

captains for news of ^{the} foreign places they had visited. This early reporter's name was Henry Ingram Blake and he was employed by the Palladium. ~~Later~~ he used his own skiff to row out and meet returning ships ^{and get their news} before they landed.

Later the New York ~~newspapers~~ ^{papers} employed fast clipper ships to meet incoming vessels to get the news, ^{and then the semaphore} The telegraph, and then the telephone and wireless, made the ~~transmission~~ ^{send-}ing of news a matter of minutes instead of days or months.

The linotype machine replaced handset type. The rotary press speeded up printing. American newspapers were ^{beginning} in a golden age.

The golden age of newspapers may be dated from sometime after the Civil War to the end of World War I.

The newspapers had a virtual monopoly on public information. ~~Printing~~ ^{was} Printing had advanced ^{enough} to make big newspapers possible and profitable, but it had not ^{been perfected} advanced to the point of easy color printing which later ~~encouraged~~ encouraged the modern magazines. Radio and television were still in the future.

~~The newspapers~~ News communication by telegraph had not been matched by ~~rapid~~ rapid travel for people. There were books and magazines, but not many for the masses. The newspaper was the staple reading matter in ^{most} of American homes, along with the Bible and the mail order catalogue.

This was ^{truly} the golden era of newspapers as commercial ventures. The country was expanding westward. An ambitious young fellow with a shirt tail full of type, a hand press in his wagon and a few reams of paper could, and often did, follow the pioneers and start a newspaper in ^{a frontier} ~~the frontier~~ town.

This was the era of Frank Munsey, and James Gordon Bennett. Munsey was known ^{as} the dealer in dailies, for his ruthless consolidations of papers he bought up. Bennett was a great influence. He had started the New York Herald in a cellar ^{at} in 1835. He had a drygoods box, a couple of chairs and \$500. He was the apostle ^e of newspaper enterprise. He put zest in reporting.

flat page of type, drying it and casting from the matrix a circular ^{metal} plate for printing on a rotary press.

Pictures were first printed by etching ^{then} in wood or steel ^{or even alkali} to give a printing ~~surface~~ ^{surface}. Then the halftone was made, by ~~printing~~ printing ~~the~~ the picture on a sensitized zinc or copper plate and etching it with acid to express lights and shadows in tiny ~~dots~~ raised dots on the metal so it could be impressed on paper in the same manner as type.

New methods are coming into use. Teletypesetting eliminates the man who runs the typesetting machine. Letters are symbolized in perforations on a tape. The tape is run through a machine where the holes in the tape activate the proper letters ~~in~~ on the typesetting machine. The tape is punched on a machine ~~by~~ by impulses either at the scene or a thousand miles away and carried by ~~electric~~ wire.

Still another method is the photosetter. This combines photography with the mechanical typesetting machine. It uses the same matrix, which is assembled in a line and then automatically ^d redistributed. But whereas

the old matrix had a mold of the letter on its edge, the fotomat has a ~~transparent~~ character in a transparent hole in its side. As the mat is lined up, it is recorded by a ^{ray of light} lens on photographic film. ~~The~~ ~~process~~ ~~is~~ ~~being~~ ~~installed~~ ~~in~~ ~~Columbus~~ ~~at~~ ~~the~~ Yoe Yoe Typetting Co.

~~There~~ There are three main steps in newspaper printing---typesetting and composition, stereotyping or the making ~~of~~ of the printing plate, and the press which prints from the plate.

Teletypesetting and photosetting speed up type setting. ~~Stereotyping~~ Stereotyping, or the making of lead plates, can be eliminated in some processes, ~~by~~ by printing directly from type or from a plate made by photoengraving.

~~There~~ There must be a press of some sort, to make multiple imprints. Xerography is a new and very rapid process devised at Battelle Institute, and I am sorry Clyde Williams cannot be here to explain

it more fully. *Paper is a problem, Bagasse. (Shore paper)*

There is a substitute for photoengraving. Instead of a zinc plate etched by acid, the Fairchild engraver uses a hot needle^e to etch the ~~picture~~ picture on a plastic plate. It is ~~photoelectric~~ ^{an} ~~electric~~ ^{optic} process, a scanning beam translating the lights and shadows from a photograph to the needle that records them on the plastic printing plate. This may be done on the same machine or ~~from~~ ^{from} a machine many miles away.

