordering a coffin for her, found that she was not dead, but had been in a trance for 14 days, was told at Southend. The daughter—now grown up and married—applied for a maintenance order against her husband.

When ———, aged 37, accused of the murder of ——— at the Westminster Institution, went into the witness-box at the Old Bailey, he revealed that he was hiding his real name.

On the ground that they were useful to students of witchcraft, a professor defended books that were alleged, in a Westminster prosecution, to be obscene.

Some papers make a feature of "The human touch," "To-day's human story," "Shorts from the Courts," and so on. Here are two good examples—

His Wife's Doctor.

A man who was said to have preached the Gospel for ten years was fined in the North yesterday for keeping an illicit still—which was described as being so simple and effective that its description would be kept secret. There was no drunken orgy atmosphere about the story told by the defence. This man had only made the spirit for medicinal purposes for his wife. He had cured her of anæmia in four months, it was added. The offence cost him £10 3s., besides a load of worry and anxiety. A doctor might have been cheaper.

SEVENTY YEARS AGO.

Nearly 70 years ago a blithe girl was wont to cry "Pretty Polly" to a young parrot. That was in the sixties. Yesterday a woman aged 88 and a parrot aged over 70 were burned to death in a house fire at Derby. The same woman and the same parrot. With them perished a cat, a dog and a canary. They were a happy family, in spite of the weight of years. A son of the woman made plucky attempts to save his mother and her pets, but was beaten by the smoke. Tragic family, and brave son!

The forms of introduction I have quoted have their perils. Sometimes the "how" is not told because the report is cut; the pronoun is so distant from the noun that the link is nearly lost; and a sentence is so inverted and so long that the meaning is not easy to observe. Added to which, mere phrase-turning and inversions become stilted and stale. There is much to be said for the easier style of the old descriptive sketch. One critic has well said on this particular point of comparison: "I am not so sure that the best of the men who made the old papers could not beat us at our own game; and there must be some sardonic if silent laughter in the street of ghosts."

Words, Points and Dashes.

The choice of words, and the extent of the vocabulary, are among the most important factors in style. Journalists have to write quickly as a rule—sometimes at express speed—and have no time to be meticulous in the selection of words. In view of the frequent hustle the quality of the writing in the papers is surprisingly good. The journalist by instinct and reading is a student of style and thus mostly has the right word at the point of his pen. With some the danger is an excess of adjectives which overloads a report and spoils its effect. In a short report of a tattoo at Wembley a too-fecund writer used the following words and phrases—

apotheosis of the spirit; thrilling; spectacular; massed; wonderful; intricate; picturesque; exhilarating; fascinating; overwhelming; transient; huge; solemn; spiritually anæmic; bloodleap; inspiriting episodes; tremendous applause; weary war-worn band; indomitable; supreme; greatest showman; dancing little fairy; light-heartedly tripping; tiny elf; deliciously mimics; fascinating carnival.

This was clearly a case of overdoing it and the sub-editor had to use his blue pencil. The limits of language are painfully evident to the majority of scribes, who learn the wisdom of a little economy in ordinary times, to leave something in reserve for the really sensational. A hundred years ago *The Times* could describe as "terrific" a collision between two omnibuses racing in the Kent-road; and the wording of the following paragraph from the *Daily Telegraph* in 1859 looks very curious nowadays—

> Shocking omnibus accident.—Yesterday morning a very dreadful accident occurred near Kennington Gate, caused through the spirited horses of one omnibus darting forward and crashing into another omnibus. The result of the collision was that an unfortunate gentleman had his leg smashed.

In spite of the vigilance of the censor, and the occasional production of a "style book" from some dusty drawer, words are improperly used even in the best of papers. "Unique" probably suffers more in this way than any other word, in print, as well as in talk. When the Duke of Kent was introduced in the House of Lords the report of a leading paper stated that the fact that he was to be introduced by his two brothers, the Dukes of Cornwall and York," made the present occasion still more unique."

The extraordinary vogue of some words, such as "prepossessing," "amazing," always suggests to me a poverty of real descriptive ability in the writer. Surely the highest form of this art is the depiction of actuality, so that the reader sees, not your adjectives and phrases, but the thing itself. It is easy to say that the lady in the dock or the witness-box is "lovely," but a simple description of the qualities making her so is more effective, though it demands greater insight and ability in the writer. "An amazing scene," "a pathetic spectacle"—often we read it, but a presentation of the elements of the scene that would cause the reader to exclaim "how amazing," "how sad," is better work. One "style book" I have seen puts this point forcibly: "If a story is tragic or sensational and is well told there is no need to tell readers of its qualities; they can find them. If Genesis began: 'The

amazingly dramatic story of how God made the world in the remarkably short time of six days . . .' But it doesn't." I think Defoe, with his gift of circumstantial narration, is an excellent guide here. There is, of course, emotional power in particular words and grouping of words, that must be recognized. There is real point in an editorial in the New York *Sun* entitled "Words that laugh and cry"—

> You don't find feelings in written words unless there were feelings in the man who used them. With all their apparent independence they seem to be little vessels that hold in some puzzling fashion exactly what is put into them. You can put tears into them, as though they were so many little buckets; and you can hang smiles along them, like Monday's clothes on the line, or you can starch them with facts and stand them up like a picket fence; but you won't get the tears out unless you first put them in.

For a journalist everything depends on the occasion. You cannot put the same emotion into the report of a ratepayers' meeting that you would into a description of the Jubilee service in St. Paul's Cathedral, though of course it is true that the touch of the real artist can be seen in all he does.

A question that arouses interest and often contention in newspaper offices is the admission of slang, and the use of neologisms. The late C. E. Montague, one of the highest authorities on these matters, contended that American slang is, in quite a good sense, one of the most English things in the world. In "A Writer's Notes on his Trade," he says, with perhaps just a little touch of mischief—

> "I beat it to the door"—how much vigour and colour that has, compared with "I hastily quitted the room," or "I retired precipitately"! And then "to get away with it"—applied to bringing off a scheme; to "put it over on him"—make a man accept an imposture; to "put it across," that is, to get a thing done in the face of obstacles—these are the best of good English idioms in every sense except that they have not yet been registered in the stud-book kept by pundits and mandarins. . . . Perfect slang has a cunning brevity that braces you. It should taste sweet and keen, like a nut. If it does, it will make its way yet into that holy of holies where "literary" English lives in state. For this queenly figure has the instinctive sagacity of every successful ruling caste. She does not build the wall round her fastness too high; and she makes good the natural losses of her establishment by opening a postern gate now and then and letting in the pick of the lusty upstarts of the

period. No assemblage of academic duennas, however august, can put the kibosh upon her when she is thus prudently minded. "Me for it," she will say, and turn the key, and take "blurb" to her bosom.

Is it beyond hope that in this matter a quite respectable job may be found for those who ply the homely, slighted trade of the journalist? Not, of course, at the heart of the empire of letters, but somewhere out on the shady borderlands of its demesne, where language may often be corrupt and uncouth, and yet commendably alive. These are the fields in which to trot a new word up and down like a horse that is for sale—to show its paces and bring out its points.

Suppose that all the best English journals took to saying, with grave faces, that it was "up to" Ministers to do this or that, the journals might positively succeed in lugging and shoving that choice scrap of slang into a lawful seat in the inner circle of polite English. So much the better. Suppose, again, that the candidate for admission were —dare I say?—"done down," or "done in" at the gate of the citadel. No one would be a penny the worse. A few trenchant persons might say: "It's only those drunken helots, the papers, again. No one else would have imagined that such a solecism could pass." Any journalist could bear that. If you get a new skin every morning you can have plenty of mud thrown in your face, as well as touch plenty of pitch, without any chronic or highly painful sense of defilement. Believe one who has tried.

To change Montague's metaphor the newspapers might become experimental plots for the trial of hybrids—a kind of journalistic Rothamsted. These strange new words feel their way slyly into conventional columns under the chaperonage of the apostrophe. Hence we see "crooner," film "star," "boost," "talkies," etc., but ere long they reach the status of the ordinary word.

Punctuation has an importance for the newspaper which may at first seem surprising to the outsider. An expensive libel suit may be the result of stops in the wrong place. In the formation of "style" it plays an effective part, hence the rules as to systems of punctuation. The stops may not be much noticed by the reader, but their influence, if secondary, is there. A few years ago some ingenious person in Fleet Street awoke to the futility of the full-stop in headlines and it was not long before all the big papers abolished these points, thus saving a great deal of time and cost in the printing offices. In this they followed the example of the book title.

De Quincey in his "Essay on Style," says that "punctuation, trivial as such an innovation may seem, was the

product of typography, and it is interesting to trace the effects upon style even of that one slight addition to the resources of logic. Previously a man was driven to depend for his security against misunderstanding upon the pure virtue of his syntax. Miscollocation or dislocation of related words disturbed the whole sense; its least effect was to give no sense—often gave it a dangerous sense. Now, punctuation was an artificial machinery for maintaining the integrity of the sense against all mistakes of the writer." He humorously adds that lawyers in most parts of Christendom, and certainly where they are wide-awake professionally, tolerate no punctuation. Even the correct use of the hyphen has been the subject of a tract written by H. W. Fowler for the Society of Pure English, in which are given a dozen examples "all taken faithfully from the newspapers," in which the wrong use or the wrong non-use of hyphens makes the words, if strictly interpreted, mean something different from what the writer intended. Even more importance is attached by some to the proper use of the so-called "dash," which is really the em rule of the printer, so beloved of intricate and parenthetical writers.

Jargon and Journalese.

Much fun has been found by many writers in the perennial subject of literary *clichés*, slipshod English, the banal expressions of officialdom, known as jargon, and journalese. Jargon finds most of its votaries, says Quiller Couch, among good douce people who have never written to or for a newspaper in their lives, who would never talk of "adverse climatic conditions" when they mean "bad weather," who have never trifled with verbs such as "obsess," "recrudesce," "envisage," "adumbrate," or with phrases such as "the psychological moment," "the true inwardness," "it gives furiously to think." There is a dig at the journalists here, for these are really the fine flower of journalese, but the Professor atones by saying that the journalist is an artist in his way who is trying to embellish our poor language and make it more floriferous and poetical; like the Babu,

for example, who in reporting his mother's death, wrote: "Regret to inform you, the hand that rocked the cradle has kicked the bucket."

No, jargon is the medium chosen by Parliament, Government departments, County Councils, committees and business firms. When a Minister, instead of saying "No," says "the answer to the question is in the negative," that is jargon, the two main vices of which, according to "Q," are the use of circumlocution instead of short, straight speech, and the choice of vague, woolly, abstract nouns rather than concrete ones. A telling example is contained in an old version of the parable of the Prodigal Son, beginning: "A gentleman of a splendid family and opulent fortune had two sons. One day the younger approached his father, and begged him in the most importunate and soothing terms to make a partition of his effects." This was charitably called "idiom," not jargon.

There is, I believe, a conscious effort in the Press to discard the old, familiar journalese. Perhaps the higher educational standards of readers account for this. When Sala used to sprinkle his masterly screeds with elaborate synonyms (to avoid ever using the same noun more than once), and to write ponderous circumlocutions, the literary taste of the masses had not been quickened and refined by the evening institutes of a later day. It has been argued with some force, however, that some bits of journalese are acceptable to readers as conveying ideas in the readiest forms to busy minds. I will not venture to make a selection, but will give at random some specimens of the journalese long familiar in newspapers with no pretension to literary merits.

Nothing *transpired* after this (Why not happened, occurred, took place?).

The actors did not *materialize* (Did not appear).

Propelled the sphere (kicked the ball).

Manipulated the ivories (played the balls).

From the beginning of the fight he was the *dominating agent of assault* (Aggressor, attacker).

In old-time reports of fighting (pugilistic encounters!) the nose was called for variety the sniffer, sneezer, snorer, snout, proboscis, nozzle, snuff-box, scent-bottle, snuffer-tray.

An undergraduate who thought it bad to call Byron by his own name twice, invented these: The gloomy Master of Newstead; the meteoric darling of society; this arch-rebel; the author of "Childe Harold"; the apostle of scorn; the ex-Harrovian, proud, but abnormally sensitive of his club-foot; the martyr of Missolonghi; the pageant-monger of a bleeding heart.

He was conveyed to his place of residence in an intoxicated condition (He was carried home drunk).

He succeeded in stopping (He stopped).

In the early hours of yesterday morning (Early yesterday morning).

The chairman, in the course of his address—in his opening remarks—in a few well-chosen words (The chairman said).

St. Loe Strachey has an amusing passage on this subject in his "subjective autobiography," "The Adventure of Living." In his early days he wrote leaders for *The Standard* twice a day and got on very well with Mudford. When that capable editor left the conduct of the paper to Byron Curtis there was a change. Curtis said—

"Please do remember, Mr. Strachey, that we don't want academic stuff such as you put into *The Spectator* and as they appear to like. What we want is a nice flow of English." "A nice flow of English" with Mr. Curtis meant what I may call the barrel-organ type of leader—something that flowed like water from a smooth-running pump, and this I admit I could never manage to produce. Mr. Curtis's standard of style was solely governed by the question of the repetition of the same word. It was an unforgivable sin to repeat a substantive, adjective, or verb without an intervening space of at least four inches. This, of course, leads to that particular form of "journalese" in which a cricket-ball becomes a "leathern missile" and so forth. Apropos of this I remember a good Fleet-street story. An editor, enraged with a contributor, tore up an article on grouse, with the exclamation, "Look here! You have actually used the word 'grouse' twenty times in your first paragraph. Why cannot you call them something else?" "But," said the contributor, "what else can I call them? They are grouse and that is the only name they have got. What would you want me to say?" "Oh! hang it all! Don't make excuses. Why, can't you call them 'the feathered denizens of the moor'?"

If these literary wickednesses are sometimes found in high places, where the censors and the stylists abound, it is not surprising that they sometimes flourish in the lesser places where "style" has, so to speak, to take pot-luck. Mr. J. A. Spender speaks wisely in "Life, Journalism and Politics." He is referring to the leader-writer pressed for time: "Actually the best chance of getting through this kind of writing

creditably is not to approach it in a literary frame of mind. In this kind the hardest-worked *cliché* is better than a phrase that fails and no journeyman should go out of his way to avoid the commonplace unless he is quite sure that he has something better to substitute for it. This may seem a plea for what is called journalese, but it is in reality the opposite. Journalese results from the efforts of the non-literary mind to discover alternatives for the obvious, where none are necessary, and it is best avoided by the frank acceptance of even a hard-worn phrase when it expresses what you want to say." Speaking with large experience, Mr. Spender recommends as a corrective an occasional search of the files to discover if one is falling into the habit of repeating words and phrases, and spending an hour or two with the dictionary to find what serviceable words are being neglected. Astonishing discoveries are made in this way.

Some Vices.

One of the sins against which I was warned early in my career was the use of such a sentence as the following, which I was surprised recently to find in a London daily: "Not within living memory has such keen political excitement been aroused." Other warnings needed not only by juniors are those against pleonasm, tautology, and the pedantic use of polysyllables. I confess to a weakness for the occasional long word, if it is correct and appropriate, and trace this to the fact that my first newspaper reading consisted of the leading articles in the *Daily Telegraph* in the eighties. I recovered, by stern discipline, but the effect was not wholly bad. What is the objection to using fuliginous if you want to describe the appearance of the old-time chimney boy? Perhaps this is a bad example of my point, as it is a Latin word. Many good words are in danger of becoming obsolete and the vocabulary of current usage ought to be extended rather than curtailed.

One irritating blemish for the reader is the long sentence in which the essential tail is so far away that when he reaches

it he has forgotten what the head was like. Here is a specimen—

The ceremony will centre around the unveiling of a statue of Cuchullain, the national hero of Ireland—although, as cynics have not been slow to point out, he might better be described as the particular hero of Ulster, inasmuch as the principal tales concerning him deal with his defence of Ulster against the Southern armies—in the General Post Office by Mr. de Valera.

A little sub-editorial reconstruction could easily have cured this. Another thing to be avoided by all but the most expert is the long sentence. Appended is a remarkable instance, from the report of Lord Fisher's funeral which appeared in a London morning paper in 1920—

From the west side of St. James's-square, where the coffin, draped with the Union Jack, was placed on the gun carriage, eastwards along Pall Mall, then westward down the great Mall, under the windows of the Royal lady whom Fisher served with knightly devotion, past the Admiralty and under the triumphal Admiralty Arch, coiling within hail of the column of Fisher's earthly god, Lord Nelson, and close under the statue of the King whose ruin Fisher would proudly have shared because it began with the demand for money for English ships, down the broad pomp of Whitehall, and past the still shrouded cenotaph that honours those who fell in the war which Fisher had lived to prevent, and, failing prevention, to win; and so through Parliament-square, beneath the towering walls of the sacred building which all English-speaking people are now uniting to save, and up to the great West Door of Westminster Abbey—the slow-pacing foot procession—with Marines, arms reversed, in the van, then the band of the Marines, with proudly wailing wind instruments and the drum beating on our ears like distant guns at sea, and then the blue-jackets drawing the gun-carriage, and the famous admirals walking alongside it—was flanked at every yard, every inch of the long way, by crowds upon crowds of the English public, bareheaded, still, silent, reverently paying their inarticulate homage to the great man, the great child, the ruthless foe, the wholehearted friend, the dark schemer, the open fighter, the "ruthless, relentless, remorseless" tyrant, the perfect playfellow, who had spent his huge strength and his genius in their service, and whom they had learned to trust, to love, and to mourn.

A London "columnist" at the time called attention to it and said it contained 281 words. "It was," he said, "a perfectly clear and finely balanced sentence, but for length it must surely mark a record in recent journalism."

A tempting, but rather dangerous weapon, in the literary

armoury is alliteration. Occasional use is permissible, but before now it has developed into an objectionable obsession. I well remember the "run" of alliterative contents bills with which the *Morning Advertiser* amused London long years ago. They were somewhat of this order: "Poisoned pork pie peril at Peckham," or perhaps a trifle snappier. "Apt alliteration's artful aid" was used in the following striking way in the prospectus of a new publication in London in 1848—

"PUPPET SHOW," a pungent penny pictorial periodical, polishes popular politicians politely, punishes peevish prattling persons preaching pattern progress principles, pooh-poohs pompous presuming purse-proud parvenus, puts-down paltry prolix publications, patronises play-houses, pulling pointless performances to pieces, and publishes piquant pictures, playful puns, priceless poems, pleasing prose, popular parodies and political pasquinades. Princes, peers and policemen, poets, players and paupers, patriots, philanthropists and puffed-up pretenders purchase the "Puppet Show."

"*Style Books.*"

Many of the bigger newspaper offices possess what is known as a "style book" or "guide to house styles." It serves as a useful introduction to rules for newcomers to the staff, and as a court of appeal when opinions differ, as they often do, upon a particular question of spelling or grammatical expression. Like dictionaries these books become obsolete in details, and, with the incorporation of new words and phrases in the language, revisions are necessary. Different papers have different rules and a study of some representative style books reveals suggestive, and sometimes, amusing scruples about the use or banning of words with dubious credentials. For instance, the code of *The Times* varies considerably, it is scarcely necessary to say, from that of the *Daily Express*, but the latter is surprisingly severe in many ways. It prohibits the use of these words, among many others: amazing, daring robbery, determined suicide, gruesome, monster (say "great"), rash act, seduced (betrayed or deceived), taxi (taxi-cab), cohabited with (lived with), rash act, shocking. One rule, however, would not be accepted in many papers: "The invariable formula for

interviews is 'Said Mr. Jones to a *Daily Express* representative.'" Objecting to the "interview" form altogether *The Times* prefers to say that it is informed by, or has received a statement from, Mr. So-and-So. These books are excellent as an ideal to be aimed at, but it is not to be wondered at that the rules are often broken in the hurry-scurry. A flagrant breach will sometimes raise a wave of orthodoxy, and for a time the commandments will be scrupulously obeyed.

Some rules on doubtful points which cause trouble to many writers other than journalists are given in *The Times* Style Book, printed in 1913. Some of the notes may be quoted—

Use of "A" or "An."—The fundamental rule is to use "a" before consonants and "an" before vowels. But "a" is to be used, not "an," before all words beginning with a vowel when pronounced as initial *y* or *w*, and generally before an aspirated *h* (with certain exceptions). Thus "a" eulogy, European, ewe, unanimous, hope, hospitable, humble, hotel, history, hiatus. "An" is to be used always before unaspirated *h*; thus "an" heir, honour, honest, hour. In the case of a few exceptional words, "an" is also to be used even before the aspirated *h*; thus "an" horizon (yet "a" horizontal), "an" heroic (yet "a" hero), "an" heraldic (yet "a" herald), "an" hereditary.

The termination -ise or ize.—The English *z*, far from being an "unnecessary letter," is a useful one, which should be preserved in its proper place. Where the termination of a verb has been formed directly or by analogy from a Greek —ιζειν, *z* is usually right in English. But similar terminations not so derived must be distinguished, where *s* is etymologically necessary; and literary usage has in certain cases made *s* the best style even where *z* is possibly in accordance with etymological propriety. Instances are: advertise, analyse, apprise, chastise, circumcise, comprise, compromise, demise, despise, devise, disfranchise, disguise, emprise, enterprise, excise, exercise, improvise, paralyse, prise (to force open), reprise, seise (in real property law), surmise, surprise. A balance of English usage and correct pronunciation, similarly prescribe *s* in the nouns formed on the same model: *e.g.*, "chastisement," "enfranchisement," "advértisement" (spelt and pronounced differently from the American "advertizement," which follows the usual American spelling "advertize"), improvisation; and also in "aggrandisement" (though the verb is spelt "aggrandize"). Apart from such examples, *z* is to be used, *e.g.*, "civilize" (and "civilization"), "baptize," "realize," "recognize," "organization."

Retention of *u* in words ending "our."—The American style of writing "labor," "honor," "vigor," "fervor," "endeavor," etc., however much it may be justified as a reversion to older English usage,

is opposed to the best contemporary English practice, and is not to be adopted in *The Times*.

Then follows a long list of spellings and forms of doubtful expressions, including: aline (not align), artist (not artiste) in theatrical notices, balk, balloted, benefited, biased, blameable, "boom" (in quotation marks), omnibus (not 'bus), by-law, by and by, carcass, chiffonier, cider, cipher, coconut, cognizant, connexion, consensus, conterminous, debatable, dissociate, dullness, educationists, embarcation, faggot, farther and farthest (comparative and superlative of "far"), further (in addition to), forecast (participle) not forecasted, insure, with reference to life, etc. (ensure—to make certain), jewelry (not jewellery), judgment, kerosine, later (not later *on*), licence (noun), license (verb), manifestos, motor car (as a rule; not "automobile," unless required by copy or special circumstances), Musulman (plural, Musulmans), negotiate, net, parsimony [this spelling was changed to "parcimony" later], practice (noun), practise (verb), preventible, rateable, riveting, rodomontade, in a ship, or on board (not "on a ship"), tire (of a wheel), Tirol (not "the Tyrol" or "the Tirol," any more than "the England"), wagon, whisky.

Put 1 to 9 in words, unless otherwise directed, 10 *et seq.* in figures.

Say "The" prisoner, "the" witness, etc., not "prisoner," "witness," etc.

"Lend" and "Lent," not "loan" and "loaned."

For "anterior to," "prior to," "previously to," say "Before" nearly always; for "posterior to," "after."

"Deceased" to be avoided; use name or pronoun.

Prime Minister (of the United Kingdom and of the Dominions); Premiers of the States or Provinces.

"Suffer," not "sustain," injuries.

Scottish or Scots, never "Scotch" (except when referring to the liquor or the train "Scotch Express").

Avoid misuse of "special," "specially," *e.g.*, if a person is said to be specially sent when it is obvious that he could not be sent accidentally.

Entertained *at* dinner (not *to*).

Airman (not aviator).

Aeroplane sheds (not "hangars").

It is obvious that the authorities at Printing House Square have their own standards, and occasions can be recalled when there was some gentle "leg-pulling" in a light leader of the learned H. W. Fowler, who invited this attention by the jealous eye he ever kept on newspaper English. In the tract already referred to he wrote "On Hyphens, and shall and will, should and would, in the newspapers of to-day," cited many errors found in print, and asked "decent craftsmen" to be more careful. The King Edward VII Professor of English Literature at Cambridge once acted as a sub-

editor, for the following appears in his famous "Interlude on Jargon"—

> Here is a pretty little nest of specimens, found in *The Times* newspaper by Messrs. H. W. and F. G. Fowler, authors of that capital little book "The King's English": "One of the most important reforms mentioned in the rescript is the unification of the organization of judicial institutions and the guarantee for all the tribunals of the independence necessary for securing to all classes of the community equality before the law." I do not dwell on the cacophony; but, to convey a straightforward piece of news, might not the editor of *The Times* as well employ a man to write: "One of the most important reforms is that of the Courts, which need a uniform system and to be made independent. In this way only can men be assured that all are equal before the law." I think he might.

This must have been only a temporary fall from grace, for is it not a fact that the Imperial University of Tokyo, in framing a textbook of English for its students, took all its examples from the pages of *The Times*. Perhaps with a sense of trusteeship for the preservation of the purity of the language, *The Times* has printed another little book for the guidance of its staff. The Editor gives a list of "misused or overworked words and expressions which he wishes to find in *The Times* as seldom as possible." In the use of words, it is observed, "we should try to hit the bull's-eye and not be content with scoring an outer." A few points may be quoted—

"As compared with."—"Fewer people were present as compared with last year," should be "Fewer people were present than last year."

"As to."—Never use "as to whether," "as to when." "As to," when a preposition, often equals "about" or "of," or some other ordinary preposition. Respect the ordinary prepositions.

"Act as."—Not an equivalent to the parts of "to be." "Acted as goalkeeper, or best man": he *was* goalkeeper, or best man.

"Anticipate."—Not to be used for "expect."

"As far as so-and-so is concerned."—This is nearly always used wrongly and is best avoided altogether. A turn of the sentence sometimes will make it unnecessary; again, sometimes only an ordinary preposition is wanted. "The subject is unknown so far as astronomy is concerned" = "is unknown to astronomy."

"As a result of."—Not to be used after a verb—*e.g.* "die as the result of"; death can be the result, but not to die.

"Assist" and "assistance" nearly always better as "help."

"At an early date."—Very often jargon for "soon" or "before long," which are better.

"A proportion of" very often means "some."

"A large proportion of" = "many."

"Case."—A much overworked word. "In many cases" may be "in many places," or "often." "In the case of" can nearly always be avoided.

"Category."—Best kept for logic; use "kind," "sort," "class."

"Centre round" as a verb is a geometrical impossibility. Say "circle round," or "centre in," or "converge upon."

"Commence" and "Commencement."—Prefer "begin" and "beginning.

"Considerable."—A feeble and overworked adjective, almost always better left out.

"Deal with."—Perhaps the dreariest verb in the language, a colourless substitute for some better word which the writer has not taken the trouble to look for.

"Decimate" means to kill one in ten, and nothing else.

"Desperate" is too often used when there is nothing hopeless.

"Definite" and "definitely."—Often quite unnecessary—*e.g.* "*a* definite decision"; all decisions are definite.

"Experienced."—A dreary verb when "rain is experienced" for "rain falls," etc. Prefer some more vivid verb.

"Following" is a bad substitute for "after" or "in consequence of." A man dies after (not following) an accident.

"Interesting."—A feeble adjective, better left out, unless whatever it is is interesting to particular persons who should be named.

"Literally" should not be used as a part of a metaphor; it is safer never to use it. A bad example: "Lord Rhondda died literally in harness."

"Meticulous."—Substitute "scrupulous."

Nouns as adjectives.—Nouns are too often used as adjectives, though the genius of the language allows for their idiomatic use in this way, as in "Life Assurance Company" and in many similar expressions; but in many modern instances there is no justification for it. An absurd example taken from a recent evening paper bill is "Policeman's Embankment Dive."

"Occur."—Often misused. "Happen" is often better, but "occur" is not right when rain is said to "occur"; rain falls, and there are many other verbs peculiar to particular events which are better than "occur."

"Overwhelming" is too often applied to "large" majorities.

"Percentage."—Wrongly used when it is not a matter of percentage —*e.g.* "a large percentage of parents" = many of the parents.

"Practically."—Far too often used for "almost" or "very nearly."

"Quality" is a noun, not an adjective; "good quality silk" is shopkeepers' jargon for "good silk" or "silk of good quality."

"Question" and "problem."—Two very much overworked words, often otiose, and always to be avoided as much as possible.

"Receive."—Injuries can be received, but broken limbs, heads, legs, etc., ought not to be. For "he received (or sustained) a broken leg," say "his leg was broken" or "he had his leg broken."

"Responsible."—Persons bear responsibility, but not things. Thunderstorms are not "responsible" for damage; they cause it.

"Start."—"Begin" is to be preferred. "A performance starts"—*i.e.* "begins."

"Subsequently."—We always used, and ought still, to prefer "afterwards."

"Take place."—A dull substitute for too many verbs which would impart life to a sentence.

"The former" and "the latter" often confuse the reader by asking him to look back. Be not afraid of repeating the necessary word.

"Terrific" and "tremendous."—Too often used when no terror or fear is created.

"Weather" is not an adjective—"weather conditions" should be "weather."

American papers also issue books of instructions to their staffs. One I have seen is from the *Daily Tribune*, Sioux City, Iowa. It is mainly composed of rules as to sending news and pictures, but there are a few "suggestive hints" which cover style—

Give the WHO and WHAT first, and if you must say it was "a terrible accident," write it at the close, where the editor can easily get at it with the blue pencil.

If the principals in a wedding or other tragedy are "prominent," "well known" or "popular," let them suffer in silence. Just tell what occurred.

It will be taken for granted that "this town was thrown into great excitement" over a sensational occurrence. Tell the facts in the story and let the town recover from hysterics as best it can.

CHAPTER X

TASKS OF THE SUB-EDITOR

A good sub-editor is a creative artist.—R. D. BLUMENFELD.

Without question the most wearing work in a modern newspaper office is that of the sub-editor, who sits with a pile of flimsies, sometimes not too easy to read, before him amounting to, say, four or five thousand words, and is told to boil them down into half a column, with a certain knowledge that there will be trouble next day if any important fact is omitted. I venture to say that the sub-editor's six hours' work is more wearing and trying than twice the time spent in any other form of wage-earning.—SIDNEY DARK in "Mainly about Other People."

SUB-EDITORS, who do a great deal towards dressing the papers in their attractive apparel, are a chief part of the more elaborate organization of staffs that began with the decay of Victorian traditions. When W. T. Stead sowed the seeds of a newspaper revolution in the *Pall Mall Gazette* of the "eighties" there was no sub-editing of the modern type. Sensational articles like those on "The Maiden Tribute of Modern Babylon," campaigns such as "The Bitter Cry of Outcast London" and "The Truth about the Navy," and the famous interview with General Gordon in 1884, which resulted in the Khartum Expedition, had to rely on the intrinsic interest of their solid matter. They were not aided in their spectacular appeal by the artifices of display which are the technique of the latest sub-editing.

These began to arrive when the *Star* introduced bright and startling headlines in 1888 and in the next decade, when Northcliffe founded the *Daily Mail*, and laid the basis of "popular" journalism, which may be regarded as the lineal descendant of what Matthew Arnold had, with a tinge of sarcasm, called the "New Journalism." It was a deliberate assault upon the sedate sheets which for generations had dominated Fleet Street, and the keen competition inaugurated by Northcliffe and maintained by those who followed in his wake, deriving not a little of its spice and

sensation from the journalism of America, called into existence the modern sub-editor, who was in reality a new type of craftsman. Newspapers of the modern style depend more and more on their sub-editors, who have consequently increased in number as well as in the scope of their functions. Mr. G. Aylmer Vallance, who became editor of the *News-Chronicle* in 1933, has expressed the view that the real man of the future in the newspaper world is going to be the super-efficient sub-editor.

