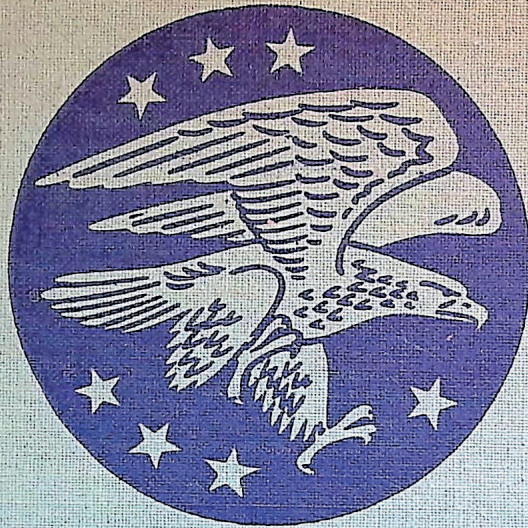


BUILDING AMERICA



**NEWS • OUR FARMERS • LABOR • EDUCATION
OUR FEDERAL GOVERNMENT • CHEMISTRY
WAR OR PEACE • SEEING AMERICA**

BUILDING AMERICA

ILLUSTRATED STUDIES ON MODERN PROBLEMS

Building America Illustrated Studies

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VOLUME III

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Foreword

IT IS axiomatic that democracy must function adequately if it is to endure. No surer way of engendering a seriously lessened faith in democracy, and a consequent willingness to abandon it, could be devised than that of demonstrating that it cannot be made to function satisfactorily in "improving the general welfare" under the changed and changing conditions of our time.

Translated into school practice, this is closely equivalent to saying that unless our youth are adequately educated with reference to the continuous study of present and emerging major "live" social problems, and of how these may be resolved through democratic processes, our democratic way of life may be forced to give way to some other in which little if any reliance is placed upon the free intelligence of the individual citizen. "In proportion as the structure of government gives force to public opinion" it is disastrous, if not treasonable, for our schools to ignore the present and emerging live problems with which our citizenry is confronted.

Clearly, if "government by the consent of the governed" is to function effectively in "improving the general welfare," the study by youth of our major social problems must be guided along at least the following three lines of questioning: First, What are the documented or observable facts concerning the situation? This should be coupled with a study of the question, How did we get this way? Second, What is now actually possible in terms of carefully established fact? Third, what major alternative solutions are urged by various groups, and what claims for and against each proposed alternative are being urged?

The instructional materials afforded by BUILDING AMERICA abundantly meet the criteria suggested in the foregoing paragraphs. They are centered exclusively around the present and emerging major social problems with which our citizenry is confronted. These are, without exception, live problems. The present status with reference to each problem is clearly described; this description is in every detail based upon carefully documented or easily observable fact. A carefully documented historical sketch is also given. Authoritative source materials are drawn upon in blocking out a conservative picture of what is now demonstrably possible in America. Both sides of all alternative solutions for a given problem are fairly and honestly stated, with the conclusion left up to the student. All as yet unverified opinions are labelled as such; they are not masqueraded as facts.

All this is done in simple language. Each issue is attractively, copiously, and significantly illustrated. The materials are timely and virtually up to the minute. Each issue contains a carefully selected annotated bibliography as a guide for further and more intensive study; this makes the material fruitfully usable over a considerable age range. The fact that each issue is relatively self-contained makes possible a great deal of flexibility in the planning of instruction.