This is merely a mechanical variation of the Telephoto principle of sending photos by long distance telephone lines.

Many of these improvements are not ^{so much} to make printing better but to make it cheaper through use of ~~xxxxxxxx~~ persons less expensive than the highly paid and highly unionized craftsmen of the printing trades.

The character of newspapers has always varied, with the habits and customs of the times, and as the personalⁿities of their publishers have varied. That has been true in the past and is still true today.

I recently read with great interest a chapter in a book published on the 200th anniversary of mutual insurance in America. The book is ~~is~~ called Facing the Future's Risks, studies toward predicting the unseen. Chapters are written by different authors, but the one that interested me most was by Louis Booker Wright, director of the Folger Shakespeare Library in Washington. It is a study of American society in the two centuries from 1752 to 1952.

Mutual insurance was ^{only} one of Ben Franklin's many interests. He saw that communication was one of the greatest needs of colonial society. He and William Hunter, both ~~newspaper~~ publishers, reformed the colonial postal system, ^{making it easier to distribute their papers.} Franklin and his half brother James pioneered in making newspapers entertaining as well as informative. Poems and literary^y pieces were mixed with the news items.

It was easy for the essay to become an editorial, and soon the early

papers were helping mold public sentiment by expressing opinions.

Newspapers played a great part in creating sentiment for resistance to oppression. Out of those ~~conflicts~~ conflicts between the colonial spirit of independence and the obtuse and oppressive British rule, was born the freedom of the press that was sealed later in the United States Constitution and which we still enjoy---and sometimes abuse----today.

James Franklin was jailed in Boston for offending British authority.

John Peter Zenger, editor of the New York Journal, in 1734 satirized ~~the~~ corrupt royal government in that community. He was thrown into jail for nine months. His trial, and his defense by the great and respected Andrew Hamilton of Philadelphia, set the pattern for press freedom. The hostile judge tried to assert that the jury had no right to define libel but only to decide whether Zenger had printed the articles in question.

Hamilton argued that the jury must decide whether criticism of injustice is in itself libelous. He made a moving address to the jury, and it found Zenger not guilty.

Freedom was not without license. De Tocqueville, writing on Democracy in America, for a French audience, complained that democracy had no way of curbing the license of irresponsible editors without jeopardizing the principle of the free press. "There is no medium between servitude and extreme license," he said.

~~Wright~~ Wright says, in his chapter on American society, (I quote)

"From time to time, especially in periods of stress like the present, we hear shortsighted patriots demanding laws to curb those publications of which they disapprove. They forget that tomorrow the laws which they would invoke might be turned against them.

He adds: "The most significant quality of the American press has not been the influence of its editorial opinion, ~~but~~ but its extraordinary ^{many} diffusion of factual information. Though certain papers may slant the news r

We have traded in the mind's eye for the eye's mind."

"Vidiots"

The trends in American society over the past 200 years have been reflected by the newspapers, and in turn have had a profound effect on them.

Literary styles change, like the styles in dress, and there may be a ~~superficial~~ parallel.

When men wore heavy broadcloth and women wore rigid corsets ~~under~~ and long dresses over multiple petticoats, writing was apt to be the same way---rigid, long winded and stuffy.

When modern ~~ways~~ ^{living} demanded more comfort in clothing, ^{people} they also demanded more comfortable reading. Shorter sentences, less pompous and flowery rhetoric. What we in modern newspapering call readability.

Time magazine, when it leaped to popularity ³⁵ years ago, set a new style. It started a vogue of terse, descriptive ^{writing} ~~adjectives~~ and a smarter style. It tinged the writing of a generation of young newspapermen. Time style has softened some with the years, but it still loves the keen, biting phrase. The public seems to like the style, judging from the success of time, and the other Luce magazines.