A sketch of the sub-editorial work in mid-Victorian days is given by James Grant in "The Newspaper Press," published in 1871. Describing the "interior of a morning paper establishment" he says—

> Every morning paper has its sub-editor; most of them have two—one of them being subordinate to the other, just as he is subordinate to the editor. The sub-editor's duties are to select from the evening and provincial papers whatever matter he thinks most suitable for the journal with which he is connected. What would be most fitted for one paper would be altogether unfitted, or less suited, for another: and therefore an efficient sub-editor requires to be gifted with a good judgment. It is, too, an essential part of his duty to abridge reports of any kind which are prolix; or even if they are interesting to the extent to which they are given, the exigencies of the paper, as regards space, must be consulted and lengthened reports cut down. This department of a sub-editor's labours is one which, to be done well, requires great care and judgment, otherwise the matter so abridged will be found disconnected, and important portions of it omitted. The great object to be aimed at in abridging reports is to catch and preserve the points. When this is done the sub-editor proves himself a very useful auxiliary on the establishment.
>
> But his hardest and most disagreeable duty is to cut down what is called the "flimsy." This being written on the manifold system is always more or less difficult to read; and when the writing is otherwise illegible, the sub-editor has work which is alike trying to his eyes and difficult as regards his judgment. Of this kind of work he has a great deal to do. All the police reports are sent to the office written in this way. So, too, are accounts of "tremendous conflagrations," coroners' inquests, "appalling catastrophes," and every conceivable kind of matter which may be deemed likely to earn a few shillings for the writer. . . . The person who furnishes this kind of "copy" to the daily press is paid by the quantity he writes; his great aim is to make his materials go as far as possible. He employs as many words as he can press into his service. To separate the facts, therefore, which possess greater or less interest, from a profusion of unnecessary words, is a most difficult, as well as otherwise disagreeable, duty to the sub-editor.

I give the above extract because in some of its essentials it is true to-day. The practice of "lifting" (i.e. using matter from other papers), which was then so general, has fallen largely into desuetude. All important papers have their own sources of news and do not rely on their contemporaries. "Flimsies" still survive here and there, to the great trial of the sub-editor. Some of the older London police-court "liners" (men paid by the lines used) still send in reports manifolded in that way.

Another historian of journalism, Mr. F. Knight Hunt, one time a sub-editor himself and later editor of the *Daily News*, in "The Fourth Estate," describes the mass of multifarious things that crowd the sub-editor's table. Law reports, he says, being on matters of fact and usually prepared by barristers (as is the custom of *The Times* to-day) gave little trouble, but with this exception, scarcely a line came to the sub-editor which did not require preparation at his hands. Meetings reported to please the speakers rather than the public; railway and commercial statements full of long tabular accounts to be summarized and made readable; letters from "constant readers" in which libels lurked in long statements of wrongs endured and reforms demanded; papers from all quarters of the kingdom on all conceivable subjects demanded careful handling, and skilful preparation in order to produce a shapely morning paper.

Although (writes Mr. Hunt) the troublesome search through fifty country papers has afforded a great quantity of local news, the late dispatches often bring up much more; the Irish and Scotch advices come to hand, and with this addition of home news very often comes a file of papers from America, the West Indies, Brazil, from France and Germany. An hour or two clears off all these new accumulations and then the proof sheets having been attended to and the place and arrangement of the articles been decided upon—the number of leaders and the number of advertisements settled, the columns calculated, and the decisions made as to what shall appear, and what stand over, the editorial work of the day is done. By half-past four the paper is at press.

Thus the leisurely processes of the first half of the 19th century. To-day the pace is faster; advices come by telephone, cable and wireless; and the most interesting news from papers at any part of the country or the globe is sent

by these means immediately it appears. The London papers go to press with their earliest editions before midnight. News in its crude state is much the same as it was then, but its transmission and its sub-editorial treatment are vastly different now.

The pay of journalists in 1850 is shown in a statement of the expenses of a daily paper given by Mr. Hunt. Papers were then burdened with taxes on paper, on advertisements, and on the journal itself. The editorial salaries were—

Chief editor, £18 18s. od. per week.
Sub-editor, £12 12s. od. per week.
Second sub-editor, £10 10s. od. per week.
Foreign sub-editor, £8 8s. od. per week.
Writers about £4 4s. od. a day.
16 Parliamentary reporters—one at seven guineas and others at five guineas a week.

The salaries of editors of big papers to-day are, of course, much higher than the above amount. Sub-editorial figures in Fleet Street are also higher than in 1850, but the values of money at the two periods have to be taken into account in a comparison.

Sub-editing is, of course, only one of many avenues of journalistic employment, and I imagine that not many beginners make it their objective at the opening of their career. Most of those who are now engaged in it reached the sub-editorial desk by way of promotion from the reporters' room; there are many who prefer the variety and activity of the latter and would not on any consideration condemn themselves to the sedentary isolation of the former.

In his somewhat challenging book, "With the Dictators of Fleet Street," Russell Stannard, one time news editor of the *Sunday Express*, says—

I have often regretted that I have never been a sub-editor on a daily paper, but in my youth I had been warned by experienced journalists that once a sub-editor you might always be a sub-editor, and that if you were a good one it would be extremely difficult to get outside again. I also hated the idea of going to the office every day somewhere

between three and four o'clock in the afternoon, and not leaving till nearly midnight, which meant working every evening except Saturday. It also seemed to me an extremely dull life apart from the excitement of handling big news, which, of course, has its thrills, just as getting the big news has its glamour. Now a reporter on a London paper sees the pageant of life, if he is lucky, in many parts of the world, and gets to know some of the most remarkable people of the world. A sub-editor never goes anywhere for his paper, never meets anybody of importance. It is true that some sub-editors become editors despite this handicap. But the two most distinguished editors of popular newspapers in modern Fleet Street were at one time reporters; I refer to Thomas Marlowe of the *Daily Mail*, and R. D. Blumenfeld of the *Daily Express*.

Writing in 1911 T. H. S. Escott described the sub-editor as the "very pulse of the machine" and said: "As a fact a newspaper's character and circulation practically depend more upon the sub-editor, his methods and his men, than on the Sterlings and Edwin Arnolds of a bygone day, or the Humphry Wards, W. L. Courtneys, A. G. Gardiners, G. K. Chestertons, P. W. Wilsons of the present."

Subject to the supreme voice of the editor in defining policy and in giving general direction to the treatment and display of news, the sub-editor has the real control and handling of all the "copy" that in so many forms comes into the office. Broadly he decides the manner in which the paper is prepared and produced. Public opinion is powerfully influenced by the style and form in which news is presented in the printed page; emphasis in display will very often affect the judgment of some readers more than the actual news itself. A paper with personality, tone and outlook of its own relies upon its sub-editors to give the distinctive touch to its presentation of the world's news. This is not achieved by original writing, for in that sense the sub-editor is no more conspicuous than his editor, who is rather the director of a corps of writers than an author himself. The sub-editor has, of course, to re-write defective messages, to write down over-long reports, and to supply introductions where necessary, but his main duty is the supervision, revision and re-casting of the material supplied by all the reporters and correspondents in the employ of the paper. He knows what his paper wants and moulds everything into

its pattern. Where the ruling purpose is to give a straightforward impartial record the task is fairly simple, if arduous, for one who has an accurate appreciation of pure news values; but when propaganda and "stunts" are involved the work often becomes anxious and perplexing.

The autocrat of the blue pencil is entrusted with power. He can exalt, he can transform, he can kill. James Milne, in his "Window in Fleet Street," says—

> Sub-editors have become strangely exalted in the newspaper hierarchy, for, while formerly they just put reports in order, or cut them to the available space, they now re-write, "spatch-cock" things in, and generally make a new job of the subject in hand. This mass work may make a paper more roundly informing, which is not always necessary, and more readable, always a virtue, but it has a withering effect on personality in writing. A poor devil of a reporter toils all day for his "story," writes it with his mind's blood, and when he sees it in print he hardly knows it. Was there not a witty London scribe who, in a moment of anger, apostrophised the up-to-date sub-editor in Lewis Carroll's lines:
>
> For first you write a sentence,
> And then you chop it small;
> Then mix the bits, and sort them out
> Just as they chance to fall;
> The order of the phrases makes
> No difference at all.

He would be a strange sub-editor who worked on such haphazard lines. It is also true that often a poor story handed in by a reporter is converted into a good one, and a reporter has been known to thank a sub-editor for improving his work. Long experience in this department enables me to say that the sub-editor is not always "looking for trouble," as he is sometimes pictured, but is sincerely grateful when he gets copy that has been turned out in a workmanlike way. There is no mauling of the manuscript for the mere sake of it. Time is too precious and other tasks are too insistent for such pastimes. I read not long ago of a chief sub-editor who "has a mind like a needle and works like a flash of lightning." But quickness, though often supremely necessary, has to be tempered by caution. A head "reader," or, to give the proper title, corrector of the press, once grew caustic, not without reason, about the mistakes of "sub-editorial Segraves."

Many writers on newspapers for some reason or other affect a tone of badinage in their allusions to sub-editors. Perhaps it is because the corrective qualities inseparable from the work fail to inspire regard, and also because sub-editors inhabit the recesses of the office and acquire an air of seclusion. It is my lot to read all the books issued about journalism, and, to quote a few, I recall that the sub-editor has been styled the "solemn censor," the "news surgeon," and the "unknown soldier." The last picturesque phrase is used by R. D. Blumenfeld, who, from his rich experience, gives the following just appreciation—

> The sub-editor works during hours when the majority of men are either taking their pleasures or are asleep; and the public has heard little about him. But he is the real craftsman of his profession, the maker of the newspaper in the real sense of the term—in the final form in which it reaches the reader. Other branches merely provide him with raw material or at best with partly manufactured goods. His task is to fashion the finished product. It is one that requires all manner of deft and high-speed operations: the cutting down and sometimes the re-writing of manuscript, the insertion of punctuation, the detection and correction of all kinds of errors and imperfections, and the composition of suitable headlines. A bad sub-editor spoils material. A good sub-editor is a creative artist.

The smaller weekly papers in the country do not employ a whole-time sub-editor; the larger weeklies, such as the county papers, do; and the dailies of course have a sub-editorial staff. Where staffs are limited the combination of reporter-sub-editor is often found. In most offices sub-editors are expected to write notes and leaderettes in addition to their ordinary work. Not so in the case of the big daily, where each section of the staff is concerned with its own work pure and simple. The proposal has been made by experienced men that it would be advantageous for sub-editors and reporters to exchange duties periodically. There is much to be said in favour of it; for the sub-editor it would mean a re-vitalizing touch with the world in action once more, and for the reporter a broadening of outlook, in which the individual story writer takes his due place in the general scheme of things.

Let me now try to describe the work of the sub-editors

on a great London morning daily. The room contains perhaps a dozen men, with an attendant who takes and sends messages, sorts out the bundles of "copy" that are constantly being brought in, and manipulates the pneumatic tube by which "copy" ready for the printer is sent to the composing room, and a constant supply of proofs of matter that has been got into type comes in. By means of these proofs sub-editors keep an eye on their work and are able to make connections necessitated by later news and the regular "development" of stories. "Copy" comes in from the staff reporters, correspondents all over the country and abroad, the news agencies, and occasional contributors of all kinds. In addition to this written matter there is much in the way of Blue Books, White Papers, *communiqués* from Government departments, papers from learned societies, manifestos from propaganda organizations, and publicity matter of all sorts, by which interested parties seek to gain admission to the news columns.

I have in view at the moment the home sub-editors. *The Times* has separate sub-editorial staffs for home news, foreign news, sporting news, financial and commercial news (known as the "city" department), and shipping and mail intelligence. Most dailies, however, group all this work in one big sub-editor's room. A very large proportion of all the "copy" supplied to Fleet Street comes from the Press Association, Exchange Telegraph Company, Central News, Reuter, and British United Press and there are also smaller agencies. Most of this is received on the "tape" machines in typewritten form. When big news reaches the agency offices they send out on all machines an immediate "flash," which in the briefest form gives preliminary warning of important happenings. Mr. Pebody, in his little book entitled "English Journalism and the men who made it," aptly describes the sub-editor's room as "a sort of whispering gallery for the whole world." The chief agency source of foreign news is Reuter's, which has a world-wide news organization. It has a live competitor in the British United Press. In all the great capitals abroad the chief papers

have their own correspondents, whose daily messages receive first attention at the hands of the foreign sub-editors.

In former times the sub-editors would often not be fully at work until nine o'clock at night, but then the papers did not begin to print until four a.m. and even later. Nowadays the sub-editor's table wakes to life in the middle of the afternoon, when the early men begin to tackle the accumulating masses of news. "Hot news" has a habit of coming late, but there is always plenty of material for an early start. The "copy-taster" (the super-sub. who has the arduous and responsible job of reading all the matter, assessing its value and handing it round to the staff for preparation) is the first to get to work and with rapid and experienced eye he soon sifts out the things that have to be given, and those that are fit only for the "spike," on which the rejected folios are impaled. To master the main points of all the messages, decide the space that stories are worth, and give instructions as to headings, is the exacting duty of the "copy taster." He has to memorize everything as he goes along, so that he avoids "doubling," i.e. giving out the same news twice. This is a real danger, because all the agencies sometimes cover the same ground, and there may be half a dozen reports received of the same event. And they are not always there at the same time. It may happen that a piece of copy handed in late is a duplicate of something prepared and sent to the printer hours before, and a mind crowded with a myriad intervening subjects has to recall this and avoid a "double."

Then, too, the "growing" story has to be closely watched. This is generally retained for a time, and not put in hand until it appears fairly complete. Additions, and also revisions, continue to arrive, and everything has to be sorted out, weighed in the balance and got ready for the first edition. Close watch has to be kept for later developments which may give a new turn to the story already sent out.

The brunt of all this falls first on the "copy taster." He, too, has to choose the best men for particular types of work. The sub-editor takes the material from him, prepares it

in due form for inspection by the chief sub-editor, after which the completed product is forwarded to the printers. Sometimes the chief is not satisfied with the heading, or the cuts made and there is a reference back to the sub-editor concerned. The chief is, of course, more in touch with the inwardness of things than the subordinates, and this knowledge leads him to require alterations in treatment. As he reads the finished "story" the chief may see how it can be improved and made more intelligible and interesting. If pressure on space is growing he may sacrifice some things barely worth a place. On a busy night, when space is at a premium, the standard of quality is raised; when there is a "copy scrape," on those rare days in holiday and "silly" seasons when matter is really scarce, the second-rate article of news may have its chance. Yet again, the chief is subject to the night-editor, who may require the alteration of headlines, and the playing of a story up or down, when he sees it in proof. The finished article in the paper has therefore had to pass the test of several critical judgments before it reaches the eye of the reader on the breakfast table or in the train, and then it is tried at the bar of public opinion.

Let us look a little more closely at the actual operations of these busy absorbed men who, as they bend over their desks, are so concentrated on the subject in hand that they automatically ignore any talk or noises that may be occurring in the room. Mr. J. L. Given, formerly of the New York *Evening Sun*, gives a plain definition of the duties of a copy reader (the American equivalent of our sub-editor) in his book "Making a Newspaper"—

A copy reader, who must be able to decipher any writing, is expected to cut out unnecessary words and hackneyed expressions, catch all errors of fact, omissions and contradictions, cut to size desired by the city editor, correct poor English and spelling, arrange stories so that the facts follow one another in their logical order, punctuate, rewrite weak introductions, and embellish generally. In brief, he is required to turn whatever comes to him into a smooth-reading story, although it may be the initial effort of a novice; and he is called to account whenever he allows even a minute error to get into the paper. It is easy enough for a copy reader to keep a reporter from telling a paper's

readers in the end of a long article that a woman was rescued by the firemen from the fifth floor of a building described at the beginning as only four stories high, but almost every day, try as he will, he allows something to escape his vigilance, and in some offices the copy readers accept their reprimands as a matter of course. In these establishments there are so many words and expressions that are forbidden that it keeps a copy reader awake at nights trying to remember them; and it is a clever writer who can put on paper, without offending, what he has to say. It may here be remarked that when some purist writes a letter to the editor to call attention to a split infinitive, or to make fun of an awkward expression, he wounds a copy reader, and a copy reader only.

A large proportion of the articles that are edited by a copy reader on an evening paper reach him page by page, and frequently a man finds himself engaged on three or four stories at one time. He may get a page of one dealing with a fire, then a page of another telling about a murder, perhaps two that are part of an account of a political meeting, and after another page of the fire story, three or four more that close the report of a wedding. The worker who cannot at one time handle three stories which reach him page by page, and send the headings after them, is out of place in an evening newspaper establishment and is not tolerated.

The difficulties described in the preceding paragraph are more acute on an evening than on a morning paper. The reports come in while the events with which they deal are in progress; consequently there is more hurry and make-shift in the work. Later in the day come the accounts written with due deliberation after the event, and these are obviously easier for the sub-editor to handle. But still there are many stories that arrive piecemeal at night and that have to be dealt with in the manner described by Mr. Given. In essentials his portrayal of the work, although written over 20 years ago, is correct to-day, though something has to be added about the intricate processes involved in the more elaborate headlines and "make-up" schemes that have since come into vogue.

The art of skilful compression is of the highest value. Various colloquial terms are used for it—"cutting," "boiling down," and even "disinfecting" in the case of salacious stuff. You may see one man wrestling with a bulky missive of anything from 20 to 40 folios of typewritten matter. It can be the verbatim report of a political speech, sent in either by the speaker himself or his organization; a scientific lecture in all its native unintelligibility (to the average

reader), or an economic treatise by some expert who revels in jargon. When learned bodies like the British Association are in session abstruse papers are sent in by the score, and often this mass of forbidding aspect with its technical titles and pages of matter in scientific phraseology, contains news of the greatest popular interest about some discovery in archaeology, medicine, surgery, engineering, aviation or what not, which the paper must not miss at any price. The reading of this mass of copy, the digging out of stories of real popular interest, and being sure that none is missed, is a heavy task. In the case of the political speech the instruction often is to get 20 lines of live stuff out of 20 foolscap folios of typescript. This postulates in the sub-editor a good knowledge of political affairs to enable him to deal with points that are of special controversial value at the moment. Also he must have read his paper closely to recall if any of the points, and which, in the speech have already been printed in reports of previous utterances, and are therefore now "stale." Wasting space by repetition, when even lines are of value, is a heinous offence.

In all papers of the class I am dealing with space is valuable; in some, like the small picture papers where almost every sentence constitutes a paragraph, every effort is made by compendious expression to save lines and even words. Most of these reports officially supplied by the parties concerned are full of conventional redundancies, sheer repetitions and clichés, and the mere deletion of these means a surprising diminution. Exordiums and perorations are permitted only to orators of the highest rank, and even to them only on occasions of real importance. For the average newspaper, politics, science and theology often present reports full of unusable matter (except of course papers in which local interest is of over-riding value), and the sub-editor who has spent years in scanning such documents is able to "rip the heart" out of them with surprising facility. It seems to be almost an instinct that leads to the gist of the utterance, and when that is found it is of course given its rightful place of prominence. To be able to digest a Blue

Book and get a good story out of it in perhaps half an hour is not usually a gift of nature; it is gained by long and varied experience. A story in its crude state is like a diamond, in the rough. It is improved in the cutting.

A useful exercise for the beginner is to compare papers of different type and see how the same thing is treated in them. Take as an example a meeting of the Imperial Cancer Research Fund. In *The Times*, whose readers include a large proportion of doctors and experts, you will find a list of those present; a detailed summary of the annual report, including much about organization and finance; the names of the proposers and seconders of motions and the fact that they were "carried unanimously"; various appointments; and considerable references to the progress of study and research—possibly a column and a half of minion. The popular papers reject all the formal matter and pick out only what the man in the street will want to know, chiefly of course whether medical science has got any nearer to the discovery of the cause of cancer and its cure. If any real advance has been made probably such papers would give a special article by an expert explaining in popular style the significance of the news.

It has often been a matter of wonder to me how public men regard the strange and unexpected ways in which sub-editors handle their pronouncements. The Archbishop of Canterbury, speaking at the dinner of the Newspaper Press Fund not long ago, took his chance with great good humour of a *riposte* on the way his speeches were served up as "news stories." The public speaker, he said, was "at the mercy of the reporter as to what he puts in and then of that soulless creature the sub-editor as to what he chooses to put out." The *Morning Post*, commenting on this, said; "The trouble is that the reporter and the sub-editor are always far more concerned to make speeches palatable to the ignorant groundling than to give the speaker unlimited scope to air his views. Were the Archbishop given the opportunity of sub-editing an address by the Bishop of Birmingham, would the Bishop be pleased with the result?

How would General Higgins report on an encyclical from the Vatican of 3,000 words? And how much space would Sir Samuel Hoare allot to a two-hours' fighting speech by Mr. Winston Churchill? It is only necessary to pose such questions to demonstrate why all editors have grey hairs."

Constructive ability, as well as destructive, is called for. Important events like wrecks, such as the recent one in mid-Atlantic when liners rushed to the rescue and the lifeboats went out in the beams of their searchlights; wide-spread storms; railway accidents; strikes affecting large areas, etc., produce masses of copy from a number of places affected. Often the story is itself the accumulation of a number of stories. This means sorting out of fragments of news, and due co-ordination and building up into one coherent narrative, with all its elements ranged in order of news value and picked out with effective headings of all kinds. In such cases a graphic little introduction is called for, setting out the vital points of interest in the columns of matter that follow. Such a feature is indeed often a help to the reader, even when the story is a straightforward one on a single subject and not a composite one. For instance, the *Daily Telegraph* recently gave special prominence to a vigorous challenge to the Darwinian theory of evolution by Sir Ambrose Fleming, contained in his presidential address to the Victoria Institute and Philosophical Society of Great Britain. It was a long address and took well over a column of type. Rightly judging it to be of special interest the sub-editor gave it a big heading and a short "intro," which contained in three sentences, set out in separate paragraphs of black type, the main points. It was noted that Sir Ambrose was a man of 85 and had won great eminence in electrical engineering. Thus life and vigour were imparted to what on the surface was a dry official document. Reverting to the composite story above alluded to, I should observe that this is work for trained minds, not only because of the clearness and firmness needed to pull the fragments together, but also because quick changes are

often necessitated by the receipt of late messages that alter fact and emphasis.

Reports of crimes, before the stage of arrest and a charge is reached, require cautious handling. Judges are ruthless nowadays with papers guilty of "contempt." The danger of libel is ever present in all sorts of unsuspected places, and not only in the direct way but also in the spoofs and hoaxes which malicious people have a habit of trying on newspapers. The subject of libel and contempt is so important that I deal with it in a chapter of its own.

There are other doubts and dangers to be noted. Reference books are ready to hand to check statements of all kinds which the sub-editor is unable to vouch for of his own knowledge. Figures in particular should always be watched. Also a healthy scepticism should be applied to alleged "records." I recall giving a paragraph about a woman's election to the office of sheriff and a statement that she was the first woman so chosen in England and Wales was allowed to pass. Next day came letters pointing out that centuries ago a woman had been a sheriff, and modern instances were also quoted. Another amusing example was furnished, not by a hapless sub-editor, but by a leader writer in a diverting little essay on a sweep's lament over the increase of gas-fires and the diminution of the industry. In an unguarded sentence he ventured: "We have yet to hear of women sweeps." It was not long before he did hear. Many women sweeps were discovered and an indignant correspondent exclaimed: "The unjust inference that this profession is a prerogative of the male sex should not pass unrefuted."

A source of perplexity is often the inclusion of wrong words in telegraphic reports. Sometimes the error is in a key word, on which the sense of a whole passage depends, and in the absence of a Post Office correction a risk has to be taken in guessing the missing word. Again a report is rendered unintelligible by an "out," i.e. an omitted phrase or sentence, or the jumbling of words presents the problem of a "corrupt" passage.

One of the regular jobs is the preparation of N.I.B.'s (News in Brief). When pressure is severe many things which would otherwise be worth a heading are reduced to this form, and it is a useful way of getting in hard facts in the briefest form. When I was on the morning *Standard* in pre-war days (this fine old paper became a war casualty) a column of "briefs" was an innovation started on the suggestion of Mr. Davison Dalziel (afterwards Lord Dalziel of Wooler), then the chief proprietor. I well remember the late E. R. Thompson, acting editor at the time, calling me into his sanctum and entrusting me with this fresh feature, impressing on me that the chief wanted it "supremely well done." As a matter of fact the art of paragraph writing, and the selection of the best points from a mass of copy, are not easy.

This allusion to the *Standard* recalls an incident in the sub-editorial room, which was situated right at the top of the building in Shoe Lane, and had a glass roof over part of it. One night there was a great thunderstorm and in the deluge water came through the roof on to our tables. "We must have a storm story," said the chief-sub.; and his deputy (the late J. M. Denvir) added, "Yes, a splash head, please."

Constant reference is made by the sub-editors to the Library, or Intelligence Department, as it is called in some offices. All manner of queries are submitted and nearly always answered. A case in point. A guardsman on duty at the Bank of England was found shot. He was one of a detachment of Welsh Guards mounting guard there that night. One knew of course of this custom and regularly the guard could be seen marching to the Bank in the evening. But a little addition to the news explaining how the military guard system began when the Bank was threatened during the Gordon Riots was written up from information procured from the Library, and was an appropriate addition to the story. The sub-editor has to supplement, interpret and explain, so that he who runs may read. Once Kennedy Jones saw a message in the paper about a tribe in Africa, the

whole interest of which turned on a certain peculiar custom. The sub-editor had neglected to look it up and write a footnote explaining that custom. He was told about it.

A big part of the librarians' work is the filing and indexing of cuttings from papers and periodicals, which are invaluable for reference, for supplementing news with various relevant facts, and for giving material for "write-ups." In some offices the clipping business is done with extraordinary thoroughness. There must be millions of these excerpts in Fleet Street, for whole papers are cut up to the last paragraph. The same idea is applied to the picture departments, where portraits of all and sundry, that may some day be required to illustrate a piece of news, are stored.

Among the many jobs falling to the lot of the sub-editor are, of course, the writing of headlines and contents bills, the cutting of stories in proof, making-up (technically known as "stonework"), and late duty involving the re-casting of pages for fresh news. These matters are dealt with in Chapter XI and elsewhere.

It would be easy to give many examples, amusing and otherwise, of mistakes in the MSS. coming to the sub-editor, but space goes on other things. One or two typical instances, however, must be given. Here are three telegraphic blunders needing some little ingenuity to put right. A message about the protests against the erection of pylons for the "grid" in the New Forest read "the execution of these pigeons." The italicized word in the following should have been "record"—"It was stated at the annual meeting of the Ulster Horticultural Society in Belfast yesterday that there would be a *second* yield in the apple orchards in Northern Ireland this season." A common error—"this morning at 11 a.m." A curious one—"two aeroplanes came in behind one another."

Among material received from local correspondents and handed out in the mass for the concoction of N.I.B.'s I have found the following, and the tyros among my readers may like to pass judgment on them.

The ——— Chamber of Trade annual dinner at ——— on Wednesday next will be a speechless one.

A snake, 3 ft. 7 in. long, was killed by a platelayer on the railway line between Colchester and Clacton-on-Sea. The fact that a train was approaching has raised a question as to whether the reptile intended to commit suicide.

A Fleetwood motor-fishing boat to-day landed a Dover sole which was completely blind and had been caught off the North Wales coast.

Yesterday an unusual incident occurred at ——— graveyard. Among mourners present at funeral was aged, infirm man in donkey cart. While minister was reading committal service donkey reached up and plucked some leaves from yew tree. After eating them it dropped dead graveside.

Incidentally the last message shows the skeletonized form in which correspondents telegraph their news. This process is sometimes carried to extremes and causes real doubt as to the meaning. Of this the appended is an example, there being no need for such brevity on an important matter like the fate of Lord Kitchener—

Regarding proposed meetg London Sinking Hampshire views of member rescue party ——— interestg says suggestion Hampshire sunk German submarine absurd no submarine could have lived in storm so close eighty feet high rocks Marine Artillery saw Hampshire two miles off land in afternoon at night hundred mile gale blowing pitch black rained torrents Crofters told they saw two yellow streams water smoke from Hampshire obvious struck two mines.

The foreign sub-editors have their own special problems. Their field is world-wide. It is impossible for one to be an authority on all countries; and it is usual to specialize in the study of certain of them. One may take America, another the Far East, another Germany, and so on. A knowledge of foreign languages, politics, economics, geography, racial histories, is essential to the well-equipped man. The "copy" handled is different in form from that of the home department. Cablegrams are brief and pointed. Once when I had to prepare a New York kidnapping story my chief handed it to me with the behest "De-skeletonize this baby." Sometimes the telegrams are in code, and occasionally in the language of the country of origin.

Questions of policy arise in some cases which call for grave consideration. An element of doubt about facts occasionally makes it difficult to know how best to deal with a message.

I will quote one case, in which the sub-editors on two London papers took quite distinct lines. I will call the papers *A* and *B*. From New York came the report that a wireless message had been received in Los Angeles from a fishing vessel that the bodies of a man and woman had been found on an uninhabited island in the Galapagos group. *A*'s own correspondent stated cautiously that it was suggested that the bodies might be those of two Germans. *B* used an agency message which stated that the bodies were "believed to be" those of Dr. ——, a German scientist, and his woman companion, who went to the islands as strict vegetarians to prolong their life to 100 years. In harmony with the caution of its New York man *A* used the simple heading: "Dead couple found on tropical island." *B* wrote up the story on the assumption that it really was about the German scientist, and ignoring the element of doubt in the agency telegram, gave the following headlines in big type: "Desert Island Tragedy. End of simple life experiment. Couple found dead. Hoped to live to age of 100." On the following day *A* gave another report from its New York correspondent, the tenor of which was accurately reflected in the heading: "Galapagos mystery deepens. Question of identity." *B*, possibly with some afterthoughts about its positive headings on the first day, ignored the story completely. Next day *A* adhered to its "mystery" note, and *B*, now with a message from its own correspondent in New York, came round to that version with the heading: "Pacific Island mystery. Bodies awaiting identification." Two days later *B* gave an agency report solving the mystery, and announcing that both bodies were male and were those of people quite different from the original Germans. This is an illustration of the danger of jumping to a conclusion without sufficient warrant. "Mystery" is a safe, and often an effective, solution of a difficulty of this kind.

At the end of the first "spasm," as it is sometimes derisively

called, when the early edition has gone to press, blanket pulls of pages are spread on the sub-editor's table for inspection and overhaul. These are proofs of whole pages pulled on a large handpress, just before the forme is sent into the foundry. Although the completion of the first edition marks a short halt there is no interruption in the flow of news. Foreign sources often wake up late and home news comes in, though of course in lesser quantity, well into the wee sma' hours. The page proofs are combed over very closely to make room for what is valuable in the "overmatter" (i.e. copy set up but not got into the first edition for various reasons), and for late news that is worth giving. There are one or two more regular editions, and if necessary "slip" editions are employed. Several of the sub-editorial staff leave when the first edition has gone; others go later, until one man is left on the lonely last turn, whose duty it is to get in the paper any important late news for which it is worth while to stop the machines

During the Great War I had a prolonged experience of this late turn. From the fateful August 4, 1914, I had charge of a special Late War Edition, in which we gave all the *communiqués* from the various fronts, and messages and news released by the Press Bureau in the silent watches. Many times important news appeared first in this edition. I began duty about midnight and reached my home in the suburbs when the milkman was on his rounds. On this trying duty we often had a taste of air raids. Everything was submitted to the Press Bureau and often we had to be satisfied with very meagre crumbs that fell from the censor's table. One had to be prepared for emergencies. Early one morning a warning reached me of a submarine attack on Dover. Guarded messages came through from that district, for reporters everywhere stood in fear of D.O.R.A.; but they were enough to warrant a big story on the main page. Knowing the slow pace of the Press Bureau, especially in the early hours, I got what I deemed to be a perfectly "safe" report in type, put into the page all ready for immediate action when the official release came. I also had

a contents bill "Submarine attack on Dover'" printed. All in vain, for the censor's cachet never came. It was love's labour lost, for the story would have been a valuable feature of an edition which would have reached London and the Home Counties in time for the breakfast table.