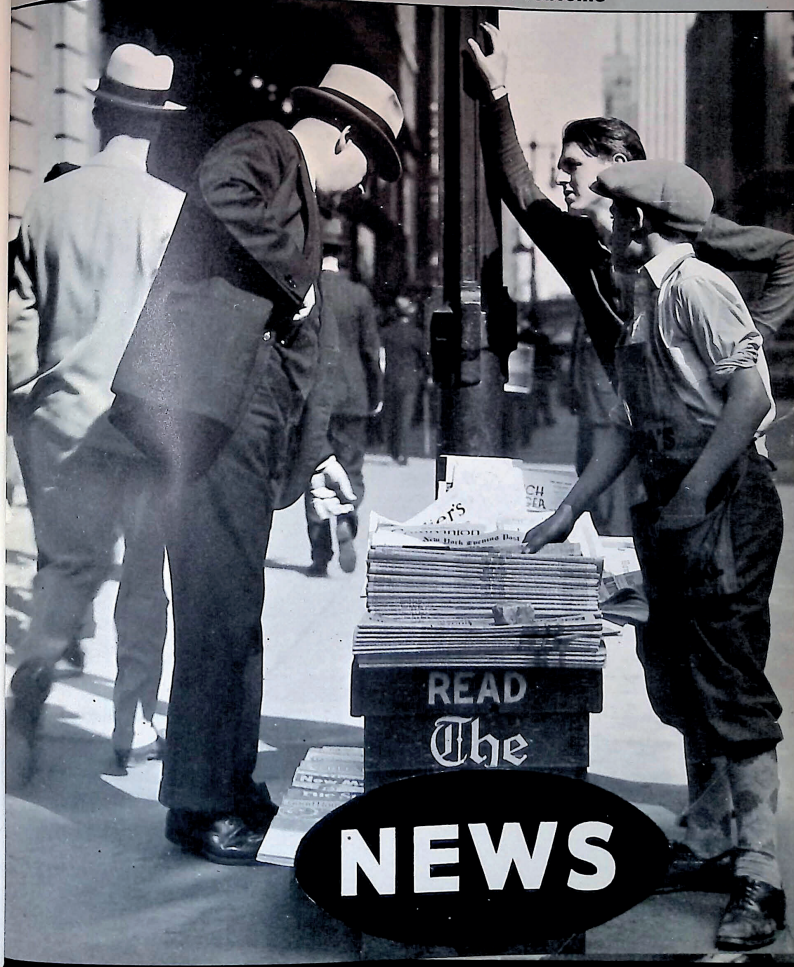
If we are through education to help our youth more effectively to achieve democratic values through the utilization of democratic processes, we must bring life itself into our classrooms. This the BUILDING AMERICA materials abundantly enable the teacher to do in an interesting and scientific manner.

HAROLD C. HAND.

Stanford University

BUILDING AMERICA

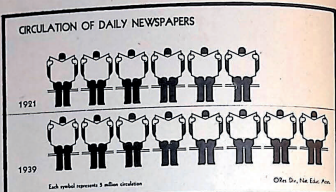
Illustrated Studies on Modern Problems



NEWS



Above • These are the mastheads of 23 of America's 2,000 newspapers. Note that the cities represented are scattered all over the United States.



Above • The chart points out that the circulation of our nation's daily newspapers increased from 30,000,000 in 1921 to 40,000,000 in 1939. In 1939 there was one daily paper published for every three Americans.

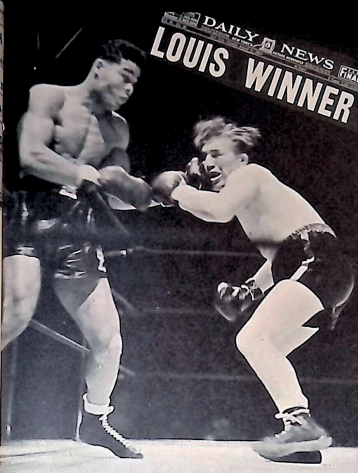
What Is News and How Do We Americans Get It?

HELLO! What's new?
This is the question people usually ask when they get together. We all want to know the latest news. What is news, anyway? The dictionary defines news as "something strange or newly happened; a report of a recent event; information about some-

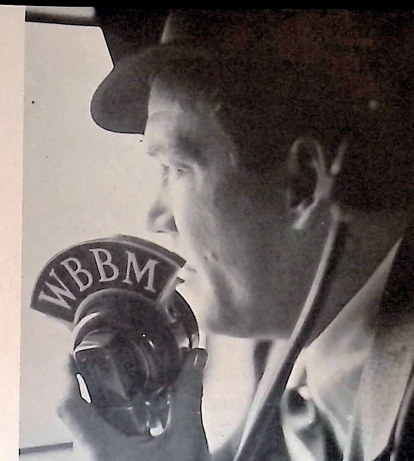
THE "News" study unit, like others in the *Building America* series, presents an important aspect of American life. Through pictures and words, this unit points out that the United States has marvellous systems for collecting and distributing news, including newspapers, magazines, radio, and newsreels. Today, as in the past, the American people want to insure that these agencies give them news which is current, interesting, and important for their general welfare. The various units of *Building America* bring together materials from the moving pageant of contemporary life in America. They dramatize the splendid achievements of our people in social, economic, technological and cultural fields. They stress our great possibilities for further progress. They include facts which are as reliable as scientific research can make them. They present different points of view on controversial matters, the reader being free to draw his own conclusions. *Building America* believes that the American people have so far mastered the forces of nature that, for the first time in history, we can now live in an age of plenty for all. We may thus, at last, have abundance and leisure to develop the finest possible American culture.