~~Some of the~~ Newspapers, some of them, joined in the popular sport of hoaxing the public in the last century. There have always been hoaxes, but the dawn of the scientific era, when a little knowledge of newly invented ~~things~~ scientific wonders made the public credulously ready to believe anything, ^{a particularly fertile} seemed to make a ~~fertile~~ field for hoaxes ^{ing}. There was the celebrated Cardiff Giant, ^{- allegedly petrified} which turned out to be a fraud carved from gypsum. ^{P.T.} Barnum and his press agents put over several titillating hoaxes such as the 161 year old Joyce Heth, who turned out to be a good many years younger.

One of the most celebrated newspaper hoaxes "made" the New York Sun of Benjamin Day. ^{shading} Incidentally, the name of Ben Day is still honored in the ^{screening} effect used in newspaper drawings.

Curtis D. Mac Dougall's book on "Hoaxes", kindly secured for me by Jim

Pollard, tells how the celebrated moon hoax made the New York Sun famous. A series of articles, reprinted from the Edinburgh Journal of Science, which ^{later} proved to be non-existent, told of the discovery of life on the moon. The year was 1835. A ~~new~~ British astronomer, Sir John Herschel, had gone to the Cape of Good Hope to try out a new powerful telescope.

Remember that communications in 1835 did not permit quick checking for facts. According to the Sun, Sir John had discovered through his telescope a race of furry, winged men, resembling bats, living on the moon.

How thrilling and ho^w believable, to the public of 1835, was this fascinating description:

"We counted three parties of these creatures, of 12, 9 and 15 in each, walking erect ^{towards} ~~in~~ a small wood. Certainly they were like human beings, for their wings had now disappeared and their attitude in walking was both erect and dignified... They averaged four feet in height, were covered, except on the face, with short and glossy ~~black~~ copper-colored hair lying snugly upon their backs from the top of their ^shoulders to the calves of their legs.

"The face, which was of a yellowish flesh color, was a slight improvement upon that of a large orang-utan... so much so that, but for their long wings, Lieutenant Drummond said they would look as well on a parade ground as some of the old cockney militia. ... Their feet could be seen only as they were alternately lifted in walking, but from what we could see of them in so transient a view, they appeared thin and very protuberant at the heel. We could perceive that their wings possessed great expansion and were similar in structure to those of ^{the} ~~a~~ bat, being a semi^rtransparent membrane expanded in curvilinear divisions by means of straight radii, united at the back by the dorsal integuments. But what astonished us most was the circumstance of the membrane being continued from the shoulders to the legs, united all the way down, though gradually decreasing in

width. The wings seemed completely under the command of volition, for those of the creatures we saw in bathing in the water spread them instantly to their full width, waved them as ducks do their^s to shake off the water, and then as instantly closed them again in compact form." (end quote)

The circulation of the Sun rose, thanks to the furry men ~~in~~^{on} the moon. Rival editors were frantic and some began lifting the Sun articles. It was not until the Journal of Commerce ~~had~~ asked permission to print them in pamphlet form that Richard Adams Locke, a bright young Sun man, admitted writing the ~~previous~~ account out of his own fertile imagination.

Before we laugh too much at our credulous ancestors, let's remember Orson Welles' men from Mars ~~radio~~ program which threw the ~~radio~~ radio audience into a dither ~~in~~ only ~~a decade or so~~^{20 years} ago. Not to mention our own flying saucers.

Edgar Allan Poe composed another Sun hoax in 1844 which was headlined "Astounding News by Express ~~from~~^{via} Norfolk; the Atlantic Crossed in Three days; Signal Triumph of Mr. Monck's Flying Machine. This bit of fiction, known as the balloon hoax, lasted only a few days, until it could be ascertained that Monck and eight passengers did NOT land near Charleston, South Carolina, after 75 hours in the air.