The danger of the "double" always besets the late man. When he reaches the office his first task is a rapid glance through the first edition to get some knowledge of the contents. Incoming messages are often duplicates, or "doubles," of what is already in the paper. They have to be scanned to see if they add anything of value to the news in print, but to give a piece of news in a late edition which is already in print in another column is a grievous *faux pas* that brings censure from high quarters.

Once I was called to account by Lord Northcliffe, not for a "double," but for failing to notice the relation between a passage in a leading article and a piece of news on another page. In vain did I represent to him the impossibility in the time at my disposal of reading the whole of the leading articles and all the news in a paper at which I only had a quick glance before getting down to my work. "I can read our first leader in 90 seconds," he declared, and who was I to dispute the word of the great Chief? But it was done in good humour, for Northcliffe, great journalist that he was, always understood the difficulties of the men working in the press of the night. He once expressed his scorn of those who, in the calm deliberation of the next day, sat in judgment on them. His vigilant eye, however, never missed a "break" in any edition, as his daily *communiqué* gave evidence. Here is a note I had—

Dear Mr. Mansfield, Why did you hide the vital news of the voting in the American Senate on the Foreign Page? Yours faithfully, NORTHCLIFFE, 5th April, 1917.

Happily on this occasion I was "not out"—or rather I should say I was not in. I happened to be off duty when the lapse occurred, and I duly received a note stating "I am sorry that I corrected the wrong person." One other amusing and characteristic letter from him I cannot refrain

from quoting. I received a summons by telegram from a secretary to see the Chief one morning, and having had a harassing night I asked if he could see me in the afternoon, after I had had some sleep. Here is the reply, signed "N"—

My dear Mansfield, What an unreasonable man you are. Why, because you work all night should you sleep all day? It seems to me a poor excuse. I will, however, overlook your confession and see you at 4.30.

Before leaving this section of the book I would point out that the sub-editor who prepares an article or a news story makes himself responsible for its fitness and accuracy in every particular. If blemishes are passed by him it is useless to blame the writer; the responsibility must be shouldered. Experts and specialists on every subject under the sun read the stories so rapidly revised by the sub-editor, and pounce upon errors with ever-ready pen. These mistakes creep into print in spite of the system of internal censorship in the office. As the proofs are pulled some go to the legal watchdog and some to assistant editors who, away from the flurries of rooms where active work is in progress, apply detached and undisturbed minds to the critical reading of the matter. They look for possible libels, breaches of good taste, offences against the canons of the paper, faulty grammar or spelling, and defective style. Any of these discovered means a query to the chief sub-editor. The wonder is that with so much care lavished upon its production a newspaper should ever err, except with late news which goes through with a rush.

It is scarcely necessary, after this sketch of the sub-editor's work, to tabulate the qualifications required for success. Clearly competence demands an orderly mind, a sense of proportion, the power of quick and at the same time accurate work, a store of general knowledge and the ability to use it promptly, the faculty of rapid decision, the habit of carrying on in an atmosphere of hurry and excitement without being perturbed or harassed by it, the gift of concentration, a good memory, physical fitness, and the team spirit.

CHAPTER XI

DRESSING UP THE NEWS: TYPE: HEADLINES: PAGE PLANNING

Types to they that be of the Craft are as things that be alive. He is an ill worker that handleth them not gently and with Reverence. In them is the power of Thought contained and all that cometh therefrom.—"Mirrour of Pryntyng."

TYPE and the pen, in the nature of the case, are inseparably associated in newspaper production. The products of the typefounders have been supplanted by those of the linotype and the monotype, and the quill pen has been ousted by the typewriter, but the compositor and the journalist preserve their long and honourable companionship. A generation ago it was quite common for the compositor to learn shorthand and become a reporter. There was nothing incongruous in this, for the newspaper was the invention of the printer, and in early days the same man was very often printer, editor and proprietor all in one. As the small primitive sheets grew into large newspapers and as daily papers entered the field and became huge business concerns, the sections of workers employed by them became more self-contained, until to-day the intimate contact between editorial and mechanical staffs has been lost in the big offices, except for those members of the former who have to work with the printers on their own floor.

It is interesting to bear in mind, however, that printing has given to journalism some notable men. The death has just occurred, as I write, of Adolph Ochs, who rose from a "printer's devil" to the proprietorship of one of the world's greatest newspapers, the *New York Times*. Horace Greeley, one of America's great journalists, was at first a journeyman printer. Among the leaders in this country, to name only one or two, the first Lord Burnham, son of the printer who made the *Daily Telegraph* a success as a penny paper, himself gained a practical knowledge of typography; the first

Edward Hulton was a compositor on the *Manchester Guardian*; R. D. Blumenfeld learnt his alphabet in his father's composing room; Sir Robert Baird, the well-known Belfast journalist, set type as a youth and was proud of it; and Thomas Catling, for many years editor of *Lloyd's News*, was summoned from the "case" to the sub-editor's desk.

An incident in the life of the second John Walter, who really established *The Times*, in association with Thomas Barnes, is distinctly relevant here. It is told by G. A. Sala in the story of his visit to Printing House Square written in 1858: "This brave old pressman, who, when an express came in from Paris—the French king's speech to the Chambers, indeed, in 1835—and when there were neither editors nor compositors to be found at hand, took off his coat, and in his shirt sleeves first translated, and then, taking a turn at case, proceeded to set up in type his own manuscript."

Here at any rate is an instance of the practical value of a knowledge of type, and the lesson is worth impressing on the minds of the young journalists of to-day, especially those who are aiming at sub-editorial work. The sub-editor must indeed know something of typography. An extract from the biography of one who did, the late F. J. Hillier, who died soon after the war, enforces my point: "He was a master of the sub-editor's art; and in make-up and type was always experimenting. He had a wonderful eye for the right appearance of a page in a newspaper. There was, in fact, no man more competent in the technique of journalism."

In former days questions of type and make-up were largely left to "the printer," as the man in charge of the case-room is called. Journalism of the modern kind means close direction of display by editorial men. This is specially so with the popular papers, whose type varieties and intricate make-up demand the most detailed instructions. The night-editor and the sub-editor work with the "pressmen" on the "stone" (where the pages are assembled) to secure the effects desired. Even if he is not detailed for stone duty the sub-editor must have knowledge correctly to mark the copy

for the compositors. Let us then pass in brief review some practical points.

The varieties, or "founts," of type in use to-day are very numerous, but we are concerned only with those seen in newspapers. Types differ in thickness (i.e. points, which will presently be explained), in width ("condensed," "bold," etc.), and in character of face, for which there are almost endless designs and denominations. One point is common to all—an equal "printing height." The standard founts in newspaper setting have always been known as nonpareil, minion, brevier, bourgeois, and long primer, and are still so called in a great many offices, but the system of measurement by points has now captured practically the whole field, and all modern references are couched in that terminology. The chief types, with their old names and their point designations, are as follows—

Pearl	5 point	Small Pica	11 point
Ruby	5½ „	Pica	12 „
Nonpareil	6 „	English	14 „
Minion	7 „	Great Primer	18 „
Brevier	8 „	Paragon	20 „
Bourgeois	9 „	2 line Small Pica	22 „
Long Primer	10 „	2 line Pica	24 „

Newspaper usage practically ranges from Ruby (5½ pt.) to Pica (12 pt.), though the latter is only used for specially important news on rare occasions. Market, Stock Exchange, tabular (football and cricket results, etc.) and similar matter is set in Ruby or Nonpareil, the mass of general news in minion, with the three larger founts for the more important news and the leading articles. Pica and Small Pica is used on occasion for introductions to big stories. The smaller founts are used for small advertisements. Heavier-faced type, called in general "black" but having many kinds and names, is often seen in the more important stories.

The point system was introduced to secure absolute uniformity of measurement throughout the whole range of type. Owing to slight differences of size in founts supplied by the various typefounders printers constantly had to face difficulties in adjustment in making up pages. The same

problem was met with, for instance, in the parts of bicycles or motor-cars, which all varied with different makers. Standardization was as necessary in type as in engineering. Hence the point system. In this pica is taken as the standard at 12 points. Six picas equal 72 points or one inch (actually ·996 in.). On this system all types are now cast as multiples of the point, and it is becoming general now in newspaper offices to mark copy by points—thus instead of "minion" the mark is "7 point." The point measure is the thickness of the letter, i.e. up and down, as seen in print, and includes so much of the white above and below as belongs to the body of the line in which the letter stands.

Samples of types are appended—

5-point (Pearl)

"TALENTED."—I regret to see that vile and barbarous vocable *talented* stealing out of the newspapers into the leading reviews and most respectable publications of the day. Why not *shillinged farthinged, tenpenced*, etc.? (COLERIDGE, "Table Talk.")

6-point (Nonpareil)

"TALENTED."—I regret to see that vile and barbarous vocable *talented* stealing out of the newspapers into the leading reviews and most respectable publications of the day. Why not *shillinged, farthinged, tenpenced*, etc.? (COLERIDGE, "Table Talk.")

7-point (Minion)

"TALENTED."—I regret to see that vile and barbarous vocable *talented* stealing out of the newspapers into the leading reviews and most respectable publications of the day. Why not *shillinged, farthinged, tenpenced*, etc.? (COLERIDGE, "Table Talk.")

8-point (Brevier)

"TALENTED."—I regret to see that vile and barbarous vocable *talented* stealing out of the newspapers into the leading reviews and most respectable publications of the day. Why not *shillinged, farthinged, tenpenced*, etc.? (COLERIDGE, "Table Talk.")

9-point (Bourgeois)

"TALENTED."—I regret to see that vile and barbarous vocable *talented* stealing out of the newspapers into the leading reviews and most respectable publications of the day. Why not *shillinged, farthinged, tenpenced*, etc.? (COLERIDGE, "Table Talk.")

10-point (Long Primer)

"TALENTED."—I regret to see that vile and barbarous vocable *talented* stealing out of the newspapers into the leading reviews and most respectable publications of the day. Why not *shillinged, farthinged, tenpenced*, etc.? (COLERIDGE, "Table Talk.")

11-point (Small Pica)

"TALENTED."—I regret to see that vile and barbarous vocable *talented* stealing out of the newspapers into the leading reviews and most respectable publications of the day. Why not *shillinged, farthinged, tenpenced,* etc.? (COLERIDGE, "Table Talk.")

12-point (Pica)

"TALENTED."—I regret to see that vile and barbarous vocable *talented* stealing out of the newspapers into the leading reviews and most respectable publications of the day. Why not *shillinged, farthinged, tenpenced,* etc.? (COLERIDGE, "Table Talk.")

There is a broad distinction in the ordinary plain type faces between "modern" and "old style." Most papers are set in modern, in which all the above extracts appear, except the pica, which is old style. The distinction is quite apparent in general effect, but close examination is required to reveal the cause. The old style, or "old-face" appearance as it is called, is caused by the character of the serifs, or little flourishes of the letters, and a less rigid uniformity in letter shape. Some of the black display types have no flourishes at all and are known as sans-serifs.

Nowadays newspapers are set by machines, linotypes, intertypes, monotypes, and so on, which have greatly increased the speed of composition, and facilitated the handling of late news. The latest invention is the teletypesetter, a contrivance for automatic composition, of which a number are already in use in America, and a few in this country. The "copy" is tapped out on the keyboard of a perforating unit and the reel is fixed on the Linotype machine, which virtually repeats the tapping and converts the copy into lines of type. If this process is successful the linotype operator will become unnecessary for the particular kinds of work to which it can be applied. My space does not allow me to describe in detail these ingenious mechanisms. Those who are interested should get permission to see them at work in the newspaper office.

One or two broad rules for marking copy for the compositor may be mentioned. The type to be used has to be indicated, and in deciding this it is often necessary to estimate length. A little practice and calculation enables one to decide how much the MS. will "make," in, say, minion or bourgeois. It is soon discovered that a minion column of the paper contains, say, 1600 words, and a rapid count of copy gives the length in type. Columns vary in width in different papers and are calculated in ems. An em is the square of the letter M, and usually means pica as a standard. Thus the columns of *The Times* on all its pages but one are 14 ems wide, but the leader page preserves the paper's old width of 16 ems. Looking back to the sample quotation, the first word, "talented," is in small caps and has to be marked underneath with two short lines. The four words in italics have a single line under them. The mark for full capitals is three short lines under. At the end of the extract the names of the author and book are enclosed in parentheses. Distinct from these are square brackets, [ ], which are used to indicate an interpolation made in a quotation by the person quoting.

All kinds of devices are used by the sub-editor in the arrangement and display of his work. Paragraphs, one of the elementary forms of "breaking up" masses of copy, are becoming shorter as the demand grows for "snappy" treatment in the popular papers. Intelligent division is needed, so that breaks occur at appropriate points. Indentations, giving white spaces on the left of the column or on both sides, are used to bring crucial sentences into prominence. These vary and are usually indicated on the copy by the number of ems to the indent. Black type furnishes a still bolder form of emphasis, and big offices have a number of these types in use. Sometimes a vital point or passage is picked out and set in a "box," which is a complete border of rules, inside the column rules, enclosing the matter. Crossheads are a familiar feature in all stories. Sometimes they are centred and sometimes set flush to the column rule on the left, which is called "full out." Leads or brasses are

used to give prominence to certain portions of the type. They are strips of metal, too low to show in printing, placed between the lines of type to make more "white" and thus attract the attention of the reader. Important matter is always "leaded"; that of paramount importance is double-leaded. The leaders in *The Times* are always leaded and often the opening portions are double leaded. Delane used to keep a jealous eye on this; and if leads were not fully and properly used the printer would get a protest. In a long report it will be noticed that white pieces often appear after the cross heads. This is due to leading to emphasize significant passages. All these technical points of typography must be within the knowledge of the sub-editor.

Printers are accustomed to a system of contractions in the copy they set. It is a great time-saver to the reporter. Thus, to name only a few of the abbreviations, o = of; / = the; H.O.C. = House of Commons; Ch. o / Ex. = Chancellor of the Exchequer; P.M. = Prime Minister; P.M.G. = Postmaster-General; govt. = government; f.o.c. = from our correspondent.

Proof Reading.

One of the jobs that falls to the lot of the ordinary journalist at some time or other is the correction of proofs, though in offices of any size the "readers" constitute a separate department. Anybody who has to do with print should be able to mark a proof in a workmanlike manner. To make the subject clear there are here printed side by side a corrected proof, showing all the marks, and a "clean" pull with all the corrections made. It is fair to say that the ordinary proof does not contain so many errors as are shown in this illustration; this has been set specially for the purpose of showing a large variety of marks. A brief explanation of the chief marks follows the two pages and the purpose of the markings can be traced by comparison of the marked with the corrected sheet—

A JOURNALIST HONORED

The French academy has for the first time in its long existence admitted to the highest literary honour in France a journalist who has never been anything but a journalist, who has never written a book, or entered Parliament, or composed poetry, but who has now been welcomed by the Director of that august assembly as "one of the best writers of the present generaton." Journalists have been elected *Academicians* before—such as Mm. LEMOINNE and HERVÉ, who were primarily journalists and incidentally followed other occupations; or M. CLEMENCEAU—whose place the new member is taking—who was at one time a famous journalist and later a still more famous statesman.

But M. CHAUMEIX has won the honour solely by his writings for a single newspaper. As its chief leader-writer he has contributed to the *journal des Débats* for thirty years articles of exquisite quality on politics, philosophy, and literature. Working under the pressure of daily publication he has known what it is to finish on the stroke of time words which all the world will be at liberty to criticise on the morrow, and which for him—unlike the writers of mere books—there is no chance of revising or recasting. HORACE'S prudent precept saepe stilum vertas is not advice that he can follow. He must write quickly; and what he has written may never be retraced or recalled.

Yet in these circumstances M. CHAUMEIX has produced work which has received the authoritative hall mark of literature. And indeed the difference between literature and journalism is not one of style but of circumstance, not of class but of purpose. Daily papers have another scope and reason than books. Their articles bear a direct relation to the events of the hour. They are or should be flashlights of literature turned upon contemporary history. They illumine and disappear. They throw only transient beams of enlightenment or instruction; but in the aggregate they may influence the thoughts and the actions of a generation. M. Chaumeix has deserved well of his profession; and the Académie Française has once more shown that it is not so inflexible and conventional as some of its critics proclaim.

A leader from "The Times."

TYPE AFTER CORRECTION

A Journalist Honoured

The French Academy has for the first time in its long existence admitted to the highest literary honour in France a journalist who has never been anything but a journalist, who has never written a book, or entered Parliament, or composed poetry, but who has now been welcomed by the DIRECTOR of that august assembly as "one of the best writers of the present "generation." Journalists have been elected Academicians before—such as MM. LEMOINNE and HERVE, who were primarily journalists and incidentally followed other occupations; or M. CLEMENCEAU—whose place the new member is taking—who was at one time a famous journalist and later a still more famous statesman. But M. CHAUMEIX has won the honour solely by his writings for a single newspaper. As its chief leader-writer he has contributed to the *Journal des Débats* for thirty years articles of exquisite quality on politics, philosophy, and literature. Working under the pressure of daily publication, he has known what it is to finish on the stroke of time words which all the world will be at liberty to criticize on the morrow, and which for him—unlike the writers of mere books—there is no chance of revising or recasting. HORACE'S prudent precept *saepe stilum vertas* is not advice that he can follow. He must write quickly; and what he has written may never be retraced or recalled.

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A leader from *The Times*.

"Centre" means that the spacing, or "white," on either side of the title must be equalized.

The mark on the right of the title indicates that the title line has to be re-set in 10 point Old Face Heavy type, upper and lower case—i.e. initial letters in "upper" (capitals) and the rest in lower case.

"A" with three lines underneath shows that academy must have a capital.

The sign next to the "A" (left margin) means that a space has to be inserted between "the" and "first."

In line two "existance" is corrected to substitute "e" for "a." It is usual for the reader to put a stroke after his correction mark in the margin.

In the fifth line the "w" is upside down and the mark to the left is that used to reverse a turned letter.

S.C. stands for small capitals.

Missing letters are indicated by a carat at the appropriate place and the right letter, or quotation marks, or whatever is lacking, in the margin, as shown here at the word "generation."

"Academicians" is wrongly italicized and "rom" puts it into roman type, as with the "H" in "Horace" lower down. In the opposite case three Latin words are in roman and "ital" means that they must be re-set in italics.

"Run on" means that no "break" or new paragraph is wanted, and the type must read on.

In the last line of the second paragraph "re traced" has an unnecessary gap and the mark on the right means "close up."

Between the second and third paragraphs there is too much spacing and the two marks on the right with the line right across means "delete space."

All the last paragraph has been wrongly set in 7-point type (minion). The mark down the right side of the paragraph and the writing linked to it, "reset in b'ges," implies that the paragraph has to be re-set in 9-point type (bourgeois), the reader using the old name and not the point designation. This is a matter of office usage.

Against line three of the last paragraph is the mark "ff," meaning that the double ff (cast in one piece of type) should be used instead of the separate "f's" in "difference."

Line seven is unevenly spaced and the mark on the left means equal spacing.

In line eight of the last paragraph two "metal rules," as —, have been omitted.

In the last line of the paragraph the letter "i" is marked into "crtics" and the full point after "proclaim." The last line, like the caption, is out of centre and the name of the paper is in roman instead of italics.

Those who understand type will note that the whole article though set in 9-point faced type is on a 10-point "body," giving it a white and open appearance. This effect is obtained either by placing leads or brass rules between the lines, or setting the type on a bigger body, which is often and easily done in machine composition.

The following quotation illustrates a mistake sometimes seen which must puzzle the reader—

> poignant subjects. What we saw at the Embassy Theatre last night was depressing in the extreme.
>
> It showed the effects of prolonged and grinding unempployment on a group of grinding unemployment on a group of heart, but warped and embittered by the ceaseless struggle to make ends meet. From time to time this inspissated gloom was relieved by a touch of humour, but not nearly often enough.

It is an extract from the criticism of a play in a London daily. Line five has an error in the spelling of unemployment and should have been taken out in correcting the galley and line six substituted for it. This is linotype matter, and the unit is a whole line, which is one solid piece and is known as a "slug." The printer in correcting the type left the faulty line in and substituted the re-set corrected line five for line six instead of line five. Thus the original error is left in and the sense of the passage destroyed by the mistake in the substitution. What the missing original line six said

is left to the imagination and ingenuity of the reader. This is a blunder that is easily made when galleys are corrected in a rush, and careful pressmen always check the substitution by reading the corrected matter in type to see that it "reads on."

Importance of Headlines.

It is obvious from the appearance of the modern newspaper, especially any of the "popular" character, that the headline is an important element in the journalistic economy. Even the more sober papers are yielding to the fashion, and the proportion of space allotted to headings in the chief pages is so considerable that it leads to the compression and the crowding out of news. This attention to display, as distinct from the text of the matter on which it is based, is clearly deemed to be essential. Sometimes it is legitimately related to the importance of the news; at other times it is used to create an element of sensation when in reality none exists; and yet again it is pressed into the service of "stunts" which are not "news" in the proper sense at all. But apart from its misuses and abuses, the headline has undoubtedly grown in value as a factor in "live" journalism. At any rate it is an aid to the "skimmer" of papers.

Looking back over the newspaper files of more than 300 years no orderly progress is found in the history of the headline. At one time it jumped up into prominence; but later it fell into insignificance. Phases of great journalism have not by any means been marked by headings of appropriate significance, and often the biggest news stories in the past have appeared without their aid. Students have pored over the quaint products of the press in the seventeenth century, and Heinrich Straumann in his book "Newspaper Headlines" (1934) digs out the "first real headline" in September, 1622, in the *Weekly Newes*. It consists of the whole of the front page, which is a summary in lines of the startling contents of the paper beginning: "Two Great Battailes very lately fought . . ." But our Plates I and II give still earlier examples of such "headlines," and these title pages, appearing in 1619 and 1621, show that the early journalists were not

deficient in either news sense or dramatic presentation. No progress, however, appears to have been made until long after that. The dislike of enthusiasm in the eighteenth century was reflected in formal and unexciting headings, until near its close the French Revolution had a sudden effect. The following heading in *The Times* of October 12, 1789, is described in the official history of that paper as sensational and unprecedented—

FRANCE

CONFINEMENT
of the
KING, QUEEN
and
ROYAL FAMILY
and
The Attempt to Murder the Queen

It was not followed up. On November 9, 1796, a day of important happenings, the headings were very sparing, but it must be remembered that *The Times* then comprised only four pages of folio size. The first leader, not headed at all, opened with the sentence: "We are sorry to announce the resignation of George Washington Esq. of his situation of President of the United States of America." The only headings of any size on the page conveying that news were—

PARLIAMENTARY
INTELLIGENCE

HOUSE OF LORDS

HOUSE OF COMMONS

ADDRESS OF
PRESIDENT
WASHINGTON
on his resignation

TO THE PEOPLE OF
THE UNITED STATES

There was one small double heading: "Light Horse Volunteers // of London and Westminster"; and the following single headings: "Lord Mayor's Day," "From the Paris papers"; "Law Report," and "Ship News." It was not

until 1932 that *The Times* used its first double column heading, the news subject being the British Note to America. An evening paper then remarked that the paper "gave its readers a typographical shock." Even during the Great War *The Times* adhered to single column headings, although of course these sometimes ran a long way down the column. Since the innovation of 1932 the paper has used the double column width on only a few occasions, these being of first rate importance.

But this is no criterion for the rest of the Press, which has for years past been adopting bolder and yet bolder styles. It is noteworthy that the Sunday papers for a century past have led the fashion in effective headlines. The New Journalism of the "eighties" was accompanied by one or two typographical novelties, but these were in no way comparable with the importance of the changes occurring in the methods of journalistic practice. Mr. Stanley Morison sees in the modest "cross-head" the first sign of the coming of the New Journalism, and Stead, its prophet, wrote about typographical, as well as other, changes. "Wonders will never cease," he once declared in the *Pall Mall Gazette*, "one of the morning papers has to-day adopted the device, so familiar to our readers, of breaking up the solid columns of speeches by cross-heads. The new departure is wonderful indeed—wonderful in that it should have been adopted at last and by so conservative a journal as the *Morning Post*." Attention was called to the report of Goschen's Budget speech covering eight solid columns of *The Times*, without cross-heads or even paragraphs. As a matter of fact cross-heads were not new at this date. As far back as 1828 the *Weekly Dispatch* gave cross-heads in black type in its long and lurid report of the execution of William Corder for the murder of Maria Martin in the Red Barn. Special pictures of that event were given, including one of the head of the criminal as it lay on the dissecting board!

Although Stead was indubitably right in his notions of display the papers of conservative tradition yielded very slowly to the new methods. The coming of the halfpenny

morning papers in the "nineties," and the effect of American novelties, produced rapid changes in head-lines. In this revolution *The Star*, then a bright evening pioneer, took a foremost hand. When the *Daily Express* arrived in 1900, four years after the start of the *Daily Mail*, the headline market livened up appreciably. One of the most striking innovations was the "streamer," or "banner" line right across the top of the page. Mr. R. D. Blumenfeld, in "The Press in My Time" (1933), says that he introduced this form of head-line into English journalism. Another authority says the "banner" first appeared in *The Star* in January, 1895. Mr. Blumenfeld had first-hand knowledge of American methods: he was a reporter on the *Chicago Herald* in 1884. His view is thus expressed—

> Head-lines have been the making of popular journalism. The aim of the popular newspaper is to arrest the reader's attention, stimulate his interest, and enable him to see at a glance what is most significant in the day's news. This it does by a liberal use of head-lines. But the head-line and the "streamer" especially can be abused. Let it be as startling and sensational as you like, but it must not distort news merely for sensational effects. Often it is used unintelligently, or with an unscrupulous disregard of actualities. Either it is wasted on some trivial matter that does not deserve the prominence given to it, or it is used to give currency to a sensational rumour that has no basis in fact, but which the newspaper wants to propagate for its own ends. A certain amount of exaggeration is legitimate, even necessary, but exaggeration does not mean falsification. A magnifying-glass is not the same thing as a distorting mirror. The head-line should not be used to create a wrong impression of what has happened, or to falsify news-values. Unfortunately it is constantly being misused in this way by some section of the Press of to-day.

Whatever reservations one may make on the ethics of this contention, it is a revealing statement by an editor responsible for many years for one of the liveliest of the popular papers. Mr. Blumenfeld makes a striking comparison between the journalism of the sixteenth and twentieth centuries. By the side of the sensational titles and many sub-titles of the earlier period, he says, "the headings of the yellowest of yellow newspapers of to-day are restrained." Even as late as 1689, he points out, this heading was to be found in the *True Protestant Mercury*: "News, Rare, New,

True News, Delicate, Dreadful, Horrible, Bloody News from France and Ireland, you never heard the like before." Of the existing class papers the *Morning Post* advanced first, though a good lead had been given by the morning *Standard*. Since then the *Daily Telegraph* has adopted a style in headlines nearly approximating to the "popular," but revealing a certain traditional restraint. In the Provinces the *Manchester Guardian*, the *Scotsman*, the *Birmingham Post* and others have yielded slowly to the change.

Readers of newspapers, the public, have a right to be treated fairly in this matter of headlines. Just as it is a legal offence to place a false label on goods so it is a moral offence to put misleading headlines on news. A headline should be a just indication, a narration in brief, of the real points of a story. Captions should be a reliable guide to the rapid reader in the maze of news—sometimes looking like a jig-saw puzzle in papers of ultra-modern style. The provision of the right headlines is a difficult and serious business, requiring careful, correct and intensive thinking on the part of the writer, backed by technical knowledge of the resources both of language and type. It is easy to make mistakes of fact and emphasis in the process of quick sub-editing—at times large headings on important and intricate subjects have to be produced almost in a flash. And once written and printed they go forth to myriads of readers, many of them critics with time to scan and dissect them. Defects due to such circumstances have no element of "malice," using the word in the legal sense, and the authors may well claim the charity that is "to their faults a little blind." Why should the demand be made for "live" headings on dead news; for lines of tragedy and pathos when the story is really unequal to it. If the news is "weary, stale, flat and unprofitable" why not confess the dreadful fact in drab headlines, and smaller ones, too.

This idea was embodied in a suggestion recently made by Mr. Winston Churchill in a speech at the dinner of the Newspaper Press Fund—an annual occasion on which statesmen, lawyers, literary men and even Royal personages,

have expressed their views on journalism ever since 1865, when Charles Dickens was the very competent orator. Much of journalism, said Mr. Churchill, was ephemeral, and journalists could not look too far ahead and could not be too wise. In view of its enormous daily output the British Press was really a prodigy, but there were evil as well as good effects on the public. He thought it would be a good thing if the great leaders and controllers of newspapers brought their readers up to a realization of the true proportions of news, even if it meant that there were no sensational headlines for eight or ten days at a stretch.

Rank heresy in the eyes of the journalistic "smart set," no doubt, but in my view a sane and sensible idea. Some responsible papers do it already, although there is an enormous "pull" the other way in the competition of sensational papers. A system of that sort would be a welcome relief to harassed sub-editors and a healthy tonic to readers suffering from a surfeit of factitious thrills. There is much to be said in favour of using words in their "natural and ordinary" meaning—a phrase familiar in the law courts. Judges have at times to adopt this standpoint in libel cases. An instance of this was the case fought over the headline "Student's legacy story" a few years ago. The plaintiff alleged that it meant he told a cock-and-bull story and was in effect guilty of perjury. The newspaper contended that the word "story" bore the fair and ordinary meaning of "narration" or "recital," and was in no sense disparaging to the plaintiff. In the Court of Appeal the newspaper won. Lord Justice Atkin said he thought the word merely connoted an interesting event worth narrating, and added that to treat "story" as a word of defamatory meaning would seriously restrict the vocabulary of journalists and deprive them of one of their best words.

Accuracy in fact is of course an essential. Sala makes a rather amusing criticism of Charles Dickens in this matter. He went to Russia after the Crimea to send messages on Muscovy and the Muscovites for *Household Words*, and Dickens put on them the heading "A journey due North."

He protested: "everybody knows that St. Petersburg is not by any means due north of London." But Dickens redeemed his character as a writer of headlines when Sala sent an account from Paris of Louis Napoleon's *coup d'etat*, under the title of "Liberty, Equality and Fraternity." Dickens, who cordially detested the French President, made a striking addition: "Liberty, Equality, Fraternity, and Musketry."