EDITOR'S NOTE. Since Pearl Harbor, we Americans have had every reason to look with even more than usual pride upon our news agencies and the women who serve them. Newsmen have risked their lives to bring us pictures or eye-witness accounts of the battlefronts. Captured, some have suffered in enemy prison camps; others have lost their lives. Most have known and kept military secrets the enemy would have sacrificed thousands of their own troops to learn. To prevent important news from falling into the enemy's hands, our press and radio have agreed to voluntary censorship. Yet, these agencies and the public have shown responsibility in war time in peace to keep our freedom of the press and freedom of speech.

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Above • Joe Louis (left), called the Detroit Brown Bomber, is pictured here landing a hard left to the jaw of Tommy Farr, a Welsh boxer. This fight scene appeared in many newspapers and in newsreels exhibited in thousands of American theaters.



Above • A radio announcer broadcasts an eye-witness account of the great Ohio River flood, occurring in the spring of 1937. To millions of radio listeners, he told a dramatic story of this important news event.

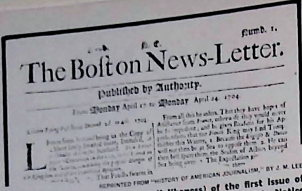
thing before unknown." According to this, almost anything that happens is news to somebody. Events which are odd or unusual are news. As the old saying goes, "When a man bites a dog, that's news!" Because it was unusual, the story of the Dionne Quintuplets was news. If Mrs. Dionne had given birth to only one baby, that would have been news—but only to Mr. Dionne and perhaps to a few friends. But when she gave birth to five babies at one time, that most unusual event was interesting news to the whole world. Events which affect the welfare of many people are also news. A new law, a great strike, a business boom, a flood,—these are important happenings that everyone wants to know about. How do we get news of interesting and important happenings? As in the past, local news is spread by word of mouth from neighbor to neighbor, as pictured at right. But nearly all our knowledge of events occurring in our communities, our nation and the world come through newspapers, magazines, the radio, and newsreels.

Most Americans get the news through newspapers. In 1939 the United States had about 2,000 daily newspapers. These were scattered all over our country, as the mastheads opposite show. These dailies also had a total circulation (number of papers sold) of about 40,000,000 copies a day. Thousands of Americans also get news from weekly magazines such as *Time*, *News-Week*, *Life* and *Look*. In fact, nearly everyone who can read, reads some newspaper or magazine. How do newspapers and other news agencies get news to us so rapidly? A small Western town has a terrible gas explosion which completely destroys a school and kills hundreds of children. Within twenty-four hours, the American people everywhere have learned of the disaster, through their newspapers, radios, and movie theaters. This study unit of *Building America* takes up important questions dealing with news:

1. How did Americans get news in the past?
2. How do modern papers gather and distribute news?
3. Are modern newspapers too sensational?
4. Does America have "freedom of the press"?
5. How can we make sure that newspapers, the radio, and newsreels give us important and truthful news?



Below • Two elderly women talk over things in which they are interested—perhaps the rising price of meat; perhaps a new marriage or a new-born baby, perhaps old-age pensions. They are using the oldest method of spreading news—by word of mouth.



Above ● This is a facsimile (small likeness) of the first issue of "The Boston News-Letter" which appeared April 24, 1704. Notice the date line of the English paper from which the story in the "News-Letter" was reprinted. Note also the crudeness of the type.

The Earliest American Newspapers Were the News-Letters of Colonial Days

Below ● A town crier standing on the steps of a colonial tavern reads an important broadside to a group of cheering citizens. This broadside announces, "Cornwallis TAKEN! Newport, (Virginia), October 25, 1781. . . Yesterday Afternoon . . . Capt. Lovett brought us the glorious News of the Surrender of Lord Cornwallis and his Army Prisoners of War to the allied Army . . ."



CAN you imagine an America without newspapers?