A modern instance---not of a hoax---but of the press going off half cocked, was the story on "Operation Smack" in Korea less than a month ago. Overzealous reporting, both by ~~armed forces correspondents~~^{eager beaver armed forces FR officers} and newspaper correspondents, at first gave the impression that Operation Smack, a combat assault on T-Bone Hill in Korea, had been staged^{only} for the morbid entertainment of high brass and some correspondents. The unfortunate word "scenario" was used, and this brought sharp reproof of Operation Smack from a congressman or two, although the word "theater" has long been used in describing war ^{areas}. As it was later explained, the maneuver was planned for a ~~war~~^{sound military} purpose and the observers were there legitimately.

~~Newspaper~~

The newspaper ideal has been to keep factual reporting distinct and separate from the ~~the~~ expression of opinion. Opinion should be carried in editorial ^S under the masthead, the news columns kept sacred for the reporting of facts.

But a twilight zone has ~~been~~ been created by the ^{bylined} ~~signed~~ columns of, quote, interpretive, unquote, writers. They ^{not only} ~~only~~ report facts ^{but} ~~and~~ give opinions on the facts.

"News Slanting Is Alarming Press Threat" was the headline on a recent ~~article~~ article in Editor & Publisher, the weekly trade paper of the newspaper industry.

Hamilton Thornton, ~~assistant~~ assistant editor of the editorial page of the St. Louis Globe-Democrat, addressing the Tennessee Press Association, ~~was~~ said:

"The growing tendency to slant news, evident in some of the nation's papers, is a journalistic canker that can seriously undermine public confidence in newspaper integrity and responsibility."

"During the last political campaign, a hue and cry was raised over an alleged bias in reporting speeches, crowds and miscellaneous stump events. Undoubtedly some of the news was ~~slightly~~ slanted, some of the candidates slighted, by some papers." end quote

Political campaigns are the times when charges of news slanting ~~is~~ are most frequently heard. Never can there be full agreement on what slant really is. Often those who accuse papers of slanting the news merely want the news slanted in their ^{own} favor. Many papers, during the past campaign, ~~and The Citizen~~ ^{and The Citizen} was one of them, meticulously planned their page makeup to give equal ^{news} prominence to the ~~two~~ principal opposing ~~candidates~~ candidates. The space given each was measured almost to ~~the~~ the inch. General Eisenhower and Adlai Stevenson ~~was~~ both visited Columbus. But because Ike was here briefly at noon and ~~Stevenson~~ Stevenson was here for a major evening

broadcast from Memorial Hall, the treatment given Stevenson, both in ^{news} ~~stories~~ and pictures, was considerably larger than was given Eisenhower on the day of his visit.

Yet the Citizen was one of the papers named by a self appointed committee of ⁹⁴ authors, poets and playwrights, most of them in New York, as having slanted its coverage of ~~the~~ presidential election news. It is extremely doubtful if all of the committee could have made an objective study of all the papers across the ~~the~~ country which they named. ~~Yet they consider the charge~~

In making the charge they committed the same sin with which they charged the papers.

There is no doubt that some papers are consistently slanted on certain subjects or policies, reflecting the bias of their editors or owners. It is not desirable, ~~perhaps~~, but it is true.

~~But~~ Perhaps we are too much afraid of prejudice. In a free country, with a free press, most people have ample opportunity to ^{read and} hear reports and opinions from many sources. Out of all they read and hear, they form their own opinions---and their own prejudices.

The press has a great part in forming public opinion, not so much by argumentative persuasion but by informative reporting. And the papers themselves are in turn ~~is~~ heavily influenced by public opinion. After all, papers are written and edited by ^{men and women who are} members of the public. And the public are their subscribers and patrons.

It has been said that supreme court judges read the newspapers, and the same can be said, in the same ^{frame of reference} ~~scope~~ of editors.

Newspapers and their readers are inseparable. There is an infinite variety of readers, and almost as infinite a variety of newspapers. The newspapers of the United States and their readers enjoy an intimacy and I believe a mutual respect, that is unique in the world. Even in Britain,

our closest kin ethnically and journalistically, there is a far greater gap between ~~the~~ newspapers and the government.

The London Letter in Editor and Publisher was recently headlined--
10 Downing Street Press Relations Non-Existent. I quote. "Washington correspondents recently celebrated their 300th press conference with President Truman. American correspondents have yet to celebrate their first with Prime Minister Winston Churchill." end quote.