The importance of headlines in the newspaper's appeal and attractiveness was seized upon and exploited in America before it was realized in England on any wide scale. Mr. John L. Given gives prominence to it in "Making a Newspaper"—

> The ability to write good headings is one of a copy reader's (i.e. sub-editor's) most valuable accomplishments. In fact, a man who is unable to write ones that are more than fair cannot hold a place at the desk of a big paper, even if he can correct manuscript in a satisfactory manner; at least a third of the reporters who are made copy readers are sent back to their old places because their work in this line does not come up to the mark. The editors hold that anyone who has had a fair education can learn how to cut out errors and embellish with a little practice, and that were it not for the headings, they could employ school-teachers to perform a large part of the work inside the office. In all the large cities the demand for first-class heading writers keeps constantly a little ahead of the supply.
>
> The heading of an article is intended to call attention to it and to set forth its most prominent features, and the writer must say a great deal in a few words; the more information he can crowd in the better. And here is where the rub comes: "The column rules," in the language of the printers, "cannot be bent," and the heading must accommodate itself to space. Half the time the heading that a copy reader would like to use has to be discarded because it is too long. Always there are certain forms which have to be followed, and on papers which do not favour bill-poster type and "scares," the usual limit for the first part of the largest heading printed is 20 letters, a space counting the same as a letter, a circumstance which accounts in part for such familiar lines as "Killed Wife and Self," "Panic in Tenement," "Murder and Suicide," and "Ferryboats in Crash." Humorous headings are in high favour in many offices, and there are few managing editors who will not commend the writer of one that is especially clever. To learn how to write headings one should study the yellow journals, as they gather in most of the past masters in the art. To learn what to avoid one might with profit turn to the files of some New York paper for the years immediately preceding the War of the Rebellion, where he will find column-long stories labelled by such ambiguous announcements as "Very Important," "Latest from Europe," "Very latest."

In this way Mr. Given shows quite effectively the difficulties of the work. It would be possible to multiply examples, especially from American papers, of skill in the art of drastic abbreviation. Here is just one of the year 1932—

(*New York Times*)	(*New York Herald Tribune*)
GENEVA DELEGATES HEAR WORLD PLEAD FOR DISARMAMENT	GENEVA HEARS ARMS CUT PLEA OF 8 MILLIONS

Both headings are on the same news at the same date. The *Tribune* lines get more fact into fewer letters than those of the *Times*, and are a good example of lopping and pruning, and of the values of short words. Although they carry compression to a fine art American journalists allow prodigious depth to their headings, and so, with the brevity in the forms of expression, one gets practically the whole story in brief before the text begins.

When Stead was introducing the new methods he welcomed a kindred spirit in T. P. O'Connor, who in the "Confession of Faith" with which he opened his *Star*, renounced the "verbose and prolix" articles of the journalism then in fashion, and promised to present men and women as they were—"living, breathing, in blushes or in tears, and not merely by the dead words that they utter." Applying the then new device of the interview to his colleague Stead asked "T.P." if he proposed to imitate the American papers. The editor of the *Star* replied: "I am not a believer in half a column of headlines, because I think they are merely a waste of space, but in many respects the American paper will be my model." It fell to the lot of the brilliant sub-editors who produced the *Star* to make it a daring innovator in this very matter of headlines. An editor finds it hard to resist the initiative of clever subordinates.

One instance of *Star* originality is worth recalling. A deaf man appealed for exemption from war service, and the military representative opposed, saying that a deaf

battalion was quite as possible as the "bantam battalions" just formed. The heading on this was:—

DEAF OR GLORY BOYS
EAR TRUMPETER, WHAT ARE YOU SOUNDING NOW?

Most people are interested in newspapers nowadays and one often hears opinions expressed, sometimes adverse and cutting, on the ways of the journalist. I have heard more talk of this kind centre on headlines than on any other component of the paper. The majority of readers, unversed in the subtleties of journalistic practice, undoubtedly desire honest headlines. At the risk of a little repetition I will indicate my contention that a heading's *raison d'être* is to express clearly the main theme of a story. If the theme is serious the heading should be in harmony; and likewise if the theme be light. My advice to the novice is to aim at a sound, attractive subject heading which does not strain the content of a story, but reveals at a glance its real character and purpose. Do not exaggerate; do not minimize.

It is a satisfaction to work for a paper that has this rule of conduct. One day during the railway troubles of 1919 I had to sub-edit the report of the settlement. My heading attracted the special notice of the *Railway Review*, the organ of the men. Under the title "A change in headlines" this paper quoted our head and made comment as follows—

RAILWAY CRISIS OVER.

UNION DEMANDS CONCEDED BY THE COMPANIES.

This is such a pleasing novelty in head lines that we cannot forbear drawing attention to the first case which has come under our notice where head lines have openly and honestly stated that a Trade Union request has been conceded by employers. No matter what degree of success railwaymen have won in their struggles, and no matter how far managers or directors have been compelled to climb down, pressmen could never bring themselves to announce the result in any other terms but these:

THE RAILWAY SETTLEMENT.
COMPANIES' TERMS ACCEPTED.

The new head line marks a new era.

What may be called the freak heading lays stress on some sensational or spicy point which may have nothing whatever to do with the real purport of the story at all. At the other extreme is the so-called "label" head. Such, for instance, would be a top line "Foreign Affairs" put on the story of the Stresa Conference. There are of course in many papers "label" headings that are useful, and become regular sign-posts to readers—such as Broadcasting; Parliament; Finance and Commerce, the Weather, Law Report, The Courts. These vary in different papers, but their function is useful. But it must be observed that they appear in the distant or "away" pages; and the stories on the main news pages all have their dynamic topical lines, for mere formal "labels," being too vague and general, would not be tolerated there. The popular papers have scarcely any use for "labels" at all. With them Parliament, for instance, is disposed of in a descriptive sketch, carrying live headings, and there is neither "label" head nor formal report.

Language and syntax have suffered many affronts and assaults in the process of putting "pep" into head-lines. The startling metaphor of the line "Bishop flays modern girl" arrived because "condemn" or "criticize" were too long to get into the space available.

Some of the latest American samples are amusing. The following are taken from various reports of the trial of Hauptmann in the Lindbergh kidnapping case, which caused a remarkable sensation throughout the United States—

ANNE'S STORY ON STAND PUTS BRUNO NEAR CHAIR

COURTROOM HAILS LINDY, CONFOUNDING REILLY

REILLY, LIKE OWL, CLAWS AT EAGLE; BUT LINDBERGH SOARS TO SAFETY

HAUPTMANN'S FACE PURPLE AS COLONEL IDENTIFIES HIM

LINDY FREEZES REILLY FIRE

One of the choicest tit-bits from America that I have seen was quoted by "Janus" in the *Spectator*. Queen Mary's motor-car broke down near Cambridge and the Queen was driven on to that town in the passing car of a private motorist. Imaginative reports of the incident appeared in the American papers and the headlines in the New York *Herald-Tribune* were as follows—

PERCY TITMOUS PLAYS LAUNCELOT
TO QUEEN MARY IN DIRE DISTRESS

MOTORIZED KNIGHT COMES UPON HIS LIEGE LADY IN BROKEN DOWN LIMOUSINE AND WHEELS HIS TRUSTY SEDAN ABOUT IN DASH FOR CAMBRIDGE TOWN

It is not often that one meets with these rather staggering creations. On the whole the vogue of the short word is to be welcomed; it consorts with the general speeding-up of life. Take as random examples the following: crash or smash instead of accident or collision; foe for enemy; wed for marry; Red for Bolshevist; axe for economy in expenditure; workless for unemployed; wage cut for wage reduction. "Rumour quashed" I have just seen for "Rumour contradicted." Long words are the bane of the sub-editor; and if this means a return to Anglo-Saxon words so much the better. The Postmaster General (always the P.M.G. in the headline) has just sanctioned a new word which will tax the ingenuity of the word-cutter—"telecommunications." Men with short names stand the best chance in headings: Foch and Haig are much more acceptable than Hindenburg and Ludendorff. The late Sir Laming Worthington-Evans appeared in papers that did not mind taking liberties as "Worthy," the nickname by which he was known to his friends; G.O.M. was a handy substitute for Gladstone; and Lloyd George is frequently cited with the diminutive Ll. To adapt the familiar phrase of the Savoy, the task of the sub-editor is to make "the sentiment fit the line," and many curious results are achieved. Occasionally a heading becomes a string of nouns —known as an agglutinate—and verbs and adjectives are

completely neglected: "Liner Mail-bag theft hunt surprise."

The writer has to work to exact limits of type. Head-line charts are used, showing the maximum number of units in every kind of type available, and grading the various recognized captions of all sizes and styles as A, B, C, and so on, in order of importance, down perhaps to J for the little single head on a twelve-line paragraph at the bottom of the column. The difficulty of getting the exact fit accounts for transpositions and phrase-forms that may look a little strange. Here is an example—

JESTS OF THE LORD
CHIEF JUSTICE

NEW NAME FOR A
LAW SOCIETY

BEAUTIFUL BEACONS
OF BRIGHTON

The Lord Chief Justice had suggested in a speech at the annual dinner of the Sussex Law Society that the society should be known as "Brighton's Beautiful Beacons." Why was the actual phrase used by the speaker turned round in the last line of the heading? It was because the largest number of units in that type was 17 and the two words "Brighton's Beautiful" ran to 20. It was clearly necessary to get it in the heading, hence the twist given to it.

In condemning the heavy head-lines of the past it is only fair to remember that the writers often worked under a tyranny of rules. I have heard of a paper that would not tolerate "taxi-cab" for a long time, insisting on "taximeter cabriolet"; and I have had personal experience of the difficulties caused by a ban on "tram" and "bus." Not a "tramcar," but "tramway car," and always "omnibus." These old-fashioned prohibitions have now perished in nearly all offices.

An instance of awkward limitation was recently furnished in *The Times*. It was when all the discussion and protest occurred about Dr. Jacks preaching in Liverpool Cathedral. The heading appeared, "Unitarian Sermons in Cathedrals," and the Bishop of Liverpool wrote to say that it suggested, what he was sure was not intended, that Dr. Jacks preached Unitarianism in the Cathedral. The editor's footnote to the letter was: "There was certainly no intention to suggest by the heading that Unitarianism was preached in Liverpool Cathedral. In its necessarily abbreviated space, the heading was meant merely to serve as a broad indication of the subject of the article—the presence of Unitarian preachers in Cathedral pulpits."

There is also a peril in the composite heading. When the banner is on one subject and the line immediately beneath is on another, sometimes the contact is amusing, as in this case—

DINNER TIME AT THE ZOO
THE POPE BROADCASTS

Of course the rules would show the application of each heading to its own story, but the broad effect was inescapable.

The writing of the headline is the last thing the sub-editor does; it is the finishing touch. He has reduced a mass of copy to orderly proportions and seized all its points and possibilities. Here is the heading on an exciting story—

RIOTING AND FLAMES IN DARTMOOR PRISON
100 CONVICTS IN REVOLT

OFFICES FIRED: RECORDS BURNT: STORES LOOTED

SURRENDER AFTER POLICE TRUNCHEON CHARGE

GOVERNOR'S NARROW ESCAPE

After this, the main heading, come two or three introductory paragraphs and then the correspondent's descriptive

message. Between the intro. and the message a double heading has to be placed, freshly based on points not in the big head. Then cross-heads, double and single, have to be sprinkled throughout the long narrative, each one bringing out a new fact, and throughout duplication of words and phrases has to be strictly avoided. Not an easy task, as the learner soon finds. The "spread-over" stories so often seen in popular papers involve quite a complication of head-lines; in a famous crime trial I counted as many as seven separate top headings on the opening and the continuations.

Below are three sets of headings selected to show how the viewpoints of papers produce contrasted tones and effects. The first column is taken from *The Times*, which is consistently restrained in its treatment of news; and the second column contains the *Daily Telegraph* headings, showing a more dramatic style. The reports were very similar in both papers, and the strong contrast is due entirely to the choice of points and wording in the heads—

LEVEL-CROSSING ACCIDENT — RAILWAYMEN'S EVIDENCE AT INQUIRY	SIGNALMAN'S 'STOP HIM' CRY — INQUIRY INTO LEVEL CROSSING TRAGEDY — COMPANY'S TRIBUTE TO MEN WHO DIED
CROYDON GOLD THEFT — STORY OF ALLEGED PLOT — THREE MEN CHARGED	GOLD RAID STORY "LIKE EDGAR WALLACE NOVEL" — ALLEGED 4 A.M. TAXI DASH THROUGH LONDON — COMPLAINT OF THREATS TO WITNESS
DEATH OF MISS MAY ETHERIDGE — ACCIDENTAL OVERDOSE OF NARCOTIC	TRAGEDY OF DIVORCED DUCHESS — FORMER GAIETY GIRL'S DEATH FROM OVERDOSE OF SLEEPING DRAUGHT — CORONER'S COMMENTS ON ABSENCE OF MAN FRIEND

A recent interesting demonstration of radio-telephony gave an opportunity for a little artistry in head-lines. Members of the Oversea League, sitting at luncheon in London, and members of the Imperial Press Conference, at lunch in Cape Town, addressed each other as if they were in the same hall. Here are head-line impressions, respectively from *The Times* and *Daily Telegraph*—

VOICES ACROSS THE SEA	LUNCH CHAT OVER 5000 MILES
"RADIO-TELEPHONIC" LUNCHEON	LONDON SPEECHES IN CAPE TOWN
SPEECHES IN LONDON AND S. AFRICA	P.M.G. FORESEES A TELEVISED SUMMER

There is scope for epigram and humour in headlines. A family named Hill in Nottinghamshire had the remarkable aggregate of 722 years for nine of them: heading "Old as the Hills." Mr. H. J. C. Cust, M.P., one-time editor of the *Pall Mall Gazette*, found it hard, though a brilliant man, to get his headings and the title of the leader was always the last line set. One original last desperate thought caused general amusement: "The Coisoned Pup." On the stroke of time one night the boy dashed into the composing room with the usual scrap of paper, and it bore the words "Can't Think of a Title." It was printed thus. Perhaps some of my readers may care to have a shot at a headline for the following paragraph seriously sent in by a local correspondent: "The funeral of Mr. —— took place at —— yesterday, in the presence of a large assembly. As the coffin was being lowered into the grave the rope broke and the body fell to the bottom with a dull sickening thud. This unfortunate incident cast a gloom over the whole proceedings." This is my favourite version of an old story, which may be new to some readers. Here is a pun from a publicity agent: "Drink more goat's milk. Lancashire Goat Society butts in." A more refined heading, light but not necessarily humorous, was: "Bach as a tonic. Duchess of Atholl at the piano."

In the *Newspaper World* not long ago a correspondent put on record a whole series of titles given to the following paragraph: "Occupiers of houses on the sea front have been asked by the Hythe Town Council not to expose washing in view of the promenade." Here was an opening for a snappy heading, and the examples were taken from a wide range of papers. They included—

What are the Wild "Wives" Saying?

Just a line from Hythe—But not a Washing Line.

Washing Linen in Public.

Lingerie in the Wrong Place.

Seaside Susceptibilities Shocked.

Hythe Washes Out Washing.

Clothes Line Veto.

Discretion is the Better Part of Laundry.

No More Lingerie Displays—"Wash Out" Order at Hythe.

Where Lingerie Will No Longer Linger.

Washing Not to be on View.

No more Lingerie to be Seen at Hythe.

If there is to be punning in a headline it must be of first-rate quality. That brilliant joker Theodore Hook, in a warning to the youth of both sexes of the perils of the practice, said: "Admitting the viciousness, the felonious sinfulness of punning, it is to be apprehended that the liberty of the pun is like the liberty of the Press, which, says the patriot, is like the air, and if we have it not we cannot breathe. Therefore, seeing that it is quite impossible to put down punning, the next best thing we can do is to regulate it, in the way they regulate peccadilloes in Paris, and teach men to commit punnery as Cæsar died and Frenchmen dissipate—with decency."

It is really impossible to suit all tastes, and it is very easy to offend susceptibilities. A protest in the *Manchester Guardian* has all the accent of reason—

It has been complained at a Bible Society meeting that the Press, and particularly the London Press, is too ready to use startling headlines

when it can extract "some glaring sentence from a bishop or a dean and give his remarks a meaning never intended by the speaker." But at that very same meeting a most authentic dean was later reported as saying: "I don't believe in the Flood," and then proceeding to cast some doubt on the existence of "Mr. Noah." What is one to do with remarks of that kind? They simply howl aloud for "Dean's Daring Denial" or "Noah a Nonentity."

With one more actual sample I will complete this section on headlines. It is taken from the *Daily Telegraph* on the day this is written and is worth study as an excellent specimen of a "newsy" heading, getting in all the essential points of the Budget. The triple device in the middle is a clever way of bringing out features—

£10,525,000 RELIEFS IN THE BUDGET

CHANCELLOR'S CONCESSIONS FOR SMALL TAXPAYER

9d in Pound Reduction For 2,250,000	£20 Higher Allowance For Married Men	Larger Allowances For Children

ENTERTAINMENT TAX ABOLISHED FOR CHEAPER SEATS: PAY CUTS RESTORED

HEAVY OIL TAX INCREASED TO 8D.

Paper and Page-planning.

The art of make-up, the term used to describe the ordering of the newspaper's pages and the arrangement and display of their contents, is one of the latest developments of modern journalism. It is not yet by any means universal. In many leading papers it is seriously and thoroughly practised in all its elaborations; in a larger number the general lines of a system are adopted; and in the remainder no very

great trouble is taken about it. As yet it is comparatively new to journalists in general, and is now moving from the stage of novelty into general adoption. Being a subject specially within the province of the chiefs of staffs it does not directly concern the rank and file of journalists, but it is growing in importance, and young journalists who have the ambition to rise to the higher posts do well to study it.

Citadels of Victorian solidity in the daily paper field have nearly all capitulated to the new order and very many weekly papers of the brighter kind are paying attention to it. In former days the printer, as I have noted, was the maker-up. This is not surprising when it is remembered that printers were often proprietors. Edward Cave, printer, of St. John's Gate, Clerkenwell, in 1731 founded and edited the *Gentleman's Magazine*; John Walter, printer and bookseller, started and conducted *The Times* fifty years afterwards. In those days the writing, printing and publishing was often done by one man. What the proprietor ordained the editor concurred in and the printer carried out, and the co-operative principle of "each for all and all for each" was easy of fulfilment. But as papers grew proprietors became a separate class and employed editors and printers. Even then the printer stood for a long time the autocrat of the press room. When in the preparation of the paper it was time to begin putting the columns of type together to make pages he would take whatever galleys (metal frames containing the type up to a column in length) were ready, irrespective of the merit of the matter and unhampered by the fads and fancies of a later time. There was a rough justice in this method of "slinging columns together," as it has been called, because the later news could not be set early and could not therefore be buried in the less important pages, assuming that in those days any preference was given to late news and some pages were regarded as more important than others. This system of taking whatever type was corrected and ready, without any reservations as to chosen positions, and locking it up, produced pages of ill-assorted matter. So great was

the head printer's authority in some offices that I have heard of one who refused to set any more copy because he had enough to fill the paper.

When he accepted the post of editor of the *Morning Advertiser*, a good many years ago, Mr. Hamilton Fyfe came into conflict with this state of things on attempting to modernize certain features. He thus records the crisis—

> One battle I had to fight immediately was with the Master Printer. He had been the despot of the office. He gave out that he was not going to take orders from any editor. He had been accustomed to decide where news should go, what importance should be given to it by headings and position. He was in the habit of telling the sub-editors to stop sending him copy (when he had as much as he could put into type before the paper went to press). His manner was truculent. Evidently he did not mean to surrender his authority without a struggle. The struggle came one night when he marched in to me and announced that he didn't want any more copy. I told him news of importance was still being subbed. He wouldn't take it, he blustered. He'd got too much already. Down on my desk he threw a bundle of sheets that he declined to set. I caught his eye and held it. "You will pick that up, Mr. ———," I said calmly, "and you will set it, with whatever else I mark 'must.' Go now, please, I'm busy." He broke out into angry remonstrance. He became abusive. Then I said, quite calmly, not standing up, but lolling back in my chair: "If you don't get out, Mr. ———, I shall have you put out, and then I shall throw you downstairs." He looked at me in amazement. He went. The next time I saw him, I spoke to him in the usual friendly way. He replied in the same tone. I never had any more trouble with him.

With the increase in the efficiency and readability of papers, the busy man with no time to wade through masses of solid matter presented without any order and sequence, began to receive attention, and the necessity was realized of so arranging the contents that subjects could easily be found. Hence the pages were made in order and the stories marched in tune. Beyond this effort to let the reader know where to find what he wanted without difficulty there was another motive characteristic of the later journalism—the assortment, placing and display of news with a differentiation of emphasis. This obviously gave wide scope for variation as between newspapers of different types, with strongly contrasted points of view. When these ideas were taking shape Kennedy Jones took his first responsible position in

Glasgow, and had his first taste, so he tells us, "of that most fascinating task, playing with type."

Northcliffe always gave much attention to the matter of make-up. He once laid it down that in every issue of his papers there must be the element of surprise. His freshness and alertness, his positive genius for successful publicity, gave distinction to the organs he inspired and controlled. With the impetus he imparted the *Daily Mail* became the leader in the new display movement, which undoubtedly derived stimulus from America.

Some of the resultant extravagances, however, were too strong for the palate of the sober English reader. It doubtless seemed incredible to him, or her, that there was really a first-class news sensation every day, though the ultra-modern maker-up proceeds on the assumption that there is—or at least in his judgment there must be. If the actual news is not up to sample then the daily flutter must be manufactured; hence what in newspaper parlance is known as the "machine-made splash." Elements of mystery and excitement are magnified in commonplace stories by skilful writing-up and are adequately "featured" in the scheme of make-up, designed to thrill, shock, or amuse the million. On this basis the pace is continually forced by competition in sensation-mongering and often fictitious news values are given to satisfy the demand. All the time the papers that stick to the facts and refuse to distort or exaggerate, either by writing or display, jog along with the smaller circulations.

It is of course true that the format of a newspaper is its "shop-window," and the "goods" must be displayed to the best advantage. Modern practice varies tremendously in the doing of it. Among journalists the conflicting systems are the subject of controversy. The keen, thoroughly "up-to-date" man cherishes a feeling of pity for his staid and sober colleague and judges him wanting in news instinct and a sense of the drama of life because he adheres to the more orthodox and conventional methods of news writing and presentation. But how to dress the window? The popular papers, with their bold headlines, page-wide

streamers, photographic insets of all shapes and sizes, boxes, cut-offs, tortuous type patterns, and tremendous typographical insistence on the one great story, of course believe that theirs is the best selling method. Against this, the class papers believe that educated and thinking people prefer an unvarnished tale and authentic realism, and that these in the long run succeed best in building up permanent circulation. It cannot be denied that the conservative school has moved towards stronger typographical display and more effective make-up. The double column heading, for instance, has won its way into the solid papers, after a struggle, and the longer reports those papers give, in comparison with the popular papers, are now variegated and relieved by cross-heads, indentations and occasional black type passages.

A very good illustration of the two methods was afforded in a recent by-election. The young son of a prominent politician received powerful backing in his attack on a Government seat. With a daily reiteration that became tiresome, by every device of newspaper publicity in the way of large type and exaggerated statements of a one-sided character, this young man was presented to the constituency as a new Pitt. The make-up of the main page was sacrificed daily to a spate of adjectival exuberance on his behalf and news of much greater importance was jettisoned altogether or relegated to less important pages. Other papers treated this election incident—it was nothing more—at its proper news value, working it into the general scheme of make-up and handling the affair without the hysteria displayed by the organ which was "running" the candidate.

Herein is seen the danger of the "stunt" or "splash" form of make-up. Over-emphasis destroys balance and perspective, and the continual use of such methods leaves no superlatives for the really big story, such as the outbreak of war, the death of a king, another Titanic disaster, a railway smash or a mine accident. It is on the big occasion that the measured and temperate papers score, having plenty in reserve to mark the story as being of first-class importance. Their make-up is more elastic and the em-

phasis they can give on legitimate occasion is an asset which is all the more valuable because sparingly used.

The main effect to aim at should be just proportion and balance. Although the ordinary reader may scarcely be conscious of it a badly-balanced paper irritates him and he cannot quite place the source of his annoyance. He feels that something is wrong—perhaps an unduly long report, or too strong an emphasis on a trifle, or more probably the silly "sob-stuff" that is given in the mistaken belief that a story is being "humanized." If only the facts were allowed to tell the story without embroidery it would help to maintain the all-important sense of balance. Some papers give the impression that the news has been poured into the pages without regard to the result. At times one will see a sordid inquest story sandwiched between a dog show and a Church Congress, or the snappy comments of a judge on modern life next to a seasoned article on the monetary system. This certainly makes for variety and brightness and gives piquancy to the page. The eye of the reader is not strained by long, unrelieved stretches of close type, but the variety becomes disconcerting to those who do not like their daily news administered in jerky, homœopathic doses. Such readers prefer the papers where the make-up editor favours classification, and groups the news in well-defined areas. If their interests lie in home, foreign, political or financial information they know where to find what they most want to read. Both these main styles of make-up are effective in their way and the public is the final arbiter.

One of the makers of a popular paper conceived it in terms of a well-selected and balanced menu, with the various dishes arranged to afford the maximum of variety and contrast, the light dishes being duly proportioned to the heavy. On the other hand he held strongly to the view that in the most crowded paper it was a great mistake to cut your best story and the minor stories should be sacrificed first. Here is a debatable point. If you let one big story "run," to the exclusion of some or many of the smaller ones, what about variety and completeness of interest? On the

other hand the dominating story is everybody's story. Bernard Falk, in his amusing volume "He laughed in Fleet Street," writes how William Colley, when he was chief sub-editor of the *Evening News*, would "in the twinkling of an eye have the main story on the front page changed for something later and better. I have known him have out to the printers in twelve minutes a leaded column with headings complete."

When I was "subbing" on the now-defunct morning *Standard* twenty-five years ago, Colley was chief there, and I had personal experience of his resource and readiness to help a colleague. There had been a break in Wall Street and I was wrestling with a cablegram from our New York financial correspondent. I was on late duty and it was getting near the time for the second edition. Colley had his hat and coat on ready to catch his train in a few minutes, but he stayed to glance through the message, and suggested how an addition recalling the historic "Black Friday" in Wall Street and one or two other extra touches would make the story strong enough for the top of a column on the main page. "Black Friday" proved a very useful "tag" then, and doubtless has more than once since to a harassed sub-editor. The incident brings out one of the virtues of journalists, their spirit of mutual helpfulness.

That there is a limit to the livening-up process was recognized by Northcliffe. Once he declared: "Our best news is often buried through sub-editorial slackness, or want of judgment or vision. . . . Don't forget the women. Always have one women's story at the top on all the main news pages of your paper. I am afraid our paper was getting stodgy again after the War. We have got it on the right lines now (1921) and have gone to about the limit of brightness. Be bright but dignified. . . . Make the paper a happy one, fresh and free from dullness, and with plenty of contrast in the news. Sometimes we have been so dull and respectable that you would think Britain was going to the dogs, which it ain't." Northcliffe insisted on the paper that is "different," i.e. with a big news feature distinct from

all the other papers. He was never pleased when his paper opened with the same story as the other London papers. The latest expression of ideals is furnished in an advertisement just now published: "Lay-out man wanted. Clean, dominant technique that sings out of the paper."

Who are the men responsible for this particular part of the production of the paper? In the smaller daily offices in the provinces the chief sub-editor does it. As the news passes through his room to the printer he draws up piece by piece his plan of the paper, by filling in the stories that are to top the columns, on a "dummy," which is a miniature set of blank sheets, to the number of pages the paper is to be composed of. These sheets, empty except for the printed rules to show the columns, are fastened together like a booklet, and this becomes as it is gradually filled up the standard of reference for the make-up. The chief sub-editor sends the necessary instructions to the printer for the placing of matter in the earlier pages, and when the late pages have to be dealt with he goes out to the composing room himself and works directly with the men on the stone. Even in big London offices years ago this system was in vogue. Kennedy Jones defined the duties of the chief sub-editor thus: "He stands between the editorial rooms and the composing room; when the hour strikes he goes among the compositors and 'makes-up' the paper." Written sixteen years ago that is out of date as far as many London papers are concerned. The chief sub-editor is of course consulted about the disposition of the stories he has handled, because he knows their respective values; and individual sub-editors are frequently expected to assist at the stone in getting together stories which they have prepared, and of which they therefore have "the hang."

But the responsible man in these matters is the night-editor. (There is a little variation in names in some offices, but I will stick to that title). Let us note with some little care the functions of this artist in type, this disposer of designs, this gourmet in news dishes. At the risk of multiplying metaphors the place of the night-editor may be

explained in military terms. The editor-in-chief is in charge of strategy, exercises generalship and schemes the campaign; the night-editor is concerned with tactics, the array of forces in actual contact with the enemy. He disposes to the greatest advantage of the resources provided by the rest of the staff. Starting with the editorial conference in the afternoon, at which, as we have noted in another chapter, all the news and features of the day are surveyed, he gets a grip of his supplies and then proceeds to visualize the pages he has to construct from that material. The sub-editor thinks in columns; the night-editor thinks in pages. With a trained eye for effect in the use of type and the placing of stories, he pictures the ensemble he intends to obtain. On an ordinary night the "lead" of the paper, i.e. the news story which is to have the place of honour, becomes obvious when the conference discusses the schedule, and the chief stories and features fall naturally and easily into their proper positions in a paper that has a recognized system of arrangement. But between the afternoon conference and the time for going to press—when the paper is "put to bed"—some big event may occur which overshadows the proposed "lead," and demands the premier place. This means a re-planning of the main page, with repercussions in other pages, and if the important fresh news is late it becomes a rush job and a race against time to get to the foundry at the scheduled minute.

It is in the handling of the unexpected that a night-editor's reputation is made or marred. If a strong story suddenly "breaks," as we term it, his lay-out, perhaps pretty well advanced, is completely upset and with an anxious eye on the clock he has to plan anew, dove-tailing the fresh story into his scheme with due regard to its news value, and, should the story be of a political nature, its relation to the policy of the paper. After the conference the night-editor's work becomes almost entirely individual. In preparing his "dummy" he has a consultation with the advertising manager to decide the placing of the display advertisements throughout the news pages. That done he begins to plan

his make-up for the several pages that can be got away early. Some of these are largely sectionalized and cause no trouble. Two pages, for instance, may be monopolized by sport and others will contain standard features such as book reviews, women's interests and so on. As these pages generally remain undisturbed throughout the "run," i.e. the printing of the paper on the big rotary presses, care is taken to make them as perfect and attractive as possible. Quite a magazine effect is obtained by the artistic use of rules and ornaments, by balance and the introduction of sketches and specially designed headings. The make-up of such pages is a real work of art, and they give a pleasant contrast to the more solid appearance of pages containing nothing but "hard news." One instruction familiar to the men on the stone is "above the fold," meaning that the matter in question has to go into the top half of the page, which is regarded as the more valuable reading place.

As the night wears on the early pages are got rid of to clear the foundry for the final rush. Everything is speeded up. The comparative deliberation of earlier hours gives place to real pressure. As the proofs of set and corrected matter pile on his desk the night-editor makes his selection and prepares his "dummy," duplicate pages from which go to the men who handle the type. In the intervals he takes a turn round the stones to see how the plans are working out, to make any little necessary adjustments, to cut a little or add a little to get the fit, and then to scan hastily and pass the "blanket proofs" of pages before they go to the foundry. The "blanket" is a proof of a full page pulled on a big hand press for a quick revision before the forme is sent on. Time is running short, and, leaving an odd page or two for his assistant to hurry along, the night-editor concentrates on the main page. There are headings to look after and many quick cuts to be made, for there is always too much type, and columns are not to be stretched. To trim a story in the actual type without spoiling it, when every second of time is important, is one of the trying jobs that demand a cool head and a quick mind. The work in

the composing room in the last moments is one of the best possible examples of concentration on a common purpose, and effective co-operative effort. The hydraulic presses and the molten metal are ready in the foundry for the last page of all, to which busy skilful hands are putting the last touches; the giant presses in the basements are waiting. At last, when he scans the final "blanket" and passes the page, the night-editor's job is done; the forme slides away, a whistle blows in the composing room, the clicking of the linotypes is stilled and for the moment all tension is relieved —the paper has gone to press.