In colonial days, the taverns of America were the places where news was collected and exchanged. Townsmen gathered there to talk over news of the day. On tavern doors and walls, they found notices posted of taxes, sales, meetings, and other local events. Travelers stopped at the taverns, bringing news from other parts of the country. From tavern steps, broadsides (one-page printed sheets) were read by town criers, as pictured below.

Tavern-owners kept copies of the most recent newspapers on hand, for public use. An advertisement in a Boston newspaper of 1726 announced that taverns and coffee-houses would continue to go to "considerable Pains and Expense in procuring the London and Boston Newspapers for the Entertainment of the Publick." Newspapers were so much in demand that one taproom keeper put up a sign reading, "Gentlemen learning to read are requested to use last week's news-letter."

One of the earliest newspapers published in the colonies was *The Boston News-Letter*, pictured at left. It first appeared on April 24, 1704. This was a venture of John Campbell, postmaster of Boston.

Campbell hit upon the idea of sending an occasional letter to the Governors of the New England Colonies. In his letter, he summarized the current news. This news-letter became so popular that Campbell decided to issue it weekly in printed form and for general circulation.

The first issue of *The Boston News-Letter* was a small half sheet, 7 x 11½ inches, printed on both sides. In his first announcement, the editor invited advertising in these words:

"This News-Letter is to be continued Weekly; and all Persons who have any Houses, Lands, Tenements, Farms, Ships, Vessels, Goods, Wares, or Merchandizes, Ec. to be Sold, or Lett; or Servants Runaway; or Goods Stoll or Lost, may have the same Inserted at a Reasonable Rate; from Twelve Pence to Five Shillings, and not to exceed."

Much of the local news was carried in the advertisements. One paid notice announced that "Elizabeth Ball, who was carried off by the Indians in the month of June 1756 from a place near Mr. Brown's mill in Conococheague desires to acquaint her parents that she is now in a convent in Montreal."

Besides a few American items, *The Boston News-Letter* was mostly filled with foreign news. This news was reprinted from English papers which had been published some four or five months before.

The first daily newspaper in America was *The Pennsylvania Evening Post and Daily Advertiser*, pictured at right. Benjamin Towne started it as a weekly in 1775, making it into a daily in 1783. Its publisher edited, helped print, and sometimes hawked (sold) his paper on the streets.

These early newspaper publishers were real pioneers. They went through many hardships to get their papers into the hands of the public. They had to buy printing presses (like that above), ink, and type from England, paying a high price for them. They had difficulty in collecting news, for they were their own reporters. They had to depend upon means of communication which were no faster than a horse or sailboat could travel. They found it hard to get regular subscribers to

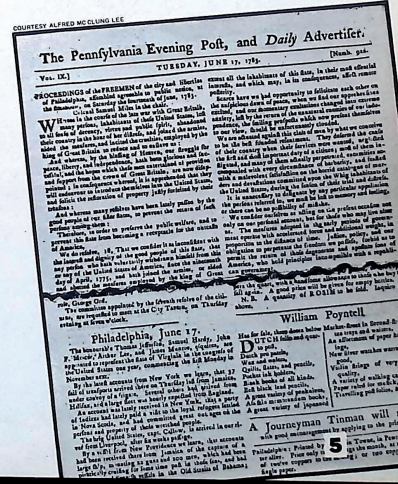


Above ● Here is an artist's idea of how the printing plant of Benjamin Franklin appeared. At the right can be seen the cases which hold the pieces of metal type. At the left appears the old-fashioned printing press which was laboriously run by a strong-armed pressman.

pay their bills. Many of their newspapers had to "fold up" (stop publication) because the editors ran out of money.

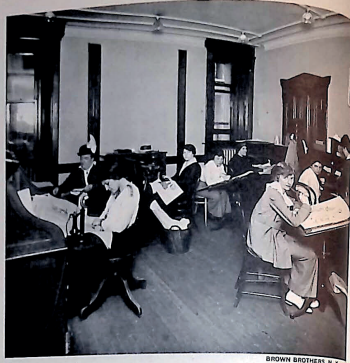
In spite of these difficulties, the number and circulation of newspapers continued to grow. By 1789 the weekly circulation of all American newspapers totaled some 76,438 copies. More and more citizens of the newly-formed United States of America demanded news.