Except during the war, when official barriers against the press in London were ~~some~~ lowered somewhat, American newsmen have found that getting news is somewhat like pulling teeth.

Journalists in Britain are not held in the same high regard that they are in the United States. One reason is that the prime minister and other ministers explain their policies before Parliament, where the press can hear and report, ~~and~~ while the U.S. President and his cabinet do not sit in the House of Representatives and therefore make more use of the press to make their policies known.

The newspaper occupies a peculiar position in the community. It is a business, requiring capital investment, and is operated to make a profit. In a sense it is ~~like a factory, making a product for sale.~~ It is a communication service for the carrying of messages to the public. It is show business, for it entertains its patrons. It is a public service, toward which the public looks for help in advancing good causes, ^{to} fighting forces which threaten public welfare, and exposing and helping correct abuses in government.

It is some of all of these things, but it is not entirely any of them.

As a business it must ^{earn} ~~make~~ commercial income, meet its payroll and buy its raw materials. But it has a public responsibility not expected of ~~most~~ most businesses. ~~Many~~ Chambers of Commerce, Community Chests and other welfare organizations are supported by assessments or public contributions. While the newspaper is expected to render many services for the public good, it ~~gets~~

does not, and must not, look to public donations for its support.

~~There is~~ The writing of newspapers is considered to be the profession of journalism, but ~~it is not~~ it is not ~~licensed~~ licensed by government, as are many professions such as medicine and the law.

I can heartily endorse a remark once made by our ^{Scipio-Howard} comptroller who had sat through a session of discussion of editorial problems at one of our editors conferences.

Shaking his head over the wide diversity of argument and opinion he had heard, he said: "It is clear to me that editing a newspaper is not an exact science."

Newspapers have rules of style and canons of conduct. But most of the rules have to be flexible. Since the unusual is the essence of news, we frequently meet it.

A Tulsa newspaper was sued not long ago for refusing to publish a letter submitted by a reader. The suit was thrown out of court. In general a newspaper is not ^{required} ~~forced~~ to print anything, either as news or advertising, except in correction of error in previously published matter.

Libel is the bugaboo of all newspapers. Gathering, ~~the~~ writing and printing news ~~in~~ in a hurry, as we must, ~~now~~ now and then leads to honest error. There are two kinds of libel---libel per se, in which the matter is obviously libelous, as in using the picture of an honest citizen by mistake and labeling it the picture of a criminal. The other kind is where damaging statements or facts are publishing, and for this the provable truth must be the defense.

While we enjoy a free press, newspapers are ~~limited~~ restricted by many laws and prohibitions. All states have laws regulating advertising by dentists. Many have laws restricting advertising by doctors, lawyers, opticians, chiropractors and political candidates. The federal fur labeling act regulates fur advertising. We are subject to all the taxes on real estate and income.

Freedom of the press is an inherent right, not so much of the newspaper proprietor, but of the people. They have a right to know, and it is ~~not~~ not only the right but the duty of the newspaper to inform them.

Freedom of press and of public information is far from being a world-wide freedom. That press freedom is ^{as} important ~~as~~ liberty itself is attested by the fact---so often and so sordidly demonstrated by dictators---that tyranny cannot exist where the press is free, where the people are free to know.

In this paper I have covered, lightly and superficially, some of the ~~background~~ history, some of the techniques, some of the problems, that go into our daily newspaper. Since nearly all literate Americans read newspapers as part of their daily lives, I wish that more of them could understand their newspapers better. I suggest that a course in journalism, taught ~~as~~ ^{for better} not as professional training but ~~as a means of~~ understanding of the newspaper as a source of information, would be helpful both to newspapers ^{and} to their readers.

Better readers will make better newspapers.

I hope that, in this paper, I have opened the ~~eyes~~ ^{windows} of curiosity, ~~and~~ ^{pleasure} ~~opened~~ the doors of opinion, so that we may indulge in that ~~art~~ which surpasses reading, listening or watching --- ~~the~~ noble and enlightening art of conversation. Thank you.

Minot
trial Jelke - 8 models