Not yet, in the words of Kipling, is "the morning calm that follows the midnight stress." The roar and rumble of the machines is heard as the first edition is printed; and the night-editor relegates his control to deputies who begin at once to prepare succeeding editions. News flows in and has to be got in. This means the trimming down of first edition stories to make room, and often the reduction of big headlines to give place at the top for fresh news. This goes on for hours. Assuming that the first edition goes to press at 11.30 p.m. there will be a London edition somewhere about 1 a.m., and perhaps two more editions, until perhaps at 4 a.m. the last sub-editor leaves the office, there are no more changes and the machines complete their tale of hundreds of thousands or of millions. Times vary, and some papers keep watch to still later hours.

The work of the night editor and his staff is judged "the morning after" by the paper produced, in comparison with rival sheets. The prime qualification for the job is a sure judgment of news, conditioned in the popular press by attention to the tastes and foibles of the constituency catered for—and of the proprietors—and in the more weighty press by the real worth of the news itself, apart from merely surface value. Speaking of the Press as a whole, without any invidious distinctions, the night-editor has always to strive to make his paper excel in completeness, attractiveness and superiority of news services.

To quote Bernard Falk's memoirs, an instance may be

given which exhibits the faculty of prevision and incidentally the canniness of the Scot—

> On Friday morning, May 6, 1910, the *Daily Mail*, and all the other "dailies," contained the official news of King Edward's illness. Andrew Caird, then night editor of the *Mail*, had formed the unwavering conviction that the King would die that same Friday evening, and, on that assumption, proceeded to produce a stand-by "death" edition, simultaneously with the ordinary edition. After each page for the ordinary edition was moulded [i.e. an impression taken for making the stereotype plates] he had a different one cast for use, in the eventuality of the King dying, which, he was mournfully certain, would happen. At 11.45 p.m. the news was flashed through that King Edward was no more, and, with practically no delay, the "death" pages, already prepared, went on the machines, followed by the main page into which the actual announcement of His Majesty's passing had been dropped. There was an explanatory note that the other matter, Imperial and world hopes for the King's recovery, had been received prior to the news of his death. That almost as soon as King Edward had died the *Daily Mail* should be able to go to press, with a paper completely modelled in the sense of that momentous news, was a notable instance of preparation and instinct serving journalistic ends.

Knighted for his services in the British War Mission to the United States in 1917–18, Caird was one of the many Scotsmen holding responsible posts under Northcliffe, who, in introducing him to the firm of J. P. Morgan in New York, observed: "One of the Scotsmen I employ in London to prevent me from spending too much money."

It would involve us in too many technicalities to describe at all fully the enormous amount of detail that has to be watched by the maker-up. A few indications must suffice. In elaborate systems there are always many "run-over" stories, requiring all sorts of cross-references, such as "continued on page —." The correctness of these lines has to be carefully checked, especially when page plans have to be altered. When late additions to a big story are embodied introductions written earlier have to be amended, often at the last minute, and headlines correspondingly changed. If the latest news gives no time for these alterations it is put in the blank space reserved for "stop press news," known in the office as the "fudge." Then in the next edition the late news is incorporated in the main story and the necessary adaptations made.

One of the commonest mistakes is to cut out a part of a story and not to delete a line in the heading referring to it. Readers are sometimes puzzled by failure to find any reference in an article to something proclaimed in the heading. This is due to a failure in the maker-up. Joseph Pulitzer, whose duel with Hearst in the development of the New York press is a sensational chapter in transatlantic journalism, kept a close eye on all these points, and, like Northcliffe, drenched his editors with constant showers of pungent criticism. One day we find Pulitzer remarking, in his *communiqué* to Charles M. Lincoln, managing editor of the *New York World*: "On page 15 the headline says 'Shepard for Senate boomed by Osborne,' yet not a word that Osborne is reported as saying confirms this headline." Again, agreeing with Northcliffe, Pulitzer says: "What is the one distinctive feature, fight, crusade, public service, or big exclusive? No paper can be great, in my opinion, if it depends simply upon the hand-to-mouth idea; news coming in anyhow. One big distinctive feature every day at least. One striking feature each issue should contain, prepared before, not left to chance."

One of the most persistent blemishes is the "double," which is giving two accounts of an event in the same issue. A good memory and a keen eye are needed to prevent what never fails to draw a letter from the "constant reader." Some amusing effects are at times produced by the mixing up of paragraphs. An addition to a story is sent out some time after the first copy, and the two portions have to be put together by the printer, or "pressman," who handles the type on the stone. In the rush he may add a few lines of type to the wrong piece. Sometimes the result is funny; but at others it is dangerous, because of libel risks. The placing of a portrait in the wrong story may be libellous. In a recent issue of a leading daily I noticed a short report about the Royal show, tacked on to which at the end was a paragraph about the stopping of a funeral by the police. Very curious to the layman; but quite understandable to the journalist. In another paper was an article on the

German Naval Demands, led off with a short note by "our diplomatic correspondent" in large type. This note was repeated word for word at the bottom of the story. The duplication probably happened because the note was first sent out to appear by itself, but other news came in, and the question was written up to make a bigger show. The note was set again in larger type to lead off the whole story, but the original setting in smaller type was not "killed" and was put at the bottom as an ordinary addition. To "kill" any matter the proof is marked through heavily and the delete sign placed by it. On receipt of this marked proof the printers pick out the type and scrap it—or should do so; to neglect to kill is to lay up trouble in store.

The danger of libel in the misplacing of type was brought out in a case in Court. The notice of a dissolution of partnership appeared by error under the heading of First Meetings in Bankruptcy, and the aggrieved party got a verdict for £50 damages. A comical effect is sometimes obtained by the quite accidental contiguity of headings. In one paper some time ago the following appeared side by side—

NEW RAIL BOOM	ENGINE OFF THE RAILS
RETURN WHICH WAY YOU LIKE	PASSENGERS WALK ALONG THE LINE

A laugh is better than a writ.

The reason why such lines as "continued on p..—" and "continued at foot of next column" appear frequently is the rooted objection to sacrificing tops of columns by running solid matter over from one column to the top of another in the old-fashioned way. When there are seven columns in a page the maker-up likes the whole of their tops for new stories; thus if a story exceeds a column in length its tail has to be tucked away somewhere down a column, or if it falls at the top of a column on another page it will carry a new headline. A cardinal rule is never to sacrifice a top.

Another thing that calls for explanation is the little bits of bold type that appear on one or both sides of the title of the paper on the front page. These are called the "ears." They are not a new feature. In a "passage" of 1643 I noted a news "ear" with this quaint wording: "The King advanced // His Life Guard routed // A fight at Redding." The title page was entirely occupied by a summary of the contents of the whole paper.

One of the larger questions of policy vitally affecting make-up is the size of the paper. Some favour the small size of the daily picture papers; some the folio of the *Evening Standard*; and some the customary size of *The Times* and the other mornings. It is noteworthy that the *Star* recently reverted to the large size to which the *Evening News* has adhered. The champions of the smaller maintain that the size is handiest and best for the crowded tube, train, or omnibus. They admit that the possibilities of effective make-up are curtailed, but contend that it is a fallacy to suppose that all the best news must be crammed into the first page. Readers do not swallow the news whole, they say, but read one story at a time. Advertisers have spaces all over the paper and to distribute the news interest thoroughly is to their advantage. George Gilliat, writing as editor of the *Evening Standard* when the matter was under discussion in 1931, said: "When, on one and the same day, the Houses of Parliament are burned down, Soviet Russia reverts to monarchy, the United States are wiped out by an earthquake, and Oxford wins the Boat Race, I may find myself regretting that all these sensations cannot be fully reported on the *Evening Standard* front page. Until then I shall continue to believe that the smaller-size page offers the maximum advantage to readers and advertisers alike." For the great morning papers, however, the traditional large size will, I fancy, take a lot of displacing.

A novel and interesting brochure entitled "Reading *The Times*," issued in 1932, is one of the best indications that can be found of the importance now attached to make-up. I have not seen a similar guide issued by any other news-

paper. Its uniqueness is enforced by the appearance on the front of the coat of arms granted to the paper by the College of Heralds—the only grant of the kind so far made to a newspaper. Justifiable pride is taken by *The Times* in the orderly arrangement of its contents, and in this "guide to its make-up and practice" it is stated that "the reason why the day's news, although more fully given than elsewhere, is also more readily and rapidly accessible" is evident in "the systematic organization of its pages." Regular readers will appreciate the difference between this uniformity and the more haphazard grouping of news in the popular papers, whose constantly changing methods of display make such an orderly sequence impossible. The main idea in *The Times* is to give the most noteworthy news, the leading articles and most important letters to the Editor, a summary of all the news and an index to the whole paper in the middle pages, which are opened first by the reader who has no time for detail at the beginning of the day. Included in these central pages are short special summaries of the chief stories appearing elsewhere.

The normal sequence of contents is as follows: Opening advertisement pages; Law Report; Sport of all kinds, including the crossword puzzle; Parliament; letters to the Editor; home news; music, art, stage and films; Imperial and foreign news; main news page; leader page, with letters and a "turnover" article; second news page, obituary, and weather report; Court and personal news (not gossip), fashion and special articles, "arrangements for the day," bridge article, and on Saturdays the religious article; picture page; Finance and Commerce, including company meetings and markets; estate and other advertisements. In addition to the foregoing there is the daily broadcasting programme, Services news, and book review pages which appear in various parts of the paper, according to the necessities of the night. Other regular contents are referred to as "features" elsewhere in this book.

The *Daily Telegraph* also has a system of regular sequence, which follows this order: Advertisements; Finance, com-

pany, market, commodity and shipping news; estate news, Courts; Books of the Day; special fashions and domestic page; general news; stage, music and films; Parliament; correspondence and foreign news; Leaders, topical articles, news summary, "London Day by Day" and important letters; main news; second news page; Court and personal, obituary, wills, "to-day's events"; picture page; news; sport of all kinds; advertisements. Subject to small variations this is the consistent plan.

A reference to make-up principles in America may fitly conclude our consideration of the subject. Writing 20 years ago Mr. J. L. Given described the system in that country, which in point of time, as elsewhere remarked, gave the lead to our newspapers both in make-up and in headlines. Here is his picture:—

The rush in a morning newspaper office reaches the climax a little before one o'clock, when with the last copy sent to the printers the managing editor and the night city editor forsake the editorial rooms for the composing room and devote themselves to arranging the articles in the pages. First the editorial page is got ready. Then those devoted to news are taken up. Always in a morning paper office the first page is "made-up" last, thus permitting very late news to get a place where it will not be overlooked. In an evening paper office the financial page is arranged last, as the quotations from the exchanges are received until the latest possible moment; and because of this the page often contains important news which arrives too late to get a place on the front page. Routine news and that of little moment the managing editor has, of course, put on the inside pages. The most valuable news almost always gets the last column on the front page, which is the place of honour, partly because the newsdealers, arranging the various papers on their stands, place them in such a manner that the last column of the paper topping each pile is prominently displayed, and partly because it permits a long article to run over on the second page without a break. While arranging the pages the managing editor pays attention to symmetry as well as the worth of the various articles, and when he can he avoids placing headings that read much alike close together.

Most managing editors content themselves with deciding where the important articles shall be placed, but a few choose to direct the entire "make-up" of every page, and occasionally they are assisted in this work by the paper's owner. There is one newspaper owner in New York who almost every night visits his office to assist in this part of the making of his newspaper, and on these occasions the proofs are pasted on sheets which are laid out on the floor that he may get an idea of how the paper will look when it comes from the presses. If a story told along Park Row is to be believed, he made it a practice to walk back and

forth over the sheets while making his inspection, until one night a libellous article escaped both him and the managing editor because he kept his foot on it while they were making their examination, and, appearing in the paper, resulted in a damage suit which cost him several thousand dollars. Since then, it is said, he reads the sheets one at a time on his hands and knees, and sits on a stool to get his bird's-eye view.

The general practice in America is to make the first page a news page, but in this country many important papers adhere to the custom of advertisements on the title page. The corresponding page in *The Times* to the first page of America is the main news page on the left in the centre of the paper, which is the last page to be completed and sent to press. It will be realized that careful estimating is necessary to prevent the overcrowding of this page which is to comprise the biggest and latest news, because, all the other pages having been made up and sent to the foundry to be stereotyped, anything crowded out of it is of necessity out of the paper, and thus important news may be missed in that edition. This is one of the matters closely watched by the night editor in placing news on his secondary pages and making his reservations of big stories for the main page dealt with up to the last minute.

Great care is taken of the "formes," the technical name for the whole pages of type when locked up in a steel frame for the stereotypers to handle. When the man working on the "stone" (really a table with a thick and smooth metal top) has planed the surface of the type to get it quite level and locked it up, he tilts up the forme a little at one end to see if all the type is secure and that none of it drops, and then the heavy mass is pushed along the stone into the foundry. Strong men can lift a forme, but this is avoided because of the danger of dropping and making "pie" of it. Pie is the printing term for a confused mass of mixed-up type, which would be the result of dropping a forme on the floor. Such an event near the time of going to press would be a disaster of the first magnitude, and would of course imperil the edition. Printers in their expansive moments tell stories of such events, but they are extremely rare.

A tale is in print of Mr. Hearst, the American newspaper

proprietor, which is scarcely credible. Looking over the first page in the composing room one night he said the second story was a better one than that put first and called for the page to be re-made. The printer feared there was no time to do it, but Hearst smiled and pushed the forme off the stone, making pie of it. "Now is there time?" he asked; "there is always time to make a thing better." Only proprietors could venture to act in this rash way; the incident may, at any rate, be accepted as a proof of the high value placed on make-up by a keen journalist.

This is effectively brought out by Mr. Eric W. Allen, Dean of the School of Journalism, University of Oregon, in "Printing for the Journalist." His book, issued fifteen years after that by Mr. Given quoted above, shows how the study and practice of make-up in American offices has advanced. He deals with the "use of type in masses" and says:—

> The editor-in-chief and the proprietors of the paper think in terms of the popular psychology of the community; they analyse this and determine what qualities are called for if the paper is to achieve the kind of success they envision for it. Their conclusions are not reduced to styles and sizes of type; they are rather in terms of enterprise, force, human interest, variety, vivacity, directness, originality, emphasis, boldness, mingled in varying proportions with sanity, reasonableness, good taste, balance, traditionalism. One cannot have all these in extreme degree; they are often warring qualities. Emphasis, carried to the extreme, wars against a true sense of balance; too much variety may overstep the limits of the tradition of the paper; human interest too sentimentally conceived often violates good taste; boldness and enterprise too crudely expressed will sometimes destroy a valued reputation for sanity and reasonableness.
>
> On the other hand, some of the milder, more sophisticated qualities if carried too far in a community schooled in hectic excitement may fail to satisfy the public idea of a strong, vigorous, interesting paper. All of these qualities or any desired combination of them can, of course, be expressed in the writing and in the selection of material, but the immediate point is that they can also be impressed upon the public through the skilful use of the right typographic devices. It is the duty of the managing editor to see that the paper is given the type dress that will convey the desired impression of the paper's character. He takes an abstract idea and translates it into type forms. It should be the make-up editor's ambition and pleasure to study how this is done.

In this way Mr. Allen gives the amateur and the outsider an outline of the three processes of getting the news, writing

it, and dressing it in type. Different executive men are responsible for each; here I am dealing with the one who is in charge of the dressing department. Varying types of papers in America are cited by Mr. Allen to show divergent ideas of expression through type, as seen in styles of make-up —the conservative, the sensational, the compromise and the typical American. "It is the task of the make-up editor," he says, "to gain as soon as he can the sense of just what appearance the executives in his office are trying to give the paper, and to study the technique of interpreting their attitude in type. Day by day as the paper comes up from the presses he should test his judgment as to the degree in which the make-up has been a success—it is never completely so—and try to detect the ways in which it could have been improved by greater foresight and ingenuity."

A word of qualification is necessary concerning the precise allocation of executive responsibility for making-up in this country. In one big daily office of the "popular" type, the chief sub-editor still takes a controlling part in the work, and the night editor devotes most of his attention to questions of policy, supervision of proofs and passing headlines. In another office, where illustration is highly valued, the first consideration in planning is the lay-out of the pictures, and the text is made to fit.

CHAPTER XII

THE LAW AND THE PRESS

Everyone has a right to comment, both by word of mouth and in writing, on matters of public interest and general concern, provided he does so fairly and with an honest purpose. Such comments are not actionable, however severe in their terms, so long as the writer or speaker truly states his real opinion of the matter on which he comments. Every citizen has full freedom of speech on such subjects; but he must not abuse it.—(BLAKE ODGERS in "Libel and Slander").

Nothing is more important than that fair and full latitude of discussion should be allowed to writers upon any public matter, whether it be the conduct of a public man or the proceedings in courts of justice or in Parliament, or the publication of a scheme or literary work. But it is always left to a jury to say whether the publication has gone beyond the limits of fair comment on the subject matter discussed. A writer is not allowed to overstep those limits. —(Mr. Justice COMPTON.)

BRITISH journalism must be a hardy growth to have survived the storms of suspicion, hostility, oppression and persecution which have beat upon it during a great part of the three centuries of its existence. From the beginning it has invited the particular attention, often unwelcome and inimical, of governments, officials and judges, but in spite of all the perils incident to its development the Press in this country has emerged into a position of freedom and stability which at this time is the envy of many peoples in the world who have lost the benefits of an unfettered Press. When the first primitive hand presses were set up the chief concern of the State was to limit and control them. The new art of printing, with its widening influence on the minds of men, was deemed to be dangerous to the existing order, and the claim made as time went on to the right to criticize the acts and policies of governments seemed to astonish and even infuriate the judges. The expedient of a monopoly printer was tried in the time of Edward VI and in 1637 the Star Chamber decreed the regulation of the Press, with whipping, pillory and prison as deterrents to offenders. Writing of the days of Elizabeth, Macaulay recalled that the number of presses was limited, no man could print without

a licence, every work had to undergo the scrutiny of the Primate or the Bishop of London and persons whose writings were displeasing to the Court were cruelly mutilated or put to death. The last Licensing Act expired in 1692, but the sense of relief thus afforded gave way to dismay in 1711, when newspapers were burdened with advertisement and paper duties, destined to last until the middle of the nineteenth century. A glowing picture of the freedom attained when Victorian journalism was in the full tide of its influence was written 50 years ago by Mr. James Paterson, in his book "The Liberty of the Press, Speech and Public Meeting." Appended is an extract:—

> The liberty of the Press means the liberty of publishing whatever any member of the public thinks fit on any subject without any preliminary licence or qualification whatsoever, and subject only to this restriction, that if he goes to an extreme in making blasphemous, immoral, seditious or defamatory statements, then he may be punished afterwards by indictment, information, or by action for such excess. Hence it is obvious that until one knows what are the excesses which the law deems blasphemy, immorality, sedition or libel, he cannot fully comprehend the extent of liberty he may enjoy. These are but the mere negative restrictions, indicating like finger-posts the forbidden corners beyond which he cannot travel with impunity. But a very little reflection will at the same time teach him, that everything that is interesting to man, every kind of speculation on matters of religion, politics, science, philosophy or practical life can be discussed with perfect freedom, without the writer being either blasphemous, immoral, seditious or libellous. To steer clear of these rocks and quicksands requires the same experience and knowledge which pilots and all other skilled workmen require in their daily avocations. Yet the vast range of ocean open to the navigator is so great in proportion to the spaces shut out, that the positive enjoyment represented by the liberty of the press is not only the most intense and sensitive of which a citizen is capable, giving scope to his noblest faculties, and bringing within range his most far-reaching powers, but the restrictions fall into insignificance and are altogether inappreciable.

In some pronouncements I have read that the rights of the Press are only the rights of the public at large. There may, of course, be some legal considerations at the root of this statement which are not clear to the mind untrained in such matters, but the point of view so represented seems to me as a layman to call for some qualification. As a matter of fact several Acts of Parliament deal specifically with

newspapers in the way both of conferring and of limiting rights. What has been termed the Journalists' Magna Charta, the Law of Libel Amendment Act, 1888, gives definitely to the newspapers the right of publishing fair and accurate reports of public meetings, and documents issued by Government departments and officers and the police. Subject to the absence of malice these reports are declared to be privileged. The Local Authorities (Admission of the Press to Meetings) Act, 1908, gives to representatives of newspapers and news agencies the right of admission to the meetings of county, county borough, borough, urban and parish councils, and of joint committees of such councils. On the other hand the Judicial Proceedings (Regulation of Reports) Act, 1926, imposes certain prohibitions. No details tending to injure public morals must be printed; and limits are placed on the reports of proceedings for divorce, nullity, judicial separation, or restitution of conjugal rights. The latest Act that falls to be mentioned in this connexion is the Betting and Lotteries Act, 1934, which followed the report of the Royal Commission on Lotteries and Betting. Newspapers were largely concerned in the discussions of the Commission on such questions as the advertising of lotteries, the publication of drawings and prize winners in foreign or illegal lotteries, and the conduct of prize competitions in the newspapers themselves. The Irish Hospitals Sweepstake had grown to such huge proportions and the papers were giving such a great space to the lists of winners, that some statutory prohibition came to be regarded as inevitable. The new Act makes it an offence to print, publish, distribute, or to possess for publication or distribution, any advertisement of a lottery or any list of prize winners or winning tickets or any matter descriptive of the drawing or intended drawing of a lottery as is calculated to induce persons to participate in any lottery. This will mean the liberation of vast quantities of space in the papers for news other than lotteries. The Act also imposes restrictions on prize competitions in newspapers. It is interesting to note that the Act defines "newspaper" as including "any journal,

magazine or other periodical publication." Sufficient has been written to substantiate my statement that the law has many specific applications to newspapers as separate entities, and not only as a part of the public at large.

The law of libel is of course general in its application, but in practice newspapers are especially susceptible to it and are the defendants in the great majority of actions in the courts. It is notorious that Acts of Parliament mostly have openings in them large enough, according to a familiar saying, for a coach and four to pass through. The law of libel is no exception to the vagueness and uncertainty of definition which seems to beset all who draft Parliamentary bills. It is only fair to admit the exceptional difficulty of the work. The statements of learned judges in deciding cases in court are clear expositions of the particular phases of the law thus brought into operation, and the advisers of newspapers have for reference a great body of "case law" built up over a long period. Thus it is that newspapers, in fulfilling the difficult and responsible task of recording and commenting on all the manifold activities of life, are not often caught in the libel trap. The Lord Chief Justice, himself an old journalist, made a significant observation in a recent libel action. He described the statement complained of as a "foul emanation from the printing press" and added: "Not the least mischief which is done by a publication of this type is that it may tend to cast some discredit on journalism, a profession which, as everyone knows, contains a great number of able and conscientious gentlemen." This is an encouragement to those journalists who always endeavour to perform the difficult duties of their vocation consistently with the law of the land.

It is admitted that very often the innocent suffer as well as the guilty in the working of the libel law. Very often the newspaper is the prey of the needy and speculative litigant, who is prompted by what is known as the "legal shark." To correct this Lord Gorell introduced a Law of Libel (Amendment) Bill in the House of Lords a few years ago, at the request of the Incorporated Society of Authors,

Composers and Playwrights. The chief object of the Bill was to protect the writer of a story from the person who said that some character in it was identifiable as himself. To achieve this the principal clause proposed to enact that it should be obligatory upon a plaintiff to prove that the writer intended to refer to him. This would protect innocent writers from the attempts of people to profit by coincidences in published works, which Lord Gorell characterised as "a particularly insidious and mean form of blackmail on writers." Lord Darling gave valuable support to the principle of the Bill, which, he said, was mainly for the relief of those who might incautiously write a libel, "which was not a difficult thing to do." Judges had long seen, he said, that the law of libel bore hardly on quite innocent writers. Under the Bill, it was explained, a writer would be able to make good his defence to an action for libel if he could show that he had no knowledge of the existence of the plaintiff, or any reasonable ground for supposing that he existed, and that he had exercised all due care in the selection of names. The Bill was referred to a Select Committee, but has unfortunately "faded out." I will now give a definition of libel and the defences that may be made to an action.

A libel or slander is a defamatory statement which exposes any person to hatred, ridicule or contempt, which causes him to be shunned or avoided, or which tends to injure him in his office, profession or trade. It is a libel if in writing, printing or permanent form; a slander if spoken or indicated in "significant gestures." A libel may be both a civil wrong and a criminal offence, or either; a slander is a civil wrong only. We are concerned here with libel only. There is a clear distinction between civil and criminal libel. Anyone is at liberty to bring a civil action for libel, but a criminal prosecution against a newspaper can only be begun on a special order of a Judge in Chambers. The accused is entitled to be heard before leave to prosecute is given and a Judge does not make an order unless he is satisfied that the justice of the case cannot be met by civil action. On conviction of criminal libel the punishment may be a fine or

imprisonment or both; the imprisonment not to exceed one year unless the libel is published maliciously and with full knowledge of its falsity, when two years is the maximum term. In civil cases the aggrieved party issues a writ. If publication is proved the legal presumption is that he has suffered damage, the amount of which is assessed by the jury, unless the defendant can establish legal justification or excuse.

Indictment for criminal libel was the usual form in times when newspapers were fighting for liberty. The essence of the crime alleged was the tendency to cause a breach of the peace, and that principle of the law stands good to-day. There are four kinds of criminal libel: defamatory, obscene, blasphemous and seditious. "Malicious intent," alleged in such cases, has a special meaning. Malice does not necessarily mean spite, nor intention motive. The doctrine of "constructive malice" and "presumptive intent" means that indifference to the possible ill consequences of a publication may be construed as evil intention. Thus "every person must be deemed to intend the consequences which would naturally follow from his conduct." "The King's peace" was a wide term and in one old case it was contended that to disturb the King's peace of mind was probably a breach of the King's peace. Printed matter might provoke a riot, or a defamed person, or a friend of his, or one whose sense of religious propriety was outraged, or whose political convictions were slighted, might be provoked to assault the publisher. Therefore, it has been argued, the provokers or publishers were as guilty as the peace breakers themselves, and further were guilty even when the peace was not actually broken. Again, published matter might unsettle people's minds as to some established institution such as Church and State, and thus lead to instability and even revolution and class war. Substantial truth is no justification for criminal libel; hence the lines of Thomas Moore—

> For oh, 'twas nuts to the Father of Lies,
> (As this wily fiend is nam'd in the Bible)
> To find it settled by laws so wise,
> That the greater the truth, the worse the libel!

In view of the freedom of political criticism that exists to-day it is interesting to turn back to a case against Perry, of the *Morning Chronicle*, in 1792, in which Lord Chief Justice Kenyon said: "I think this paper was published with a wicked malicious intent to vilify the Government and to make the people discontented with the constitution under which they live. That is the matter charged in the information: that it was done with a view to vilify the constitution, the laws and the Government of this country, and to infuse into the minds of His Majesty's subjects a belief that they were oppressed; and on this ground I consider it as a gross and seditious libel." Mr. Baron Wood, when a printer was tried for copying Leigh Hunt's attack on military flogging, declared: "It is said we have a right to discuss the acts of our Legislature. That would be a large permission indeed. Is there, gentlemen, to be a power in the people to counteract the Acts of the Parliament? Is the libeller to come and make the people dissatisfied with the Government under which they live? This is not to be permitted to any man: it is unconstitutional and seditious." These cases are traced in detail by Mr. W. H. Wickwar in his book "The Struggle for the Freedom of the Press."

An important stage in the battle for a free press was the passing of the Libel Act of 1792, known as Fox's Act. This was the fruit of many years of agitation, following the prosecutions arising from the publication of Junius's famous letter to the King in 1769. The main issue was the rights of juries in trials for criminal libel. Lord Chief Justice Mansfield laid it down that the jury had not to decide whether the King had been libelled or not, but whether or not what the authorities regarded as a libel had been published. This was hotly denounced by Junius as a "general purpose to contract the power of juries. . . . He told the jury, in so many words, that they had nothing to determine, except the fact of printing and publishing." Newspapers suffered the grievance that it was the function of the Crown or the Government, not of a jury, to decide whether any published matter in question was libellous,

and that all the jury had to do was to ascertain whether the person accused of publishing it had really done so. It deprived the newspapers of the right to trial by jury and placed them entirely in the power of the judges. Fox's Act corrected this by enacting that in every trial for criminal libel the jury might give "a general verdict of guilty or not guilty upon the whole matter put in issue"; and the judge was to give his opinion and direction to the jury in like manner as in other criminal cases. Fox Bourne in his "English Newspapers" says that the Act, although having immediate consequences in many ways disastrous, "was a solid basis for the building up of fresh liberties."

The assumption is sometimes made that a dead man cannot be libelled. This may be literally true, but defamation of the dead, though not a cause of civil action, might lead to a criminal prosecution, if it could be shown that the object was to bring contempt on his descendants and thus provoke them to a breach of the peace.

A civil libel must refer to some particular individual, and the onus is on the plaintiff to prove that he is the person attacked. There must be a definite imputation on a person identified. The vocabulary of defamation, as found in the reports of libel cases decided in the Courts, reveals a curious and amusing variety. It is safe to say that all lawyers are thieves, because no particular lawyer could take action unless he could show that he was indicated; but it is dangerous to give an individual application to a phrase used in irony, such as "an honest lawyer." If a plaintiff can convince a jury that he was referred to in a defamatory statement, or that some people concluded that he was referred to, he wins his case, even though his name was not printed, but only an initial letter, asterisks, a fictitious name, or somebody else's name, or a reference to a definite body of persons, of which he was a member. It has, however, been observed by a judge that a libel that points at nobody is like a shot at random, that seldom does any mischief. In fact in one case a defendant who wrote that one of three witnesses at a trial was perjured escaped because

it was held that no action lay, as there was nothing to show that the plaintiff was the particular witness referred to. Some of the libels for which damages have been awarded include the following: to print that a bookseller sells immoral poems; to describe a man as a man of straw, an infernal villain, a great defaulter, a frozen snake, an itchy old toad, a desperate adventurer, an artful scoundrel, a company meeting agitator, a hypocrite, a rascal, an impostor: to say that one is dishonest, ungrateful, impecunious, insane or unfeeling. Some of these are quite worthy of Eatanswill, but others may not appear obviously libellous. The circumstances of cases, and the context of the phrases, often impart libellous significance. A source of libel may be a critical obituary notice printed in mistake about a person not yet deceased. In one case a newspaper was penalized for publishing a story that made the plaintiff ridiculous, though the plaintiff had told the story himself in the first instance. The publication of a story of no literary merit as having been written by an author of standing has been held to be libellous. Newspapers have been the victims of hoaxes of this character. Where a defamatory statement is published the law presumes that the person defamed has suffered and unless there is legal justification or excuse the publication is wrongful. The main defences to an action for damages for libel may now be outlined.

The principal defences to an action for libel are—

(1) justification;
(2) privilege;
(3) fair comment, and
(4) apology.

Let us consider these in some little detail as applied to civil libels.