Below ● This facsimile shows that the first daily newspaper in America was filled with news. It tells of a meeting of the freemen of Philadelphia to work out plans to punish the British tories. It also carries two interesting advertisements. And the price of a copy was 2 coppers, a very low price in 1783, for most newspapers of the time sold for 4 to 6 pence each.





Above ● Joseph Pulitzer, pictured here, became the famous owner and editor of "The New York World." In his newspaper, he tried to combine good coverage of news with a fearless editorial policy.



Above ● These "ladies of the press" are at work preparing articles and drawings for a large metropolitan newspaper of the early 1900's. Today, nearly every large paper has a women's page for its readers.

After the Civil War the Age of Modern Newspapers Began

FROM 1870 to today, American newspapers progressed even more rapidly than before. The number of daily newspapers shot up from 387 in 1860 to 1,610 in 1899, in which year their circulation totaled 15,000,000.

Larger circulation and larger newspapers were made possible through further improvements in printing.¹ In 1865 William Bullock of Philadelphia worked out the "web" press. On this press, paper was rapidly fed from a roll rather than sheet by sheet. In the 1880's Ottmar Mergenthaler perfected the linotype machine. This wonderful machine cast type many times more rapidly than the fastest compositor could set it by hand. Between 1850 and 1900, a score of inventors contributed to the perfection of the stereotype process.

¹For a fuller explanation of these inventions, see pages 12 and 13 of this "News" study unit.

The Call-Chronicle-Examiner

SAN FRANCISCO THURSDAY, APRIL 19, 1906.

EARTHQUAKE AND FIRE: SAN FRANCISCO IN RUINS

San Francisco, California, April 18, 1906. A great earthquake, followed by a fire, destroyed the city. The earthquake was the most powerful ever recorded in the United States. It was felt over a wide area, and caused much damage to buildings and bridges. The fire, which started in the city, spread rapidly and destroyed much of the city. The city was in ruins, and the population was reduced to a few thousand. The city was rebuilt, and is now one of the most beautiful cities in the world.

REPRINTED FROM "HISTORY OF AMERICAN JOURNALISM," BY J. M. LEE

Above ● This San Francisco newspaper headlines the terrible earthquake disaster of 1906. Compare this headline with earlier ones shown on pages 4 and 6.

While mechanical improvements in printing were taking place, the battle for circulation among newspapers continued. In New York, the sharpest struggle occurred between Joseph Pulitzer and William Randolph Hearst.

In May, 1883, Joseph Pulitzer (pictured above) bought *The New York World*. In his first editorial, he declared:

"There is room in this great and growing city for a journal that is not only cheap, but bright; not only bright but large, not only large but truly democratic—dedicated to the cause of the people rather than that of purse-potatoes—devoted more to the news of the New than the Old World—that will expose fraud and sham, fight all public evils and abuses—that will serve and battle for the people with earnest sincerity."

In 1896 William Randolph Hearst purchased *The New York Journal*. Soon afterward, the fight between Hearst and Pulitzer for mass circulation began. This fight was so marked by sensational stories and screaming headlines that both papers were referred to as "the yellow press." Some authorities place much of the blame for the starting of the Spanish-American War in 1898 upon the hate-arousing headlines of the yellow press.

As early as the 1800's, many American newspapers began to play up special stories on their front pages. The press headlined the Haymarket riots and warned the public against anarchism in 1886. In 1889 it printed stories of the "powder magazine" of Europe when the Austrian Crown Prince committed suicide. The next great sensational story was the Johnstown flood.

During the 1890's newspapers featured the introduction of the electric chair, the bombing of Russell Sage (a financier), the Chinese-Japanese war, and the March of Coxe's army of unemployed on Washington. The great Pullman strike, the Dreyfus case in France, the Klondike (Alaska) gold rush,—all were played up sensationally.

In the early 1900's the press featured the South African war, the Boxer rebellion in China, the

assassination of President McKinley, the Wright Brothers' first successful airplane flight, the Iroquois Theater fire in Chicago, the San Francisco earthquake, the sinking of the Titanic, and the beginning of the World War.