Justification is a plea that the words complained of are true, and if established is a complete defence and the action fails. If defamatory words are proved to be true the person attacked cannot recover damages because, as a judge expressed it "the law will not permit a man to recover

damages in respect of an injury to a character which he either does not, or ought not to, possess." The onus of proving the truth of a libel is on the defendant; and moreover for a defendant to win the case he must prove that the whole libel, and not merely a part of it, is substantially true. If a material part is not shown to be true the plaintiff is entitled to damages in respect of that part, but proof of the truth of part of a libel means that damages may be considerably reduced. If a heading is libellous as well as the article which it is placed over, the truth of both heading and article has to be proved for the defendant to succeed. For instance the fact that a journalist had libelled one man was held not sufficient to justify a description of him as a "libellous journalist." The editor of one paper called the editor of another "a felon editor." Proof that the latter had been sent to prison for felony was not accepted as justification, since a man who has expiated his offence is no longer a felon in the eyes of the law. The headline "Shameful conduct of an Attorney" appeared over a correct report of proceedings in the Insolvent Debtors Court; the report was held to be privileged, but damages were recovered for the heading. Similarly the headline "How Lawyer B. treats his clients" on a report showing how only one client of the lawyer had been badly treated, was held not to be justified. If in the report of a trial counsel's speech is given and it is stated that the facts thus opened were proved, whereas the evidence bore out only part of the facts, it is no defence to say that the facts were stated by counsel. It has been held that a defendant need not justify every detail of the defamation provided that the gist of it is proved to be in substance correct, and that details not justified produce no different effect on the mind of the reader than the actual truth would do. The libel "that L., B., and G. are a gang who live by card-sharping" was justified on proof that on two distinct occasions L., B., and G. had cheated at cards. (In criminal libel the defendant must prove not only that the words complained of are true in substance and in fact, but that their publication was for the public benefit.)

Complete immunity from action for libel is accorded to Members of Parliament in speeches inside either House; to judges, counsel and witnesses in statements made in judicial proceedings; to naval, military and State proceedings and to State documents, which include the *London Gazette*. This is termed "absolute privilege." A newspaper in recording any of the foregoing enjoys what is termed "qualified privilege," which means that a plaintiff cannot succeed in an action against it for reporting libellous statements from the above-mentioned sources unless he proves malice on the part of the defendant. In this sense "malice" is improper motive. Reports must of course in all cases be "fair and accurate." The Law of Libel Amendment Act of 1888 provides that such a report in any newspaper "of proceedings publicly heard before any Court exercising judicial authority shall, if published contemporaneously with such proceedings, be privileged, but not so as to authorize the publication of any blasphemous or indecent matter." It should be noted that a meeting of the London County Council for granting music and dancing licences, and proceedings before licensing justices, are administrative and not judicial. Privilege for these and for public meetings of many and various kinds is granted by the Act of 1888, and the relevant section is quoted in full in Chapter V of this book. The conditions imposed place this "privilege" in a somewhat different class; the matter published must be of "public concern" and publication must be for "the public benefit." Also let it be observed that the "qualified privilege" above referred to does not protect any publication prohibited by a Court, nor any report which contravenes the Judicial Proceedings (Regulation of Reports) Act, 1926, before referred to. "Fair and accurate" reports of judicial proceedings do not include comment. A report of a case which concluded by saying that the jury gave a verdict of acquittal "to the great regret of a crowded court, on whom the statement and the evidence, so far as it went, made a strong impression of their guilt," has been held not to be privileged. Thus sketches or descriptive reports of judicial proceedings do not enjoy

the statutory protection given to straightforward reports devoid of comment.

A point of some little obscurity is the definition of a "public meeting" in the Act of 1888. This calls for careful consideration by those who have to pass for publication reports containing matter of a dubious character. The question of "public benefit," in the same Act, also raises controversial points. It was involved in an action in 1916, where the superintendent of a public cemetery employed by a borough corporation brought an action for libel against a county paper. A report had appeared on the agenda paper of a meeting of the corporation to the effect that a committee were not satisfied with the way in which the superintendent had carried out his duties, and recommending that he should be given notice to terminate his employment. The report was adopted without being read, and the defendants in publishing a report of the meeting, included the statements on the agenda paper.

In giving judgment for the newspaper, the judge said it was not disputed that what the defendants had printed was a fair summary of what was contained in the document, and in his opinion it would be frittering away the privilege of newspapers if he were to hold that this was anything else than a fair and accurate report of what took place at the meeting. That, however, was not enough to establish the privilege, because of the proviso to the statute. He had no doubt that a matter relating to the manager of a public cemetery was a matter of public concern, but the question of the meaning of publication for the public benefit had given him some difficulty. He came to the conclusion that in the present case the publication was for the public benefit. It seemed to him that the statute was intended to protect newspapers which honestly and without malice reported what happened at a public meeting. If he were to hold that such a publication as the present was not for the public benefit, it seemed to him that it would be placing an intolerable burden upon reporters.

The protection given to reports of Parliamentary proceedings dates from the year 1868, when an action was brought against *The Times* for libel founded on a report in the House of Lords that contained statements defamatory of an individual. In this case, Wason *v.* Walter, tried in the Court of Queen's Bench, it was laid down that Parliamentary reports are privileged upon verification of their

correctness. Lord Chief Justice Cockburn, in his judgment dismissing the action, said that Parliamentary reports were privileged on the same principle that an accurate report of proceedings in a Court of Justice was privileged, viz. that the advantage of publicity to the community at large outweighed any private injury resulting from the publication.

Newspapers are also entitled, as already mentioned, to publish State and official documents, and notices issued by chiefs of police. A good instance is an official report recently issued on the administration and discipline of Barlinnie Prison, Glasgow, where disorder broke out in December, 1934. The report contained serious criticism of the Governor and the superior officers of the prison, but newspapers were able to publish it without risk, it being an official paper.

No action lies if the defendant can prove that the words complained of are a fair comment on a matter of public interest (Fraser, "Law of Torts"). A review of the cases decided shows that newspapers have a large liberty in the expression of opinion. In the trial the judge has to say whether the matter is one of public interest, and if he is of opinion that there is some evidence of unfairness in the comment the jury has to find whether it is in fact unfair. If the judge thinks that there is no evidence on which a rational verdict could be found to the effect that the comment is unfair or dishonest he can stop the case. It is important to observe what are matters of "public interest." Fraser's summary makes it clear—

1. All State matters; everything which concerns Government, either House of Parliament, or any committee thereof.
2. The public conduct of everyone who takes part in public affairs, but not the private conduct of such persons, save in so far as it affects their public relations.
3. Legal and ecclesiastical matters.
4. Places of public amusement or entertainment.
5. Literature, but not the private character of a writer.
6. Art.
7. Anything, in short, which invites public attention or criticism.

To this list may be added the management of public institutions and the administration of local authorities

(conduct and policy of local authorities and actions of officials). Some judicial expositions will make the law clear:—

LORD TENTERDEN.—Whatever is fair and can be reasonably said of the words of an author or of himself as connected with his works, is not actionable unless it appears that, under the pretext of criticizing the works, the defendant takes the opportunity of attacking the character of the author; then it will be a libel. It must be assumed that a man is entitled to entertain any opinion he pleases, however wrong, exaggerated or violent it may be, and it must be left to the jury to say whether the mode of expression exceeds the reasonable limits of fair criticism. . . . A writer would be travelling out of the region of fair criticism if he imputed that the author has written something which in fact he has not written.

LORD ESHER, Master of Rolls.—Every latitude must be given to opinion and to prejudice, and then an ordinary set of men with ordinary judgment must say whether any fair man would make such a comment. Mere exaggeration, or gross exaggeration, would not make the comment unfair. However wrong the opinion expressed may be in point of truth, or however prejudiced the writer, it may still be within the prescribed limit. The question which the jury must consider is this: "Would any fair man, however prejudiced he may be, however exaggerated or obstinate his views, have said that which this critic has said of the work which is criticized?" If it goes beyond that, then you must find for the plaintiff; if you are not satisfied that it does, then it falls within the allowed limit, and there is no libel at all.

LORD HEWART, Lord Chief Justice (summing up in a case in which a singer was awarded damages for libel).—It was proper that there should be in everybody's interests full and free criticism provided it was fair, and nothing could be more unfortunate and farther from the true position than that any one of them should imagine that the question was whether they agreed with the criticism. "Great latitude must be given to opinion and prejudice. Here exaggeration or even gross exaggeration does not necessarily make a comment unfair. Therefore, on the question of fair comment, you must be extremely liberal when considering matters on which men's minds are moved in things like music and taste and style in music. If they use strong language, every allowance should be made in their favour, but they must believe what they say, and that is the question for you. A critic can use ridicule, sarcasm, and irony as weapons so long as he does not use them unfairly." Lord Hewart added that there did not seem to be the slightest suggestion of malice against defendants but no fair comment could exist upon a foundation of untrue allegations of fact.

A statement by Lord Finlay in a recent case illuminates the distinction between the defences of justification and fair comment:—

It is clear that the truth of a libel affords a complete answer to civil proceedings. This defence is raised by plea of justification on the ground

that the words are true in substance and in fact. Such a plea in justification means that the libel is true not only in its allegations of fact but also in any comments made therein. The defence of fair comment on matters of public interest is totally different. The defendant who raises this defence does not take upon himself the burden of showing that the comments are true. If the facts are truly stated with regard to a matter of public interest, the defendant will succeed in his defence to an action of libel if the jury are satisfied that the comments are fairly and honestly made. To raise this defence there must, of course, be a basis of fact on which the comment is made.

In various decisions it has been laid down that comment must be honest and relevant, and not a cloak for malice. The matter commented on must be actual fact, properly ascertained and truly stated. A newspaper may not, in commenting on a case in court, set out evidence which might have been, but was not in fact, given, and suggest as an inference therefrom that the prisoner, though acquitted, was guilty. It was held in one case that a defendant was not liable for trivial mistakes made accidentally for "it is not to be expected that a public journalist will always be infallible."

The fourth defence specified comes in section 2 of Lord Campbell's Act of 1843. This provides that in an action for libel contained in any "public newspaper or other periodical publication, it is a good defence to prove that such libel was inserted without actual malice and without gross negligence and that before the commencement of the action, or at the earliest opportunity afterwards, the defendant inserted . . . a full apology for the said libel"; or if the paper in which the libel appeared should be ordinarily published at intervals exceeding one week, he offered to publish the apology in any paper selected by the plaintiff. There must also be a payment of money into Court by way of amends; and no defence denying liability can be pleaded together with the plea of apology.

Dealing here with the law and the Press it may be pointed out that newspapers in gathering news have to be mindful of the Official Secrets Acts, 1911 and 1920. The subject arose in an acute form in 1930, when the Government invoked the Act of 1920 with regard to the publication in

certain newspapers of news about the expected arrest of Mr. Gandhi. Police officials visited offices in Fleet Street and demanded the disclosure of the source of the information. This was refused, but the name of the correspondent was ascertained and he was visited by police officers, severely questioned, and threatened with arrest unless sources of information were disclosed. The Newspaper Proprietors' Association, which speaks for all the great London papers, in a memorandum to the Prime Minister, objected to the wide and drastic powers of search and investigation, and said that some of the powers seriously imperilled the liberty of the subject and might be exercised in a most oppressive fashion. It was contended that this law was framed to deal with naval and military spies under war conditions. The *Morning Post* said that such powers were much too wide to be safely left to any executive in time of peace and in purely civil affairs. "Any Minister who finds the activities of the Press inconvenient," it was observed, "may send the police with a search warrant to Fleet Street, and even a superintendent of police can put these extraordinary powers into operation on his own motion. If cases such as that which provoked the recent descent of the police on certain newspaper offices are to be amenable to this procedure, then the legitimate and essential work of the journalist becomes impossible—or, at least, as perilous as it was in the eighteenth century."

The case of the reporter who was punished for acting in contravention of the Official Secrets Acts is mentioned on page 76. Counsel for the accused (Sir William Jowitt) pointed out that most cases under these Acts were something inimical to the welfare of the State, but this was not a case of that kind. (The reporter was engaged in securing early news of wills at Somerset House, for publication in his paper in advance of its competitors.) This, said Counsel, was the result of modern journalism,which aimed at being first with the news. Good or bad it was a system the working reporter was subject to. A great deal of sympathy was felt in the newspaper world for this reporter who suffered for what in

court was termed "excess of zeal." The same keenness, exercised in directions where, not the law, but good taste is violated, is the subject of a manifesto issued by the National Union of Journalists (see page 372). The Union is, of course, mainly interested in the security and welfare of the journalist himself, who might be called upon to do things contrary to good taste, such as pestering people just bereaved in tragic circumstances in order to secure statements and photographs. There are, it may be taken for granted, very few editors and proprietors who would not support an effort to protect journalists from discreditable assignments. The Union has always been active in asserting and defending the legal rights of its members in cases coming within the framework of existing statutes.

For those who are not learned in the law the best way of getting a grasp of the subject of libel is not so much the study of abstract legal doctrines and definitions as careful attention to the concrete issues presented in the cases that come before the Courts. Carefully digested, the evidence, arguments and judgments there recorded give the most effective guidance as to where the danger points are to be found. I propose therefore to cite a few typical cases as indicative of various forms of legal peril which beset the path of journalism.

First of all a warning as to the use of names in fiction, sketches of social life, correspondents' messages and other matter in which risky allusions are sometimes made. The ruling case is that of Artemus Jones *v.* E. Hulton & Co., the final decision in which in the House of Lords in 1909 caused no little sensation in the worlds of law and letters. Beginning before Mr. Justice Channell and a special jury the action was based on the following statement in an article by the Paris correspondent of the *Sunday Chronicle* (then owned by E. Hulton & Co.), who was describing the Dieppe race meeting:—

"Whist! there is Artemus Jones with a woman who is not his wife, who must be, you know, the other thing!" whispers a fair neighbour of mine excitedly in her bosom friend's ear. Really, is it not surprising

how certain of our fellow countrymen behave when they come abroad? Who would suppose, by his goings on, that he was a churchwarden at Peckham? No one, indeed, would assume, that Jones in the atmosphere of London would take on so austere a job as the duties of a churchwarden. Here, in the atmosphere of Dieppe, on the French side of the Channel, he is the life and soul of a gay little band that haunts the casino and turns night into day, besides betraying a most unholy delight in the society of female butterflies.

The writer of the article said that he had never heard of Artemus Jones, and he used the name as a fictitious one, suggested by that of Artemus Ward, the humorist. He employed the name to represent a type. It was proved that Mr. Jones was not a married man or a churchwarden and did not live at Peckham, but witnesses came forward to say, nevertheless, that they read the article as referring to him. By a strange coincidence Mr. Jones was a journalist who had himself been a contributor to the *Sunday Chronicle*, and another of the firm's newspapers, his articles being signed "Artemus Jones," "T. Artemus Jones," or "T.A.J." It was, however, accepted that neither the editor nor the writer was aware of the real Mr. Jones. The plaintiff was a barrister; he has since taken silk and become a judge. Mr. Justice Channell in summing up, said: "The real point is—ought or ought not sensible and reasonable people reading this article to think that it was a mere imaginary person such as Tom Jones, Mr. Pecksniff as a humbug, Mr. Stiggins or any of that sort of name that one reads of in literature and as types. If you think that any reasonable person would think that it is not actionable at all. If, on the other hand, you think that people would suppose it to mean some real person . . . and those who know of the existence of the plaintiff would think that it was the plaintiff, then the action is maintainable." The jury found for Mr. Artemus Jones and assessed damages at £1,750. Judgment was given accordingly.

In the Court of Appeal Rufus Isaacs, K.C. (late Lord Reading), leading counsel for the newspaper, said the issue was whether a person who published matter which would be defamatory if published of a real person, but which was

intended by him to relate to a purely imaginary person, could be made liable in an action for libel because witnesses said that they understood the matter so published to relate to the plaintiff. He contended that malice, which was the whole basis of the cause of action in libel, was absent in this case; and that it was impossible for one to libel a person of whose existence one was not aware. Sir Montagu Lush, K.C. (who appeared for Artemus Jones, with Gordon Hewart, now Lord Chief Justice of England, as junior) argued that this was not a case of a novel or play in which the characters were presumed to be fictitious, but of a newspaper which purported to deal with facts. Malice, in its ordinary sense, was not an essential of the action for libel; it was only necessary for the plaintiff to prove that defamatory matter had been published without lawful excuse. Lord Alverstone, the Chief Justice, decided in favour of Artemus Jones. He said it was a question of fact for the jury; and that it was beyond dispute that the intention or motive with which the words were used was immaterial. Lord Justice Fletcher Moulton was in favour of the newspaper, saying that the article was written in a tone of such pronounced levity and was of such a character that it was difficult for him to understand how any person of ordinary intelligence reading it could think that the name was intended to be that of a real person. Lord Farwell, however, supported Lord Alverstone. He said that a man who threw a squib into a crowd, not intending to hit anyone, was liable for the consequences of his act. He considered that if there were two or three people by the name of Artemus Jones they could each have brought successful actions. The appeal was therefore dismissed by a majority. Six months later the case came before the final court of appeal, the House of Lords, and the *Sunday Chronicle* lost. In dismissing the appeal the Lord Chancellor said that a person charged with libel could not defend himself by showing that he intended in his own breast not to defame, or that he intended not to defame the plaintiff, if in fact he did both. The damages, he said, were certainly heavy,

but the jury were entitled to say that this kind of article was to be condemned. Strong opinions were expressed adverse to the decision in legal journals, one stating that if the decision was right the English law of libel would be shown to stand on technicalities of the most oppressive kind. A clever skit by A.P.H. appeared in "Misleading Cases" in *Punch*, in which the Lord Chancellor made great fun with the endless possibilities of defamation if the leading decision in Hulton *v.* Jones was to stand. Unscrupulous persons, he said, would have only to search the pages of every new novel until they found their own names, summoned a few friends, went to the High Court and drew their damages; the only alternative was that the characters of fiction should be represented solely by algebraical signs.

The hard fact remains, however, that the decision still stands as the law on the point. A somewhat similar issue was raised in an action against a newspaper by an investment company, and three of its directors, for libel in a short story. The actual name of the plaintiff company was used in the story, and it was spoken of as a huge financial swindle. The individual plaintiffs were directors of the company and complained that the wording of the story meant that they had been guilty of criminal offences. The defendants denied that the words referred to the plaintiffs or had the meanings alleged. The chairman of the directors said that he was called by a nickname which appeared in the story. The author of the story said that he had never heard of the plaintiff company or of the directors, and in cross examination admitted that he took no steps to find out whether such a company or persons existed. The literary editor of the newspaper who accepted the story mentioned the reference books she consulted with regard to unusual names. The Judge asked whether the telephone book was referred to, and the answer was that sometimes it was used. His lordship said the story was a work of fiction but it did not necessarily follow from that fact that it did not refer to some real person. The jury awarded the plaintiff £200 damages and judgment was given accordingly. Another case in the King's Bench

Division turned on the use of the name of a pleasure resort on the Thames. A newspaper published a story on up-river "midnight bathing orgies," and escapades at the "Thames Riviera." The proprietors of the Thames Riviera, Tagg's Island, a place comprising hotel, bathing pool and pleasure gardens, brought an action for libel and judgment was entered for them for £1,000 damages and costs. The paper had published a disclaimer, which stated that the phrase "Thames Riviera" was used in a general descriptive sense, "just as one refers to the Cornish Riviera," and that "no reference was made, or intended to be made, to a popular place of amusement known as the Thames Riviera, at Hampton Court, which is run efficiently on lines to which no one could take the slightest objection." An "unfortunate similarity" in a fictitious name in a novel led to the calling in of all the copies of the book and the striking out of the name. The name in the book was "Lord Howard de Wallpen," and exception to it was taken by Lord Howard de Walden, to whom the publishers apologized. He approved the action taken by the publishers.

Is it libellous to print that a countess is to become a mannequin? This was the issue in a case where six newspapers in various parts of the country were the defendants in consolidated actions. One had published a large portrait with the caption: "The Countess of ——, who is to act as mannequin at Cannes for a Paris dress designer." Counsel for the plaintiff said that libel might be a direct and intentional attack on the character, reputation or credit of an individual, but there had crept into many newspapers references to persons under the heading of chatter or social information. Men and women of position, he said, appeared to be considered worthy of paragraphs about their private lives, because of the curious-minded people who desired to read about them. There was not a shadow of suggestion that this statement was true. He did not suggest that a mannequin was not a respectable person, but contended that the words complained of were defamatory of a woman of the plaintiff's social position. A potman might be a man

of the highest character, but to suggest in a daily newspaper that a well-known peer had taken a place as a potman would be derogatory to him. There could be little doubt that what was said of this lady was calculated to bring her into contempt. It was an offensive paragraph and none of the newspapers asked the countess if it was true before printing it. Counsel for the defence attempted to show that society girls were being attracted by the calling and that in this case a celebrated dress designer of international reputation was mentioned. Mr. Justice Horridge, who heard the case in the King's Bench Division, said that the designer's name was only mentioned in certain of the papers. He read one of the articles as follows—

EARL'S WIFE AS MANNEQUIN

LADY ——— TO WORK FOR PARIS FIRM

A Countess is about to become a mannequin.

The Countess of ——— will leave England in two or three weeks' time for Cannes, where she will act as mannequin for Captain ———, the famous Paris dress designer.

Lady ———, who has fair hair and blue eyes, has a natural and much envied gift for wearing clothes attractively. It has been remarked of her that the simplest gown becomes distinguished when she puts it on, and a Paris dressmaker once offered to dress her for nothing if she would wear only his creations.

Acting as a mannequin will be only a minor excitement in a life that has been crowded with adventure and little hampered by convention.

The Judge overruled the submission that the words could not be regarded as defamatory. The law was exactly the same for a countess as for a beggar, he said, but the jury had to bear in mind that what was written was of a countess. The jury at once found for the plaintiff and awarded her £120 damages, being £20 in each action.

A barrister-at-law obtained £500 damages against two newspapers for libel in the form of omissions in a report published of an action for damages in which he had been a party. Thus an incomplete and unbalanced report may amount to a libel. The plaintiff in the original action claimed damages from a doctor on the ground that he had been libelled by a certificate from the doctor that he was

of unsound mind. The jury found that the words complained of on the certificate were a libel and that the doctor had not acted with reasonable care, but that he had acted in good faith and without malice. On that finding judgment was entered for the doctor with costs. The plaintiff now complained that the reports in the two papers omitted to state that the jury had found that the certificate was a libel, omitted to give his evidence, and put the evidence of one of his witnesses weaker than it really was. The defendants contended that the reports were fair and accurate, and stated that no one said at the trial that there was any truth in the statement that plaintiff was of unsound mind, and no one made such a suggestion now. The issue at the trial, they said, was whether the doctor had acted maliciously, and therefore the omission did not make the reports unfair or inaccurate. The jury, however, found that neither report was fair and accurate and awarded £250 against each paper.

Three evening newspapers, four morning newspapers and a national weekly paper, all published in London, figured as defendants in a recent case in the King's Bench Division, in which a woman manicurist with a place of business in the West End got damages for libel in the form of an unfair report. The plaintiff complained that when, in October last, an application was made to the Public Control Committee of the London County Council for the revocation of the licence which she held for giving massage and high frequency and vibration treatment, manicure and chiropody, the defendant newspapers published reports of the inquiry which were unfair and inaccurate in that the case against her was set out prominently, but that her answer to it was "cut down to the most scanty proportions." The inquiry resulted in the application being refused and the plaintiff being cleared of the charges made against her. The defendants denied that the words complained of were defamatory and also pleaded that the words were a fair and accurate report of judicial proceedings, and fair comment on a matter of public interest.

Editorial representatives of the newspapers concerned

gave evidence as to the times of going to press and the method of dealing with reports. A sub-editor on one of the evening papers said that the result of the inquiry was received in the office just in time to get it into the stop-press of the last edition. The chief sub-editor on another evening paper agreed that only one report, which was the opening statement at the inquiry, appeared in his paper. Asked by counsel why the paper did not publish a report on the following day showing that the plaintiff had been acquitted of any impropriety, he said there was a difficulty in following up these cases. This case had been completed and reported in the morning papers, and unless a request was made by a party in such proceedings it was contrary to practice to follow the cases up.

Mr. Justice Swift, in summing-up, said that the question which the jury had to decide was whether the reports which appeared in the defendant newspapers were fair and accurate reports of what occurred before the committee. The jury were not to examine the reports meticulously, word by word, by the same standard of accuracy as they would judge the work of conveyancing counsel drawing a deed or a will, or a lawyer settling a pleading. They must remember that reporters in the Law Courts, men of skill and ability in their profession, claimed to do nothing more than to report for the public benefit what went on. Looking at the whole of the evidence which was given at the inquiry and looking at the reports which had appeared in the newspapers, were those reports fair to the plaintiff and accurate in what they said took place? The jury must ask themselves whether, at the time the reports were placed before the public, they were fair and accurate reports of what had been going on. The defendant newspapers fell into three classes. The three evening newspapers went to press before the inquiry was over and, therefore, they did not get the opportunity of having the complete knowledge about the inquiry which those newspapers which were published on the following morning enjoyed. Similarly, the morning newspapers had not the same opportunity of inquiry, if inquiry were necessary, as the weekly newspaper. The evening newspapers could not publish the plaintiff's explanation because they did not get a report of it before they went to press. The jury might think that there was, on that ground, a distinction between the evening newspapers and the other newspapers. On the other hand, they might think that the evening newspapers were quite as bad as the morning newspapers. Or they might think that all the newspapers were innocent.

The damages awarded ranged from £300 down to one farthing, the last figure being the assessment against the evening paper which managed to get the result of the inquiry

into its last edition. The case has especial significance for evening papers which are able to give only incomplete reports of cases in progress, often cutting them off in the middle because it is time to go to press.

Sub-editors have to handle a large amount of copy sent by local correspondents, and as independent corroboration is often impossible, owing to distance, lateness of the hour and other causes, reliance has to be placed on the accuracy of the correspondent. Responsible papers, of course, accept such reports only from men they know. A piece of news supplied in circumstances of this kind led to an action for libel by a professional illusionist against eleven newspapers, ten dailies and one weekly, whose reports were all based on one message sent by a local journalist. It related to the performance of a trick known as "Sawing a woman in half," in a country theatre in Ireland, and both English and Irish papers were involved in the action. It is obviously difficult to describe with dead accuracy and fairness to all parties the incidents of stage "illusions." Counsel for the plaintiff explained the trick as follows:—

A woman was placed in a big black box, her wrists, ankles, and neck having been first fastened with cords, the ends of which, passing through holes in the box, were held by four members of the audience. The box was then sawn in two, the presumption being that the woman in the box was also sawn in halves. What really happened was that the woman, who was very small, cut the knots with a sharp knife and made other knots which prevented the cords from being drawn through the holes. She then curled herself up in one corner. A member of the audience who was on the stage wanted to attach slip-knots to the ankles, but this was not permitted, and afterwards he slewed the box round. Nothing further happened and there was no scene.

The appended newspaper version of what happened was read in court:—

One member of the committee insisted on tying a slip-knot around the neck of the unfortunate lady, though she resisted stoutly. Fearing that the lady would be strangled, the illusionist's assistant, after the box had been sawn through, hurriedly separated the two portions, revealing the lady curled up in one end. Immediately there followed a wild clamour amongst the audience, several members of which rose in their seats and hurled gibes and insults at the producers. The lady, who was subsequently extricated from the box, appeared on the stage

in a very distressed condition, and, bursting into tears, disappeared in haste behind the wings. Ordering a burst of orchestral music to deaden the tumult, the illusionist and his assistant feverishly bundled their properties off the stage and made a hurried exit.

The plaintiff denied the accuracy of the printed version and said he had suffered in his profession from its publication. He called witnesses in support, and witnesses also gave evidence tending in favour of the newspaper account. The reporter who sent out the message said he got his information from a foreman printer who saw the performance and stated that he thought the illusion was exposed. The latter in evidence said that one of the quotations might be rather exaggerated. In reply to counsel the reporter said that he took trouble to verify his facts and his only desire in reporting the incident was to discharge his duty as a journalist. Mr. Justice McCardie, in summing-up, said the newspapers were all acting on a statement sent by a man whose respectability and responsibility they had no reason to doubt, and, moreover, a man who had written a panegyric on the performance on the first night. It had been pointed out that undoubtedly the power of the newspapers for evil was great, and their power for good was great; but one fact, which was plain in the case, was that, if the newspapers erred, they erred in good faith, and there was not the slightest suggestion of ill-will or malice on the part of any of the newspapers. After his lordship had commented on the conflicting nature of the evidence, which he proceeded to analyse, he left the case to the jury, who found for the plaintiff, assessing the damages at £500.

An issue of great importance to critics was raised in a libel action brought five years ago by a woman film producer and director (here called X) against a weekly paper associated with the film trade. It arose out of an article in the paper headed: "Can women direct films? A decided negative from a woman who knows." The material part of the article stated: "It is pathetically obvious that women can't produce films. In England only one lady has had the temerity to try. X (who will go to heaven by reason of her

great courage) has created several appalling pictures. Critics have bowed with sad courtesy to the gentle creator of such films as ——. They cannot fail to admire her good intentions, and yet . . . In America the situation is very nearly as distressing. There are perhaps three women directors in existence, but no one of them has made an outstanding picture. What then is the reason?" X said that those words meant that she was incompetent in her business, that she was and had been a failure as a producer and director of films, and that the films she had produced and directed were worthless. She said that by the publication of the words she had been greatly injured in her credit and reputation and in her business. The defendants pleaded that the words were published in good faith and without malice, and were fair and *bona fide* comment on a matter of public interest.

Counsel for the plaintiff said that she had great organizing ability and business acumen, and the film named in the article, the theme of which was the War, post-War days, the general strike and the history of three brothers, was her invention. A general release had been arranged but it was found difficult to turn it into a "talkie," that kind of film having become popular. Although it was alleged in the article that women could not produce films X went to sea all night and the following day in all sorts of weather, clambered over warships, was lowered into the boiler room in stifling heat and put in 18 hours' work at a time, in order to produce this film; yet it was said she could not do it. The article was not criticism, but invective. When the defendants were written to on the matter, said counsel, they mentioned other pictures produced by the plaintiff, and those had been successfully exhibited.

For the defence counsel contended that the defendants were simply discussing the inability of women to produce films and commenting on films by the only woman producer they knew. They said X's films were bad and used that as an argument in support of their other criticism. It was an honest opinion. Mr. Justice Horridge observed that this

was a statement about her professional ability generally. He ruled that there was no evidence of malice.

His Lordship, in summing up, said that people were entitled to criticise on matters of public interest, and it was not disputed that the question whether women were competent producers of films was a matter for criticism. Critics had no greater privileges than any member of the public, and if any criticism were one which a fair-minded man would make, no matter how exaggerated its language, no action would lie. In the present case, with the exception of the first portion of the article, there was no part which could be said to exceed that limit. Fair criticism, however, must be founded on true facts, and the question for the jury to determine was whether the earlier portion of the article was really a criticism or a statement of untrue facts on which criticism could not be based. It was not attempted to say that the words were true, and the jury were the sole judges whether a fair-minded person reading the article would understand it as a criticism or comment on the plaintiff's films or a statement of fact as to her ability to produce films. If the jury were of opinion that it was a statement of fact, it was not a case for trifling damages and they should not give a ridiculous amount, but a sum which would enable the plaintiff to say that after she had been injured in her business by the defendants' stating what was untrue about her she had been awarded reasonable compensation.

The jury found for the plaintiff and awarded her £500 damages. Judgment was entered accordingly, with costs.

A clear issue on the right of comment and of fairly reporting a public meeting was presented in a case in the King's Bench Division in March, 1935. It was an action brought by Mr. Geoffrey Hope and Mr. Gerald Vivian Palmer, theatrical managers and producers, who were responsible for a series of entertainments at the Town Hall, Clacton-on-Sea, Essex, during the summer of 1933, and Mrs. Ethel Argent (professionally known as Miss Ethel Hook), Mr. Walter Williams, Mr. Percy Hayden, Mr. William Rennie (professionally known as Billie de Haven), Mr. Joseph Page, Mr. Richard Owen Thomas, and Mr. Harold Sayer (professionally known as Cliff Martel), variety artists, who on September 3, 1933, gave a performance at the Town Hall, Clacton-on-Sea. The defendants were the Rev. Samuel Mordecai Morris, minister of the Baptist Church at Clacton-on-Sea; Mr. Norman K. Harrison, a local photographer and journalist; and the Evening Standard Company,

Limited, proprietors of the *Evening Standard*. The plaintiffs claimed from the defendant, Mr. Morris, damages for alleged slander, and from all the defendants damages for an alleged libel contained in the *Evening Standard* on September 4, 1933. The plaintiffs complained that at a meeting at the Baptist Church, Clacton-on-Sea, on September 3, 1933, Mr. Morris referred to the entertainment to be given at the Town Hall that night in language which suggested that the entertainment was offensive and evil and calculated to debase the public taste and morals and to desecrate the Sabbath Day. The plaintiffs alleged that Mr. Harrison reported Mr. Morris's address for the *Evening Standard*, which published the report on the following day. Mr. Morris denied that he spoke the words complained of in relation to the plaintiffs, and also pleaded justification and fair comment. Mr. Harrison and the Evening Standard Company, Limited, said that the words were not capable of any defamatory meaning and that they were a fair and accurate report of the proceedings of a public meeting. They further pleaded fair comment.

Mr. Justice Avory, in summing-up, said that no one had suggested that either Miss Ethel Hook or Mr. Cliff Martel were hit at, or were intended to be hit at, by what Mr. Morris said. He proceeded—

If the defendants proved that what Mr. Morris had said was true there was an end of the plaintiffs' claim. The alternative defence—and the substantial issue in the case—was that what had been said and published was fair comment on a matter of public interest. Mr. Morris was entitled to criticize the character of the entertainments given at the Town Hall on information which had been given to him, although he had not seen any of those entertainments himself. It was for the jury, having seen Mr. Morris in the witness-box, to say whether they had ever seen a more obviously honest, straightforward witness, or a man who more honestly believed that he was doing his sacred duty in making the comment which he did on the performances at the Town Hall—performances which could only be held lawfully on Sunday evenings if they could properly be described as sacred concerts. Could the jury doubt that Mr. Morris honestly believed that what was being done at the Town Hall was a grave violation, not only of the terms of the licence granted to the hall, but of all that was right and proper for Sunday evening concerts to which young girls might be taken in the belief that they were going to listen to a sacred concert? When there

they had to listen to the kind of vulgarity and filth which took place deliberately in order to raise laughs. A defence of which the *Evening Standard* could avail itself was that the report published in that newspaper was a fair and accurate report of proceedings at a public meeting and that it was published without malice. Were it not for some headlines that were inserted there could be no question but that it was a fair and accurate report, because it was a verbatim report of what Mr. Morris said. The question was whether the jury saw anything in the headlines which took the matter complained of out of the category of a fair and accurate report. He could see no ground for saying that there was any evidence that any of the defendants had acted with malice.

The jury returned a verdict in favour of the defendants and judgment was entered for them with costs.

At the Surrey Assizes in July, 1930, the *Croydon Advertiser* won a case in which the allegation was that they had libelled an amusement caterer by printing a heading to the report of a case in the juvenile police court: "Gambling Lure—a boy's downward path." A boy pleaded guilty to embezzling the money of his employers, and was stated to have said to a detective that he spent the money with his pals on the gambling machines in the covered market in Surrey-street, Croydon. It was admitted that the report of the case in the paper was accurate, but the plaintiff, who was the proprietor of automatic machines on a site in the covered market, complained of the headlines. Mr. Justice Avory said that the question of small boys being tempted to spend their employers' money on gambling machines was a matter of public interest, and the only remaining question was whether the comment made upon this was fair comment. The report was admitted to be accurate, and it was clear from what the boy said that he at any rate thought that the machines were gambling machines. Could there be any doubt that the words "A Boy's Downward Path" were fair comment on the facts? As for the words "Gambling Lure," was it not obvious that to the boy it *was* a gambling lure? He was tempted by the machines, as he himself said, to rob his master. Without retiring the jury returned a verdict for the newspaper, and the Judge expressed regret that they had been troubled "to listen to such a lot of rubbish."

Another useful verdict, from the point of view of the

journalist, was returned at the Manchester Assizes this spring, when a solicitor claimed damages from Allied Newspapers, Ltd., for alleged libel in a headline in the *Evening Chronicle* describing him as a "former Manchester solicitor," and in a contents bill bearing a similar description. Counsel for plaintiff said that those words written about a man who had never ceased to practise in Manchester would convey to many people that he was no longer entitled to practise and that if he had left Manchester he had done so for reasons discreditable to himself. Mr. Justice Singleton said it was essential to read the headline complained of in conjunction with the whole report, which also contained a further heading "Practising in London." The jury found for the defendants.

Mr. Ernest Thurtle, a junior Lord of the Treasury in the late Labour Government, failed in an action for libel against the *Daily Telegraph* for publishing the following paragraph: "At yesterday's party meeting Mr. Henderson was hotly accused of weak leadership, and the significant thing was that two of his colleagues in the late Government, Miss Susan Lawrence and Mr. E. Thurtle (Mr. Lansbury's son-in-law) were among his sharpest critics." The plaintiff contended that the words meant that he was an unstable and unreliable man, who was false to his leader and to his constituents. The defendants denied that the words were defamatory of the plaintiff. Mr. Justice Horridge accepted the words in their ordinary meaning, and did not think it was a libel to say that the plaintiff criticized Mr. Henderson. There was judgment for the newspaper, with costs.

A novel case in Cape Town is worth mentioning, because it established the principle that a libel upon a newspaper, with reference to its editorial policy or conduct, is a libel on the editor. Mr. B. K. Long, then editor of the *Cape Times*, brought an action for libel against the Afrikaans daily *Die Burger*, on the ground that it insinuated that words had been deliberately inserted, in the report of a speech, by someone inside the *Cape Times* office. The plaintiff was awarded £100 damages, and this was upheld by the

Appellate Division of the Supreme Court of South Africa. The editor of *Die Burger* attempted to show that his allegation was against the newspaper and not against any member of the editorial staff, but the Court upheld the principle stated above.

Two curious cases came before the King's Bench Division in the spring of 1933. In the first the plaintiff was a journalist and his case was that the defendants published in their newspapers an article in which, after recalling that, in 1930, he had been convicted at the Central Criminal Court of the manslaughter of a girl and sentenced to three years' penal servitude and that his conviction was subsequently quashed by the Court of Criminal Appeal, it was stated that he went to Canada, where, after some months, he was arrested and deported on the ground that there was "no room in Canada for men who had been tried for murder even although they get away with it after an appeal." The defendants admitted the publication of the words complained of, but they said that they were published with the plaintiff's consent, he having written them as a newspaper article and sold that article to the defendants. After two days' evidence the jury intimated that they had heard enough and wished to stop the case. In their opinion, the handwriting of the article complained of and submitted to the defendants' newspapers for publication was that of the plaintiff and the plaintiff was the man who visited the newspaper office and himself wrote the article while there. Judgment was given for the defendants.

A similar issue arose in the other case. A woman proceeded against a national weekly paper for alleged libel in a series of articles, which the defendants stated were published at her request, with her knowledge and consent, and for good consideration paid to her. An agent who negotiated for the publication gave a receipt "in full settlement for a series of articles signed by [the plaintiff] written on information supplied by her." The jury gave the plaintiff one farthing damages and each side had to pay its own costs.

A Two-em Rule.

The little piece of type known to printers as a two-em rule (which is only this, ——) was the main point in a recent libel case, which formed part of litigation covering nearly a year. It all started with a county court action in what is called a running-down case. Counsel for the plaintiff was a barrister-at-law whom we will call Mr. X. The sequel was that Mr. X sued two papers for libel unsuccessfully, and then went to the Court of Appeal, where the judgment was against him. Lord Justice Scrutton, in delivering judgment in the Court of Appeal, said—

> The matter began with an action in the Bow County Court . . . in which, in a running-down case, apparently the two witnesses for the plaintiff gave evidence which turned out to be completely untrue. The Judge in the county court was not unnaturally very angry with them, and came to the conclusion that the smallest inquiry by the solicitors for the plaintiff would have elicited the fact that the plaintiff and the plaintiff's father were committing deliberate perjury. He said that he thought that the plaintiff's solicitors knew that perfectly well, and he would take the matter up with the Director of Public Prosecutions. The Judge went on to say that it was a disgraceful case to have brought into Court, and he was surprised at counsel continuing the brief.

The *Evening News*, following the practice of trying to satisfy readers who did not want to read a long report but desired to see a few words in large print, headed their report of the case—

> JUDGE REBUKES COUNSEL AND SOLICITOR
>
> MENTION OF PUBLIC PROSECUTOR

and Mr. X formed the opinion that that would be understood to mean that the Director of Public Prosecutions was mentioned in connexion with counsel, whereas it would be fairly obvious in reading the report that it was mentioned in connexion with the solicitor, who was ordered to pay the defendant's solicitors' costs.

Mr. X brought an action against the *Evening News*. A reporter of *The Times* was present in Court when the action was tried, and there appeared in that newspaper a column and a half report of the action, which was tried before Mr. Justice Avory and a special jury. Mr X did not complain of that report at all, so they must take it that it was a fair and accurate report of the trial. *The Times*, however, published a short summary of some of the cases which appeared in the following columns, and there were 12 or 14 lines summarizing Mr. X's case against the *Evening News*. The summary of which he complained began: 'A special jury returned a verdict for the defendants in the libel action in which Mr. X, a barrister-at-law, claimed damages from Associated Newspapers, Limited, in respect of a report which appeared in the

Evening News on November 7, 1927. The report was headed "Judge Rebukes Counsel and Solicitor. Mention of Public Prosecutor."' That was how the report was headed, but the summary put a full stop after the word "solicitor," whereas the *Evening News* put a dividing line between the sentences. That was the first matter in respect of which Mr. X complained—that the summary was not an accurate report because there was a full stop instead of a dividing line.

Mr. X pleaded other grounds of complaint against *The Times*, but Lord Justice Scrutton agreed that it was a very trivial action. Lord Justice Greer pointed out that Mr. X's case had come before two juries, first in the action against the *Evening News* and secondly in that against *The Times*, and both papers said in unmistakable language that they made no charge of impropriety against him. As to *The Times* summary, Mr. X complained that it was improper and left out one of the defences. His lordship agreed that the summary was open to that interpretation without reading the column and a half report of the case in the other part of the newspaper. Lord Justice Slesser said that it was perfectly clear that no connexion at all was intended to be inferred between the Director of Public Prosecutions and Mr. X. In the hearing before the King's Bench of the action against *The Times* counsel for Mr. X had emphasized that in the original report in the *Evening News* the two portions of the heading were separated by a line (the two-em rule), but in *The Times*, he said, they read as one phrase. As will be seen in the extract given above they were actually separated by a full-stop. The comparative merits of the rule and the full point were not argued. The case is an illustration of the complexities of reporting in the courts, and of the need of sub-editorial vigilance.

In the last few years there has been a great increase in the number of cases of contempt of court, and it will be serviceable to cite some of them as guidance and warning for those who may be tempted by the daring enterprise of modern journalism to trespass beyond the limits defined with growing emphasis by the judges. In all cases that are *sub judice* the utmost circumspection is called for. The contrast between the present day and the "nineties" is well brought out by

Lincoln Springfield in "Some Piquant People." He was engaged in reporting the Ardlamont murder mystery. Monson had been arrested and a point of acute interest was his financial relationship with the dead youth. The testimony of a London money-lender on this point was important. "We journalists in the nineties," says Springfield, "evidently had no fears about butting in on *sub judice* proceedings, and no qualms about the risks of contempt of court; for upon hearing of the appearance on the scene of this [money-lender] I sought him out, and published a column interview with him that threw much new light on the case." It is now as plain as can be that when a person has been arrested a newspaper must not publish any investigations of its own into the case. As far back as the Crippen case an assistant editor was fined £200 and costs for publishing a statement about that gentleman after his arrest.

One of the chief cases arose out of the notorious Crumbles murder. Two papers were fined £300 each and one paper £1,000. The Lord Chief Justice said that the practice of "criminal investigation" by newspapers had become prevalent, and newspapers regarded it as their duty "to employ an independent staff of amateur detectives, who would bring to an ignorance of the law of evidence a complete disregard of the interests whether of the prosecution or the defence." He went on to point out how perilous this kind of publication was, because it was not possible even for the most ingenious mind to anticipate with certainty what were to be the real issues in a case, to say nothing of the more difficult question of what was to be the relative importance of different issues in a trial. Something that appeared trivial at first, he added, might prove to be of paramount importance.

A photograph figured in 1927 for the first time in contempt proceedings. Two papers published the portrait of a man on trial for attempted murder on the morning of an identification parade. No penalties were imposed as this was the first case of the kind, but the newspapers had to pay the costs. The editor of a weekly paper was fined £500 for publishing details about the career of an accused man which

the Court held to be prejudicial to that man. In another case, where an editor was fined £1,000 for publishing references to the story of a man the day after his arrest, it was pleaded in mitigation that an autobiography had just been published. The Lord Chief Justice said that a man might be very bad but he was not to be prejudiced by his previous record, whatever it might be, unless it came out in the Court. The fact that the statements made to the detriment of an accused person were true afforded not the slightest palliation or excuse for their publication. A provincial daily paper was fined £500 for publishing an interview about a kidnapping case which was said to be calculated to prejudice the trial of a person charged. It was explained from the Bench that the law was concerned to protect the rights of individuals who might be involved in proceedings, either criminal or civil. The defendants had denied any knowledge that criminal proceedings were pending, and Mr. Justice Avory declared that it did not matter whether the proceedings were criminal or civil.

A novel case arose out of charges made against a clergyman in a Consistory Court. Action was taken in the King's Bench Division at the instance of the Bishop, who, it was complained, was held up in a newspaper campaign as being supported by "bribery, corruption and blackmail, while the clergyman was pictured as a sort of hero." One paper published a "woman's own story" in favour of the accused clergyman. Counsel for the paper said this was the first time he could find that it was sought to attack anyone for contempt of a Consistory Court, and the matter differed very much, certainly to the lay mind, from contempt of the King's Courts, such as Assizes or Quarter Sessions. The Consistory Court itself, he said, by a Statute of 1813, was expressly empowered to deal with contempt committed in face of the Court. For the other side it was contended that any Court which the King's Bench could correct it would protect. The Lord Chief Justice said there was no doubt that the Court of King's Bench had jurisdiction. Fines were imposed on two newspapers.

A different kind of offence was alleged against the *Daily Worker*, for publishing matter calculated to bring Mr. Justice Swift as a Judge of the High Court into contempt and to lower his authority. The following appeared in the article complained of: "Rigby Swift, the Judge who sentenced Comrade Thomas, was the bewigged puppet and former Tory M.P. chosen to put Communist leaders away in 1926. The defending counsel, able as he was, could not do much in face of the strong class bias of the Judge and jury." The Lord Chief Justice, in giving judgment, said that as a rule what was alleged to be contempt was matter intended or calculated to interfere with the due administration of justice in a particular case. In the present case the contempt was the publication of matter which scandalized the Court or a Judge. One of the respondents who offered an apology was fined £250; and the other three respondents, who said in Court that what was published was true and they stood by it, were sentenced to terms of imprisonment.

A question that still remains undecided is how far a newspaper is entitled to comment on, or deal with, the case of an accused person who has been convicted in a court but has lodged an appeal. Does the law of contempt operate after conviction and until the appeal has been decided? When Rouse, whose appeal in the blazing car murder case was dismissed, was awaiting the hearing of the appeal, there was, said the Lord Chief Justice, a great deal of improper comment in certain newspapers and in letters to members of the Court. They would have to consider, he observed, whether proceedings of that kind pending an appeal did not constitute a contempt of Court. The matter remains in a doubtful stage and newspapers would welcome a definite ruling.

Copyright.

The first Copyright Act in this country was passed in the reign of Queen Anne, when authors and publishers began to complain grievously of piracy and the difficulty of tracing wrongdoers and recovering damages. They petitioned

Parliament and an Act was passed in 1709. It recited that "persons had of late reprinted books without the consent of the authors, to the very great detriment and too often to the ruin of them and their families." Professing to be "for the encouragement of learned men to compose and write useful books," it enacted that "the author of a book shall have the sole liberty of printing and reprinting such book for fourteen years and no longer," but if the author was alive at the end of fourteen years, then for fourteen years more. In 1814 the term was made 28 years in all cases and if the author then lived it was to extend till his death. In 1842 the term was increased to 42 years, or to the term of natural life and seven years more, if this last term exceeded 42 years. The Copyright Act of 1911 swept away practically all its predecessors. Except in certain cases the term of copyright now extends to the life of the author and 50 years afterwards by regulations of the Board of Trade. Let us look at a few points in copyright law as it affects journalism.

In the words of the 1911 Act copyright means "the sole right to produce or reproduce the work or any substantial part thereof in any material form whatsoever"; and copyright exists in "every original literary work." Clearly much subtle legal argument might be based on the meaning of the word "original," which was first used in this connexion in the 1911 measure. It has a possible bearing on the decision of the House of Lords in 1909 that there was copyright in the verbatim report of a speech, and that the reporter, and not the speaker, was the author. This was a ruling by the highest tribunal on a point of great importance to journalists, but before the passing of the 1911 Act, which is now the law. The case in question was Walter *versus* Lane. The publisher, Mr. Lane, reprinted a report from *The Times* of a speech by Lord Rosebery in a collected edition, and *The Times*, suing by assignment from their own reporter, brought an action against him, with the result above stated. Now a verbatim report is never regarded as "original" in the accepted sense of the word, though of course it is

recognized that much skill goes to the production of it. There are few speakers whose utterances can be printed exactly as delivered; perhaps Lord Rosebery was one of the distinguished few. Therefore reporting is not a merely mechanical function, and the House of Lords ruled that the skill and labour of a reporter gave his work the protection of copyright. Apparently that decision stands good, although a new Act has since come into force. At any rate a judge has held that a list of stations in a railway guide is a subject of copyright and therefore an "original literary work" for the purposes of the statute. It has also been held, in 1926, that there is copyright in a compilation of advance programmes by the B.B.C. In that case the judge said: "In my view the words 'literary work' cover work which is expressed in print or writing, irrespective of the question whether the quality or style is high."

In certain circumstances a speaker has the right under the 1911 Act to prohibit the publication of a verbatim report of his speech, and to treat such publication as a breach of his own copyright. Personally I have as yet observed no such prohibition, the tendency of public speakers being precisely in the opposite direction. In an exposition of this part of the Act the late Mr. George Leach, standing counsel to the National Union of Journalists, stated: "Subject to some rather bewildering qualifications, a speaker, whether he calls his speech a lecture, an address, a speech, or a sermon, and whether he has committed it to manuscript or not, enjoys copyright under the new Act. Not only that, but he has the power, except when the address is of a political nature and delivered at a public meeting, to prohibit any report, beyond a newspaper summary, being given to the public. I may summarize these rather complicated provisions—

"(1) A newspaper is entitled to report a lecture delivered in public as fully as it pleases 'unless the report is prohibited by conspicuous written or printed notice, affixed before and maintained during the lecture at or about the main entrance to the building in which the lecture is given, and, except where the building is being used for public worship, in a place near the lecturer.'

"(2) An address of a political nature delivered at a public meeting may be reported at any length, whether the speaker has posted a prohibition or not.

"(3) Whether the lecture be an address of a political nature or not, and whether the speaker has posted a prohibition or not, it may always be made the subject of a newspaper summary, so long as the summary does not go beyond what the law calls 'fair dealing.'"

As to the copyright in the report of a speech lawfully published in the above circumstances, Mr. Leach wrote: "Where the report is what we call 'descriptive,' or where it takes the form of a summary, whether long or short, there is no doubt that the copyright still vests in the reporter, or, where he is under a contract of service, in his employer. It may be different with the verbatim report, now that Parliament has recognized a speaker's copyright in his speech—I stress speech to distinguish it from a report of the speech, as to which the intentions of Parliament have yet to be interpreted by the Courts. . . . There is nothing in the Act which expressly overrides the decision in Walter *versus* Lane." It has to be borne in mind that under the Act of 1911 "original literary work" includes maps, charts, plans, tables and compilations. Thus a free-lance journalist who collects his materials from various sources and so arranges and combines them as to give them a new and original form, enjoys the copyright.

It has been clearly laid down that there is no copyright in news as such; but there is in the particular form of language in which the news is conveyed. Thus where a piece of news is sent to a newspaper by a correspondent and is presented in a particular form by a sub-editor, the latter makes himself responsible for it, and it is no longer an "original literary work" produced by the correspondent. In one case a report 83 lines long of the drowning of a distinguished man was condensed to 18 lines by a sub-editor, and the judge held that the true author of the published paragraph was the sub-editor. Although the 1911 Act declares that "any fair dealing with any work for the purpose of criticism, review, or newspaper summary" is not an infringement of an author's copyright, it is clear that the

wholesale appropriation of special news articles, dispatches of correspondents and descriptive reports, of the nature of "original literary work," is not allowable. It is also to be observed that where news has been obtained by special agencies at a large expenditure, the right of exclusive publication will be legally protected. In bringing out this point, Mr. Charles Pilley, in his "Law for Journalists," says: "A newspaper is not allowed to appropriate the fruits of another's costly enterprise, simply by garbling its literary form or tendering an acknowledgment of the source of its stolen material."

PLATE XXIX

THE AUTHOR

Photo by Elliott & Fry

CHAPTER XIII

THE RESPONSIBILITIES OF FREEDOM

The leading organs of the Press have been, and are still, in free countries, the one great and indispensable medium for the diffusion of information and opinion on political topics. The daily paper reports events and the views, spoken and written, of prominent men regarding events, and it does this with a perfection of machinery and a display of executive talent that are among the most conspicuous achievements of our time. It generally adds to its accounts of events happening and words spoken its own comments. . . . So long as there is no suppression or perversion of truth no harm is done. . . . If every newspaper did its best to ascertain and to tell the truth, the whole truth and nothing but the truth, and gave equal opportunities for the expression of all views, leaving the public to judge between those views, newspapers would be, so far as politics are concerned, an almost unmixed good. . . . This virtue is not to be looked for in such a world as the present. To demand it would be what the theologians call a Counsel of Perfection. The people are pretty well served when a party paper reports events and speeches with fairness to both sides.—BRYCE in "Modern Democracies," 1921.

MY task is nearly completed. In this last chapter my theme is the present position of the British Press and the prospects of its future. Let me confess at once that diagnosis is difficult and prophecy perilous. In describing the production of a newspaper, with its myriad processes, I have been treading solid and familiar ground; but a discussion of the ethics and morality and status of the Press involves many vague factors and all sorts of controversy. Discretion is clearly the better part of valour in this quarrel; but it is not merely discretion that leads me to play the part chiefly of an "observer." To attempt the rôle of judge is beyond the scope of this book: a full investigation of the rights and wrongs of the case and a considered judgment demand an entire book. Therefore I propose to call attention to some of the views expressed by those best entitled to be heard on the conduct of our newspapers, after putting on record two or three general reflections of my own.

It is characteristic of the British people that they talk very freely about their own failings, and the habit of self-depreciation is such that foreigners fail to understand us and to judge our institutions accurately. If we had the

Press that some of the critics debit us with we might have a serious cause of complaint. The truth seems to be that just as this nation has gained a position of leadership in a distracted world, so the British Press still stands, in important aspects, at the head of the world's Press. As the Lord Chancellor put it in a recent modest testimony, England has a Press that is "decent and fair." There are disquieting symptoms and those who value the liberty of the Press as a safeguard of the freedom of the individual and of the good of the State, must be vigilant and active in working for its preservation. Too often those who attack the Press fail to discriminate between the good and the bad. The few journalists who offend against sound policy and good taste attract more attention than the great mass who do their duty quietly and consistently. It is the abnormal that arouses all the excitement, and produces a public indignation that sometimes falls upon the just as well as the unjust.

Very few would prefer the Press that is allowed to exist under dictatorships abroad to the free Press of this country, with all its faults. In a democratic country like ours the problem is bound to arise now and then of how to prevent liberty from degenerating into licence. It would be strange indeed if at this stage of history there were any demand for a reversal of our national policy of a free Press. The fight in the past has been for the removal of the shackles of control; but now, with the advent of certain undesirable tendencies, a call is heard here and there for some measure of coercion. In this, as in other great issues, the public will be the arbiter.

Mr. J. Ramsay MacDonald recently delivered several outspoken criticisms of a portion of the Press, both in public speeches and in print. At Newcastle upon Tyne in January last he denounced certain forms of propaganda as a danger to democracy. Defining the propaganda meant he said—

> I mean the publication of news not for the purpose of enlightening and instructing the people, but for the purpose of getting people to come to conclusions that were meant by the people who published the news in the way the news was published. It is a great issue in relation

to the success or the failure we are going to show in maintaining democracy. I get a lot of advice on propaganda on the part of the Press. I am glad to say that on the whole the provincial Press are simply admirable. . . . What I want to suggest is that you should be the masters of the Press, and not let the Press be masters of you. We could pass laws and edicts and proscriptions. We could hamper them. We could give the right to sue a newspaper that had got a falsehood prominently displayed in it. That would be a very hard burden to place on their shoulders, but nothing of that kind could be done without limiting liberty to such an extent that I for one will not do it.

Mr. MacDonald added that if disapproval were made known of tricks played by the Press the Press would very soon have to stop publishing things; but if it was straightforward and honest it would contradict the next day, though they never heard of a contradiction at all. This was one of the biggest issues before this generation. Were they going to be able to protect themselves against this propaganda, which affected news and not merely views? He hoped there would never be an attempt to suppress views, but with news turned, twisted, and misrepresented he asked them to be intelligent and self-respecting enough to say that they were not going to be imposed upon in that way, and that if such a thing was going to be done they would turn to other newspapers for their news and leave aside those which would poison their minds and corrupt their intelligence.

In the preface to a volume "Towards a National Policy," issued in April this year, Mr. MacDonald made a strong protest against war scares in the Press. He wrote:—

The selling value of the popular newspaper whose one aim is circulation is in headlines. And the selling headline must provide a daily thrill. The most ordinary event must be "sensational," "astounding," "mysterious," "a monstrous scandal," and what not. Rumour is made to rank with fact, and the necessary hysteria is supplied by invention which has not even the value of rumour. This is one of the gravest dangers which public opinion and democratic judgment have now to face in domestic affairs, but, when international matters are dealt with in the same way, the danger to world peace is of the gravest kind. War scares have become the stock in trade of partisan fighting. Elections are won on the most barefaced and deliberately worked-up war scares, the disastrous effect of which on foreign Chancelleries thwarts our own negotiations and policies for disarmament and peace. Secret diplomacy was bad; the diplomacy of papers out for circulation and of parties out for votes is deadly. The profiteering armaments manufacturer is a danger; the partisan scaremonger on international matters makes an even more substantial contribution to national fears, lack of confidence, and desire for protection by arms.

Writing on these attacks the political correspondent of a London daily paper said it had long been known in well-informed quarters that Mr. MacDonald and other Ministers

had been considering the desirability of a law to control the publication of news. One proposal was an adaptation of the French Press Law which would require a newspaper publishing a statement of fact concerning any Government department to give equal space to a correction if the department considered the statement to be inaccurate. The president of the Newspaper Society, replying to the Prime Minister's allegation of war-mongering, said there might be a few irresponsible writers who penned Chauvinistic articles and exacerbated international relations, but they were few in number and negligible in influence. He pointed to the well-known fact that wars are not profitable to newspapers, and argued that the fullest publication of news was for the public good. The International Press Conference of 1932 expressed the view that the menace of false or inaccurate news could best be dealt with by providing the widest possible facilities for information by Government offices, which could be readily accessible to all journalists at all times. There is much to be said for the system in the United States, where the President meets the journalists regularly in a body at White House and talks frankly on public affairs. This confidence, I believe, is never abused.

Parliament has on occasion debated the issue. In 1928 there was a Labour motion declaring that the maintenance of independent organs for the dissemination of news is vital to the standard of public life in the country, and that the consolidation of the newspaper Press in the hands of powerful syndicates, and some of the devices of these syndicates to extend circulation, are contrary to the public interest. Lord Ponsonby said that in time Parliament would be forced to deal with the evil in the interests of the nation. Major C. R. Attlee, M.P., deputy leader of the Opposition in the House of Commons, in a broadcast talk on political liberty, spoke of the danger of a "monopoly of the means of publicity by property interests," and said that a newspaper trust might in effect mean the denial of liberty to minority opinion.

In the House of Lords (June 5, 1935) Lord Kilmaine asked the Government whether something could not be done in times of national crisis or foreign difficulty to prevent the Press giving the news under alarmist and provocative headlines. He cited the way in which a London morning paper dealt with Italy and Abyssinia. Lord Lucan, replying for the Government, said it was true that the Press was sometimes sensational, but it was only certain newspapers, as a rule, that erred in that way. On the whole it was true to say that the Press of this country was of as high a standard as the Press in any other country. The headlines complained of were to be deplored, but we rather prided ourselves on having an absolutely free Press and there was very little legislation, as far as he knew, which would enable the Government to restrict the Press in any way. A censorship was not practicable or desirable in peace time and the only other way would be to require newspaper proprietors to take out licences, which might be revoked if they misbehaved. The Government did not see any justification for interfering with the activities of the Press. Lord Lucan emphasized that "there is no newspaper in this country, whether published in London or elsewhere, which has any claim to be regarded as the mouthpiece of the Government." The Press of this country, in peace time, was completely independent of Government control and influence. On the same day in the House of Commons a member called attention to a newspaper's "intrusion on private grief." The Home Secretary in reply gave the following warning—

> He regretted to observe an increasing tendency on the part of a certain section of the Press to overstep the bounds of legitimate publicity. He would prefer to rely on the good sense of the profession of journalism to prevent the repetition of such incidents, but if there should be any evidence that the profession was unable to do so, he thought it would be necessary to consider seriously whether any other means could be devised of protecting the public from such conduct.

Journalists themselves are, perhaps naturally, among the most caustic critics, for it is in their interest that the house in which they get their living should be put in order. Sir Philip Gibbs sees a solution partly in the creation of

more independent papers and thinks a new school of brilliant young journalists could do it. Possibly so, if keenness and brains were sufficient, but the starting of newspapers to-day requires enormous capital. Mr. Gerald Barry looks to increasing education to create a demand for better newspapers, "in place of the inanities of the present commercial press." Mr. St. John Ervine, in a pamphlet "The Future of the Press," declares: "We see newspapers passing into the control of a few groups of owners, and are perturbed when we reflect that the public mind may be manipulated by means of manufactured or adapted news. The old idea that a newspaper should reserve its opinions for its editorials and remain impartial in its news columns has largely been abandoned and general information is now presented in a propaganda form." He thinks the weekly reviews and the provincial Press have a greater influence on the public than is exercised by the "big circulations," and therefore are a safeguard; also that the B.B.C. will "force impartiality on the Press."

Long ago, when the evening *Westminster Gazette* was in being, Mr. J. A. Spender pointed out that the working journalist had a vital interest in this controversy, "for he stands to suffer heavily in self-respect and professional repute if the Press is degraded or falls into contempt and suspicion." If a law could be framed to prevent one man from owning more than one newspaper he believed the journalists of the country would be heartily in favour of it.

Sir Charles Hyde, the proprietor of the *Birmingham Post*, and a staunch exponent of responsible journalism, discussing these issues twelve years ago, lamented that newspapers which gave their best to the public, and most conscientiously discharged their true functions, did not always achieve the greatest success, because of the prize-giving, fly-catching, methods of the so-called "popular Press." But there were still, he said, some great newspapers left in this country which worthily upheld the best traditions of British journalism; and there was consolation in the reflection that the dishonest newspapers shared in the long run the fate of the

grocer who put sand in his sugar and the milkman who watered his milk.

The growth of combines (variously called groups, trusts, multiple-ownerships and the "gramophone Press") has been watched with misgivings and fears as to their ultimate effect on public opinion and on the fortunes of journalists themselves. Mr. A. G. Gardiner has been foremost among those who denounce such a monopoly as a dictatorship of the most sinister kind. In recent years there has been a succession of amalgamations, absorptions and suppressions and papers of distinguished lineage have gone under. When the *Pall Mall Gazette* was extinguished in 1923 the *Observer* termed it "the quenching of a galaxy," and declared—

> The monstrous overgrowth of the super-syndicated Press rules over us. . . . In a time which still seems yesterday if you bought 20 newspapers you might compare the genuine variety of 20 minds in their oppositions of views or shades of difference. Now you may buy a score or a hundred only to repeat the dull stereotyped insupportable monotony of plutocratic instruction. . . . In an age of rings, mists, mergers, combines and monopolies, newspapers are bought and sold like butter and soap.

To take a more recent, and fortunately a quite different, occurrence, when the *Daily Telegraph* came under its present control, the announcement was made that no change in political policy was involved in the transfer of ownership and Lord Burnham was confident that the traditions and standards of the journal which had belonged to his family for three generations would be fully maintained by its new proprietors. *The Times* was constrained to say in a leading article what was undoubtedly the prevalent public opinion. It was something more than an event in the world of journalism. "The public at large, which declines to regard a newspaper as standing in quite the same class of merchandise as oil or underwear, owing to the concentration of the power of the Press in a diminished number of hands, finds that its news services, though found in a dozen different papers, may be directed from a single source. Public opinion may become almost the monopoly of a single successful man of business. As for journalism these sudden sales are

a cause of dislocation and anxiety. There is for journalists bewilderment, heart-searching and uncertainty."

On this occasion *The Times* was fully justified in calling attention to a Trust that had been established with a totally different object from any to which I have been referring—"There is obvious virtue for journalists, and perhaps for the public as well, in the self-denying ordinance by which the chief proprietors of *The Times* have placed its controlling shares for ever beyond the risk of any such commercial transaction." The introduction of this novel safeguard for the future of the paper took place in 1924. It was then explained that the controlling shares were those of The Times Holding Company, Limited, and were all held by Major J. J. Astor, M.P., and Mr. John Walter, who together were the chief proprietors. The Trustees who had agreed to serve on this "committee," as it was called, were the Lord Chief Justice of England, the Warden of All Souls College, Oxford, the President of the Royal Society, the President of the Institute of Chartered Accountants, and the Governor of the Bank of England. The Committee is in no sense identified with management or editorial policy; "the sole object underlying its appointment is to ensure, so far as is humanly possible, that the ownership of *The Times* shall never be regarded as a mere matter of commerce to be transferred without regard to any other circumstance to the highest bidder, or fall, so far as can be foreseen, into unworthy hands." Therefore the trustees were chosen as being precluded from active party politics, and as representing the judicial, academic, scientific and financial elements in the national life. The principles laid down for the guidance of the trustees in the event of any projected sale of the controlling shares are defined in the Articles of Association as follows—

> In coming to their decision whether any proposed transferee is a proper person to hold Ordinary shares of the company, the Committee shall have an absolute discretion and may give or withhold their approval on any ground whatever which they may think fit and proper, and without their being bound to give any reason therefor, it being the intention and an instruction to the Committee that inasmuch as the Company

holds the absolute voting control in The Times Publishing Company, Limited, which owns *The Times* newspaper, the Committee, in coming to their decision, shall have regard to the importance of (*a*) maintaining the best traditions and political independence of *The Times* newspaper, and national rather than personal interests, and (*b*) eliminating as far as reasonably possible questions of personal ambition or personal profit.

One episode may be placed on record as showing the groups at work at a time of tension in public life. It is the remarkable by-election in the St. George's Division of Westminster in 1931. Mr. Duff Cooper, the Conservative candidate, conducted a lively campaign, nominally against Sir Ernest Petter, his Independent opponent, but in reality against Lords Rothermere and Beaverbrook, whose papers concentrated all their energies but without success, to secure a Conservative defeat. Mr. Baldwin made a vigorous speech in which (said the *Daily Herald*) "he returned with interest seven years of personal attack by the Press barons, Rothermere and Beaverbrook." He described their papers as "engines of propaganda for the constantly changing policies, desires, personal wishes, and personal likes and dislikes of two men. Their methods are direct falsehood; misrepresentation; half truths, the alteration of a speaker's meaning by putting sentences apart from the context; suppression, and editorial criticism of speeches which are not reported in the paper."

A number of well-known editors made a protest against the abuse of the power of the Press, and *The Manchester Guardian* said the result of the contest was that the "unwarrantable pretensions of a section of the Press have been for the moment defeated." The atmosphere of the controversy was indicated by the *Guardian's* allusion to the "Rotherbrook" papers. *The Times* hailed the Conservative victory as "the defeat of a bid for power by the mechanical manipulation of opinion."

The "barons" gave as good as they got. Lord Rothermere in a page article in the *Daily Mail*, said "the bogey of 'Press dictatorship' has been deliberately invented by the Conservative Central office. They have manufactured it as

a mask for their own incompetence." He demanded: "What ground has Mr. Baldwin for denouncing the principal proprietors of the two most successful newspapers in the country as 'insolent and irresponsible plutocrats,' when he has no word of blame for the equally plutocratic controllers of *The Times*, *Daily Telegraph*, and *Morning Post*?" Mr. J. L. Garvin wrote that he had no patience with the "fatuous talk about attempted Press dictation." The election was the most striking instance in which two of the "Press Lords" have been put upon their defence.

A remarkable example of Press independence is that of the *Christian Science Monitor*. It is an American paper, and outside my strict limits, but it is of great interest to all students of the place of the newspaper in modern life. Its founder, Mrs. Eddy, left only one instruction: "The purpose of the *Monitor* is to injure no one, but to bless all mankind." One can imagine the difficulty of carrying out such a policy of universal benevolence, but the paper has a wonderful record of consistency. Willis J. Abbot, who speaks with authority on American journalism, enumerates the unique qualities of the paper—"it is the only daily paper in the world owned and edited by a church; it is the only really 'national' paper in the United States; it is the only newspaper in the world which refuses to print news of crime unless the offence is one by which the course of government, or the progress of society, is materially affected, and which systematically minimizes news of disasters of every sort; also it is the only daily newspaper edited by a board instead of an individual." Talking to Mr. Abbot, who was editor for five years, Mr. Ramsay MacDonald said the paper was honest, fair, and tolerant, but he asked whether it would not greatly extend its influence if those provocative and limiting words "Christian Science" were taken out of the title. Mr. Abbot admitted the force of the point but put a counter question—"Could you not gain a hearing in quarters now closed to you, and thereby exert a wider influence for good, if you would take that limiting and provocative word 'labour' out of the title of your political party?"

The paper stands, an international force, as an instance of the subordination of profit to principle.

When *The Manchester Guardian* celebrated its centenary in 1921, Mr. C. P. Scott, who had reached his jubilee as its editor, made a characteristic pronouncement which is cherished by all who ponder the ethics of journalism. A newspaper, he said, is something more than a party organ; it has duties to the whole public which it serves or endeavours to serve. A newspaper is, and ought to be, something in the nature of a public institution. Every side has a right to be heard and to be reported. Of course it has its own political opinions and the more frankly and forcibly they are expressed the better for it and for everybody, but it should be more than a political instrument—it should serve the whole community. Its first function is to give the news and the whole news. It must not select, pervert or colour. Facts are sacred and for a newspaper to use its command of statement and of publication as a means of propaganda—that is the accursed thing. Its hardest duty, declared Mr. Scott, is to influence, and, in so far as it is able, to direct opinion. "That is an enormous task which no man and no newspaper can fully perform. It demands the best ability, the best education, the best intelligence that it is able to command, with conscience and integrity, not merely moral integrity, but mental integrity, behind all."

Joining in the chorus of congratulation to *The Times* on its 150th anniversary, Lord Hewart asked whether or not Ruskin would to-day have to repeat "to a sadly large section of the Press," his well known rebuke to "the hireling scribes who daily pawn the dirty linen of their souls for the price of a bottle of sour wine and a cigar." What would Ruskin say, he asked, to "the abyss in which 'personal journalism,' as it is called, is to-day wallowing? Might he not think (as some of us do) that the time is almost ripe for legislation?"

The same idea, but in relation to another side of the Press, was expressed by Lord Northcliffe in his famous pamphlet "Newspapers and their millionaires," published in 1922.

He wrote: "Every now and then the question of the ownership of newspapers becomes a topic of public discussion, and doubtless new legislation is required in Britain. There are countries in which wise legislation has been enacted to make the actual ownership of all newspapers a public matter. . . . There are countries in which it is compulsory to reveal the actual sale of every newspaper and publication inviting advertisements." Combines have made huge strides since then. In the pamphlet's page of pictures headed "The minds behind the London daily newspapers," appeared the portrait of "Sir William Ewart Berry, Bart., *Daily Graphic*." To-day he is Lord Camrose, chairman of Allied Newspapers, Limited, which, either directly or through its subsidiaries, owns or controls over 30 newspapers, with an aggregate circulation of over twenty million copies per week. In addition, Lord Camrose is the chief of the *Daily Telegraph*, and associated with him there are Sir Gomer Berry, and Lord Iliffe, both of whom are also directors of Allied Newspapers. There is no secrecy about the great ownerships now and Lord Northcliffe's suggestion is out of date.

Although vague talk of possible legislation is still heard some agree that "anti-trust legislation" has usually been a failure. A writer in the *New Statesman*, while making such an admission, demands: "Are we to see governments intimidated, news garbled, and the tastes and intellects of millions enfeebled or corrupted, without any power of remedy? The power of the Press is so damaging that the State may be compelled to reconsider their present relationship with it." Mr. Wickham Steed, writing in the *Review of Reviews* in 1930, when Lord Rothermere made it a condition of his support of Mr. Baldwin that he should have guarantees as to policy and know the names of eight or ten of the next Ministry, described this attitude as "pressocracy." If as a result of inquiry and of legislation, he said, the newspaper industry became less profitable, and if there were more newspapers paying smaller dividends and employing a larger number of qualified and conscientious journalists, the country would be the healthier for it.

Mr. George Blake, in a pamphlet issued in 1930, drew a lurid picture of the banality and vulgarism of a section of the "popular press," but exclaimed in despair: "If we hope for reform, the Lord alone knows whence it will come." Four years later, in a broadcast on "Liberty of Expression of Opinion," he concluded: "The reading of any given newspaper is not so far compulsory. This country is, moreover, singularly fortunate in the possession of a considerable number of periodicals that approach their task with a sense of responsibility; and we cannot apprehend any very serious threat to the free-thinking of a public that is served, for example, by a *Times*, a *Manchester Guardian*, a *Spectator*, and a *Listener*." He thinks it quite probable that the Press must learn to share much of its influence on the public with the cinema and the wireless and that their bearing on our freedom may be the crux of future discussion.

A sense of frustration characterized a contribution by Mr. Oswald G. Villard to the New York *Nation* on the "financialisation," and loss of independence, of the Press. "Quite frankly," he confessed, "I find myself unable to make any real constructive proposals for curing these evils. . . . Make it impossible for financiers to speculate in newspapers as they would speculate in oil or soap and you will make possible the rise of independent newspapers."

The problem in this country is dealt with in terms of political and social results by Mr. J. A. Spender in "The Public Life." Mass production in newspapers, he points out, "concentrates in the hands of a few individuals who are responsible to nobody but themselves a power which is a serious rival to that of Parliament, and upon which in the last resort Parliament depends. . . . The concentration of control in a few hands leads to a corresponding concentration of the agents—the writers and the editors—through whom the control is exercised. As newspapers are amalgamated and circulations increase these necessarily become a diminishing number, more and more subject to uniform instructions from headquarters, and the play and variety of opinion, which might mitigate the process, are squeezed

out. It is scarcely an exaggeration to say that about six proprietors and a score of writers and editors between them make the entire opinion of the metropolitan Press that counts."

To summarize the allegations against some portions of the British Press which I have noted in recent times, complaints are made of (1) the tendentious handling of news, by omission or distortion of facts; (2) the policy of suppression and the "black list"; (3) sensationalism; (4) "stunts"; (5) personal journalism, involving improper invasions of privacy in the quest of news; (6) the reporting of "sex" matters beyond proper limits; (7) the loss of independent expression of opinion under the combines. The sum total of these counts in the indictment is formidable, but again I would emphasize that only a section of the Press is involved.

Elsewhere I have enumerated the Acts of Parliament already in force affecting the Press. Apart from the old laws as to indecency a special Act limits severely the reports of divorce cases. The Betting and Lotteries Act prohibits the publication of huge lists of lottery prize winners, and of advertisements, and reputable newspapers welcomed the relief afforded from a practice enforced by competition. The crying of false news is an ancient offence, and there are of course the libel laws, the special enactments as to election libels, and the increasingly stringent application of the law regarding contempt of court. But all these do not touch the broad question of freedom of opinion and the methods of presenting news. Plays and films are censored; there is no such direct supervision of the Press.

Some writers have ventured on specific proposals, but none has yet received any wide or responsible support. For instance the *St. Martin's Review*, dealing with what is called the "enterprising" Press, said that while regretting the prospect of compulsory restraint it feared the time was fast approaching when the public might be forced to protect itself against sensational news presentation through legislative action. It cited the Act restricting the reports of

divorce cases as an instance of such action "which was forced by the failure of responsible newspaper proprietors to get a limit to divorce court reporting by voluntary agreement." The *Review* article suggested that the newspaper proprietors should voluntarily establish their own board of censorship "for the maintenance of decent and reasonable standards in news presentation." Another suggestion is a "Truthful Press Act" for the punishment of any violation of the truth, to be administered by (name of ill omen) a special Press Bureau. The reservation is made that frivolous abuse of such a law would have to be guarded against. Yet a further proposed law would bind newspapers with the least possible delay to publish apologies and retractions, upon being notified of mis-statements. Norman Angell, in "The Press and the Organization of Society," advances the idea that the workers could by the application of the co-operative principle, using mainly the machinery of the trades unions and the class loyalty of that movement, "enter into possession of the newspaper and publishing business now in private hands." He admits, however, that the prospect is nebulous in the present state of the Labour movement. A "Socialised State" should, he contends, (*a*) make of journalism a chartered profession like that of law and medicine, demanding certain qualifications and adherence to a certain code of professional conduct; and (*b*) create a State or Governmental Press, managed, not by the Government, but by a "journalistic judiciary," pledged to the impartial presentation of the news, such a body to be independent of the executive. Since this was written the *Daily Herald*, the Labour organ, has become the leader of the "popular" papers, with the largest circulation, under an alliance of trade unionism and private enterprise (what Socialists term "capitalism"). Mr. Walter Lippmann thinks a professional training in journalism of vital importance: "Just because news is complex and slippery good reporting requires the exercise of the highest of the scientific virtues."

Degrading tendencies that threaten to tarnish the fair name of their profession are resented by none more strongly

than by journalists, and their feelings have found concrete expression. One commentator made the point that the need for self-defence might teach journalists to combine among themselves more effectively than they had yet done. This was attempted long ago by the Institute of Journalists, and more recently and more thoroughly by the National Union of Journalists. Mr. H. G. Wells thinks that "a well paid and well organized profession of journalism is our only protection against the danger of rich adventurers directing groups of newspapers."

The National Union has done a great deal to secure improvement of salaries and conditions, and incurred the criticism that it thought of nothing but material things. There is evidence to the contrary. In 1931, as the result of journalists being asked to behave in a distasteful and unseemly manner in getting news, the Union issued a strong protest and appealed to proprietors, editors and managements to endeavour to come to an understanding as to the limits of licence which should be allowed to, or imposed upon, reporters and photographers. Allowance was made for the competition for speedy and exclusive news, rendering it difficult "for pressmen to act with that consideration and delicacy which in less strenuous days were customary," but certain acts which had just then been complained of "tended to weaken public confidence in the reliability, the judgment, the good sense and the good taste of the Press." The Union suggested that reporters should not be expected or permitted to intrude into the private lives of private people, that they should not usurp the function of official or private detectives, and that they should confine their activities to the reporting of, and commenting upon, facts. Moreover, to give practical effect to these views, the Union promised to treat the case of a member who was dismissed for refusing to carry out instructions repugnant to his sense of decency, as one of victimization, i.e. to maintain him while getting fresh employment. This statement by the Union was sympathetically received by the proprietors' organizations, which circulated it to all their members. In his presidential

address to the Institute Mr. H. A. Gwynne declared that no journalist should be expected to act in a manner unworthy of a gentleman.

The International Federation of Journalists, in 1930 when Mr. H. M. Richardson, secretary of the N.U.J., was president, instituted a Tribunal of Professional Honour, to judge in cases concerning such acts of journalists as touch international affairs. A code of honour was drawn up and principles of action for the Tribunal formulated. These were based on the freedom of the Press. The Tribunal cannot take cognizance of opinions, but will not allow opinions to be supported "by information knowingly falsified, or by documents wilfully faked or distorted." The journalist is held responsible for the information he sends to his paper. The National Union is now considering the drafting of a code of honour for journalists in this country and has even started an inquiry into the position of journalism in a Socialist State.

At the present moment a bill to provide for the registration of journalists, promoted by the Institute, is being vigorously discussed; it is opposed by the National Union as futile and potentially mischievous. As the proposal is only in a tentative stage at the moment, and developments may take place before this book is published, there would be no useful purpose in discussing it here. I mention the matter as an indication of the concern felt by journalists as to their status and security.

An objective survey of the conditions in this country to-day assuredly leads to the conclusion that the newspaper Press has an important place in the agencies of "public utility"; hence I do not hesitate at the end to come back to a contention I advanced at the beginning. It is far from my intention to make any exaggerated claim for my profession, but this much may be fairly said—the Christian minister and missionary who takes a stipend as the physical basis for the highest spiritual services; the medical man who is paid by his patients; the lawyer who takes fees from his clients; the miner who risks his life to earn his livelihood,

are all rendering public service, and in that sense the journalist, although in the employ and the pay of a commercial venture, is doing essential work not only or perhaps chiefly in the region of corporeal things, but also in the realm of mind and spirit.

It would be strange if in a new world that has not yet found its bearings the Press had not its novel problems to meet. It has lived through three centuries of evolution—in the seventeenth the newspaper made its appearance in a time of revolution and civil war, when Milton made his lofty plea for freedom and the Star Chamber imposed its savage sentences; the eighteenth was the era of the social essay and the political subsidy; the nineteenth saw the dawn of independence, the growth of a new dignity and the birth of the New Journalism; and now the twentieth brings the ferment and the high pressure of "popular journalism," and the appearance of newspaper combines. Abroad freedom has been submerged by dictatorships; in Britain the Press is still free to carve its own destiny. As the master of its fate it has within itself the power of high service and great achievement.

APPENDIX I

THE JOURNALISTIC "MARKET"

IT is important for those who contemplate entering the field of journalism for a livelihood to know what are the qualifications required by employers. One of the best guides is the advertisement column in which "vacancies" are notified. Just lately an increase in the demand for journalists has been observable, corresponding to the upward movement in trade and industry. Some of the more important posts on newspaper staffs are filled by personal knowledge and recommendation and so the advertisements are not by any means a complete guide to the staff changes in progress. But they are, so far as they go, an indication of the kind of outlook and equipment expected in the journalist to-day. For sometime I have been collecting such advertisements and now collate them in the form given below, using their actual phraseology. Three points are worth noting in these extracts—the many openings on the trade and technical press, the scope for journalists in the spheres of publicity and advertising, and the call for women journalists—

EDITORIAL

Assistant editor, national popular weekly. Thorough experience in make-up, sub-editing, and possessed of vigorous ideas.

National weekly requires make-up man, under 30 and with experience of displaying picture pages, to train as Art Editor. Interest in all sports essential and an expert knowledge of some desirable. Good prospects for an energetic young man with ideas.

Post of editor-manager of bi-weekly in important English borough will shortly become vacant. Applications will be examined for evidence of personality, journalistic and business outlook, and experience.

Experienced editorial assistant, fluent writer, with "London background," required by Fleet-street office overseas newspapers. Ability write bright but authoritative London letter, theatrical and film review essential; also reporting (verbatim shorthand), and interviews. Post might suit woman journalist capable handling women's features.

Assistant editor required by high-class weekly. Thoroughly experienced Oxford or Cambridge man, with trenchant style and thorough grasp of public affairs preferred, non-party; age 33–40.

News editing. Fully-trained journalists with modern ideas and familiar with news gathering methods.

SUB-EDITORS

Leading provincial morning requires experienced general sub-editor, capable of turning out picture page on occasions. Latter essential. Only first-class man need apply.

Sub-editor on leading provincial morning; capable of handling foreign news.

Sub-editor, experienced, with thorough knowledge of Jewish affairs, wanted for daily paper.

Sub-editor wanted for national Sunday newspaper. Must have experience of subbing and make-up. Excellent opportunity for bright young man with ideas.

Sub-editor for big provincial evening paper. Live, experienced man.

For provincial evening newspaper, sub-editor required who can deputise for chief. Must be accurate, sound in judgment, well-informed, and appreciative of values of local and general news.

Sub-editor wanted, with daily paper experience preferred. Quick worker. Bright style.

Sub-editor, thoroughly experienced, required for morning newspaper in the Midlands. Quick, accurate and reliable with knowledge of sports.

Chief sub-editor required for provincial evening newspaper, age 35–40 or younger if possessing the necessary qualifications. Also chief reporter, age 30–35. Only men who can furnish evidence of good provincial experience, who are of sound character, and fully able to control, need apply.

Good Home Counties provincial weekly series requires experienced, responsible sub-editor-assistant editor. Able to take charge.

Sub-editor-reporter, experienced, wanted for weekly paper near London.

Sub-editor wanted for weekly specialist paper; knowledge of local government administration desirable.

Wanted at once, for suburban weekly, live sub-editor-reporter used to district work. Must be young with not less than two years' experience.

Experienced sub-editor required by well-known publishing house. A wide knowledge of technical subjects, or experience in dealing with books containing numerous illustrations, will be a recommendation.

Experienced sub-editor required for leading Midland evening. Quick, accurate, and reliable. Smart headings.

Experienced sub. Able to work up straight news from local angle. Speed essential, especially on the stone. Knowledge of South London an advantage.

Sub-editor (lady or gentleman) required, for monthly tourist magazine.

Young journalist, with some knowledge international affairs, needed for full-time sub-editorial work, preparing copy, etc.

Art editor (man or woman) for weekly journal; experience in photogravure essential; provincial training an advantage; state age, experience, and salary required.

Reporters

Morning newspaper requires well-trained young reporter. Verbatim and good descriptive essential.

Reporter wanted represent progressive evening and weekly in Cathedral City. Energetic news-gatherer, quick worker, skilled shorthand-typist essential.

Reporter wanted (experienced), for daily newspapers in Midlands. Good descriptive, sound note taker and knowledge of sport.

Smart young reporter required for South Coast weekly to take charge of important district. Must be capable of taking an accurate note of police court proceedings and council debates. Preference will be given to one who can write bright yet critical notes on local affairs.

Senior reporter 36–40. Wanted immediately for progressive weekly. Highest credentials essential, both as to character and ability. Must have all-round experience, a good knowledge of sport. Photography an advantage.

Capable reporter wanted to take charge of branch office. Must be good writer local comments.

Chief reporter wanted for old-established local newspaper (two issues weekly), near London. Preference for man (about 40) experienced in the all-round work of busy district.

Local paper requires reliable reporter. Must be good proof reader with experience of sub-editing; seniors only need apply.

Senior reporter required for South Coast weekly. Must be fully qualified, experienced, and an accurate note-taker.

Live wire wanted to ginger up decayed weekly. Shorthand essential. Photography desirable.

Wanted, first-class journalist, knowledge of Welsh essential, for old-established weekly; must be good paragraphist, verbatim note taker and descriptive writer.

A news agency wants reporters (lineage) and correspondents having contacts to obtain local news, street accidents, meetings, etc.

Reporter wanted, with all-round experience, competent to undertake musical and dramatic notices and criticisms.

Reporter, all-round, good note-taker, weekly experience preferred. Assoc. football and cricket.

SPECIALISTS

Young doctor wanted as medical correspondent for national newspaper; must reside London and be in touch with latest hospital research work; sense of news values necessary.

Features.—National newspaper wants first-rate young journalist assistant for feature department; able to make up pages, deal with contributors, and take complete charge when necessary; scope for someone with ideas, and writing—not literary—ability; inside journalistic experience practically essential, but anything would be overlooked to get man with first-class potentialities.

Medical editorial.—Required by London publishing house, an experienced man for work in this connexion.

Wanted, journalist accustomed to quick writing and placing of articles on industry and commerce, preferably with experience as free lance and/or tradepaper sub-editor.

Required, young public-school man, good presence and personality, interested in photography, for newspaper work.

Free-lance joke merchants will find a ready market for original jokes.

Journalist (free lance), for write-ups in builders' brochures, guides, etc.

Lady or gentleman, young, moving in London's social and entertainment circles, required as contributor paragraphs and short articles new journal.

Wanted, lady journalist of outstanding personality and literary ability, for interviews with well-known people.

Wanted, for occasional special articles, free-lance journalist who understands possibilities and markets for plastics.

Feature editor of national newspaper requires fully efficient secretary; drive, initiative, and personality as essential as shorthand-typing and knowledge of filing and routine; university education no objection; ambitious girl capable of being switched to editorial job later on definitely preferred.

National newspaper requires first-rate columnist; under 30; able to buy or re-write material and with exceptional knowledge of libel; energy, organizing ability, common sense, knowledge of make-up and capacity for handling feature on own responsibility are practically essential.—Please write age, salary, and why you could do the job.

Trade, Technical and Periodical

Associate editor on news side for famous national trade newspaper: under 35; provincial or trade paper experience essential; clever news getter and interviewer; brilliant opportunity for live young modern journalist with fresh ideas.

Technical journalist required possessing enthusiastic initiative, tact and capacity to interview technicians and manufacturers. Live, modern ideas essential, with ability to grasp methods of production.

Assistant editor or journalist required for trade paper, preferably with chemistry degree (B.Sc.).

Assistant in editorial department of technical journal; vacancy (London) for educated young man with thorough knowledge of photography (theory and practice); must write good English; ability to translate German an advantage.

Well-educated assistant required in editorial department of important weekly technical journal; age must not exceed 30; association with or experience in transport, especially railway, essential.

Associate editor wanted for technical supplement. Applicants should have full knowledge of technical side of cinematograph trade, commercial ability and experience.

Assistant editor required for engineering journal. Some journalistic ability desirable but not essential. Preference will be given university graduate B.Sc. or equivalent degree; progressive position.

Journalist, keen, not over 32 years, for live monthly business journal. Must have experience of reporting, interviewing and modern make-up.

Leading trade paper has vacancy for young man to act as assistant to editor. Knowledge of men's wear trade an asset. Fluent writing ability essential.

Assistant editor wanted for monthly trade magazine, able to write technical articles, make-up exp.

Journalist, keen, not over 32 years, for live morning business journal. Must have experience of reporting, interviewing and modern make-up.

Editorial assistant required for technical journal, one with metallurgical knowledge preferred.

Required on the editorial staff of London trade newspapers a young, able assistant, with reporting experience. Knowledge of the printing and allied trades an advantage.

Reporter and make up on trade journals. Excellent opening with good prospects for capable man with modern ideas.

Opportunity for journalist with technical ability; preferably with knowledge of chemistry as applied to foods under factory production; vision and energy essential factors.

Journalist-economist, able to write lively comment on commerce, advertising, and modern merchandising, required to produce small monthly publication for business house.

Young experienced reporter (23–25), local paper training preferred, shorthand essential, wanted for prominent weekly trade journal.

Editorial assistant, young, for trade journal. Shorthand essential, some reporting experience and knowledge of printing an advantage.

Editorial assistant with experience and keen interest in pictorial make-up wanted for popular weekly periodical owned by small progressive house; must be good journalist and able to write bright captions.

Lady, who has partially qualified in medicine, is required for sub-editing and similar work in publishing house. Knowledge of typewriting necessary. Preference will be given to a candidate with University Degree.

Leading London publisher requires assistant to managing editor with sound background of scientific knowledge and experience of book editing.

Assistant editor for monthly magazines wanted. Must have had newspaper experience, be able to make-up an illustrated magazine, write short leaders and interesting articles, produce original ideas.

Old-established London publishers have vacancy for journalist in editorial department. Some knowledge of mineral working and engineering an advantage.

Editorial assistant wanted. Good shorthand-typist. Opportunity for well-educated girl to secure useful experience on religious weekly.

Important vacancy on editorial staff of influential religious weekly. Applicant must be convinced evangelical, in full sympathy with Convention Movement, practised writer; Press experience desirable.

Young man, earnest churchman, with intelligent knowledge of Anglican Church, required as editorial assistant on Church newspaper. Must have had practical experience as a journalist.

Journalist (under 35), some experience in preparing books from raw material; trade or technical journal experience useful; degree economics or commerce helpful, not essential; progressive post for energetic man with well-known trade and technical publishing house.

Publicity and Advertising

Copywriter wanted. Powerful "straight-to-the-point" copy essential. Must be able to grasp main angles and punch them home clearly and as briefly as the subject allows. Fullest scope for writer with snap and imagination.

Editorial man required, age 25–35, for writing up shows and exhibitions; used to Press Agency work and working on own initiative; must be experienced.

Journalistic experience and advertising knowledge is essential for a man who is required, preferably on full time, by the ——— Association to look after its publicity matters. He should also have keen news sense, and the ability to write articles on advertising subjects.

Applications are invited by a leading engineering institution for appointment as editorial officer. Applicants must have had extensive experience in the editing and producing of technical engineering publications, and in the writing of journalistic articles, and have connexions with the Press.

Fashion writer wanted. One who understands dress and can write about it in a concise, informative, and interesting way. Successful applicant will work in advertising department of prominent store.

Copywriter wanted.—Young man (25–30), who has a real sense of sell, a nose for news and not merely a flair for phrase, is offered a sought-after opportunity in one of the largest organizations in the country. Send a 50-word specimen selling any article.

Editorial publicist with ideas and literary ability.

Copywriter wanted. Agency experience essential. Must be versatile. Knowledge of layouts an advantage. Opportunity for originality.

Wanted for South Africa, really good modern copywriter, not more than 30 years of age, man who has ideas and snappy phrases, also some knowledge drawing and lay-out.

First-class typographical "lay-out" man required for leading London publishing house; age 20–30; thorough knowledge of modern types and display essential; high-class advertising agency experience an advantage.

Journalist wanted, male or female, able to write clear and convincing English. Letters, articles, booklets. Knowledge of motoring desirable. Good typing essential.

Wanted for publicity work, young University man with newspaper editorial experience.

Woman journalist (young) preferably with experience in publicity work.

Woman journalist, 25–30, for publicity work; London experience essential.

Young journalist with energy and initiative required for editorial department by large group of companies with widespread radio, electrical and motoring interests. Radio experience preferred.

Press and Publicity officer.—A capable whole-time journalist with keen news sense and ability to secure and work up material on advertising for the Press.

APPENDIX II

ACKNOWLEDGMENTS

IN addition to the favours acknowledged in the text I desire to express my thanks to all the editors who have permitted me to print their news schedules and specimen pages and to make quotations; to the *Editor and Publisher* for the facsimiles of old American papers; to Mr. Walter G. Bell for allowing me to use his old print of the mail coach at Temple Bar; and to certain colleagues for their helpfulness, including Mr. Herbert Russell, Mr. Wickham Steed, Mr. Tom Foster, and Mr. Arnold Mansfield. I give below a list of the books and papers which I have consulted or quoted from—

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