While newspapers were learning that sensational headlined news increased their circulation, these newspapers were taking steps which made themselves of more value to their readers. In 1884 many papers introduced the cartoon, known as "the unwritten editorial." Later, newspapers began to be divided into departments,—local news, foreign news, sports, drama, books, financial news, and the women's page. "Spot news" coverage became a science. Newspapers sent their own reporters to cover important events, such as the delivery of a speech by the President of the United States, as pictured below. Special correspondents were placed in important cities of America and abroad. These men were where news was likely to happen.

In large cities, city news associations were set up. One of these would gather news happening anywhere in the city, and would send this news out to different papers. Large press associations covered the United States and the world, collecting the news and distributing it to member newspapers.

Below ● With hats on, a row of reporters sit with their backs to the speakers' stand. They are taking down important points being

made in a patriotic speech by President Theodore Roosevelt. Their job is to cover "spot news" for their newspapers.





ALICE PHOTO, N. Y.

Left ● Two reporters telephone in the stories they are "covering" to their newspaper. "Give me the city desk," each reporter says. He briefly describes his story to the city editor. He is then connected with a rewrite man who is given all the details of the story. These reporters are called "leg men" and the city editor assigns them to pick up stories in different parts of the city.



Above ● The city editor (seated and facing this way) looks over story from the rewrite man, standing nearby. This editor has two assistants who are seen talking over telephones. Behind him are copyreaders working at a horseshoe shape table. The city editor's job is to direct the work of a staff of reporters, rewrite men, and copyreaders. He must see that all important and interesting happenings in the city are properly covered and edited for the press.

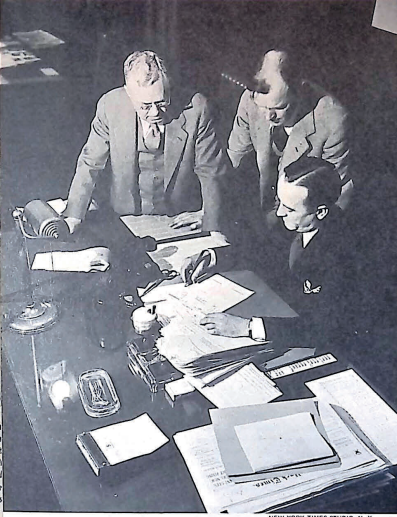
Left ● In the "wire room," telegraphers are busy receiving stories telegraphed in by out-of-town reporters and correspondents. Their job is to type stories accurately that they receive in Morse code. They turn the stories over to the telegraph editor who gives them to rewrite men and copyreaders who work under him.

THE gathering and editing of news for a large city newspaper is done by a smoothly working staff. Top man is the managing editor who directs the work of the editorial staff. Under him are the heads of various desks known as the city editor, telegraph editor and cable editor. Let us look into the city room of a large morning newspaper.

It is near "deadline" time when all news copy that is to go into the first or "bulldog" edition must be ready. There is only a few minutes to go, and time now is precious. A reporter, one eye on the

Right ● A rewrite man writes over a piece of city news copy. This copy has come in over a teletype machine connected with a city news association. He also rewrites the stories phoned or brought in by reporters. Usually he rewrites much of a story. Often he cuts a story, but sometimes adds to it. Always he improves the English or composition of the story. New or "cub" reporters many times do not recognize their stories after the rewrite man operated on them.

Below ● The managing editor (seated) talks with two department heads about the next edition of the newspaper. He and the advertising manager decide upon the amount of space each needs for his department; the total is the size of the day's paper. After discussing copy with department heads and different desks, the managing editor decides which stories are to go on the front page and which on inside pages. He decides the size of headlines and position in the paper of important stories. He must judge how stories are to be presented to readers.

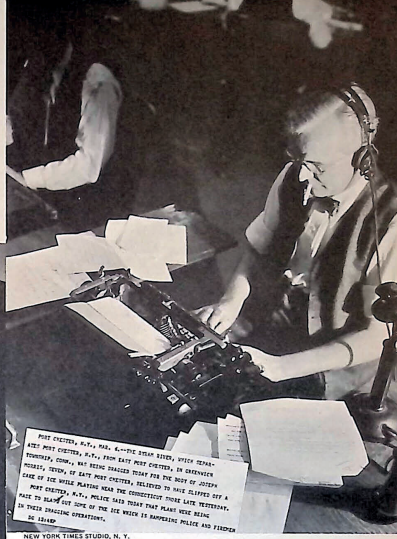


Right ● These men who are scribbling, pondering, and scratching heads in thought are copyreaders. It is their job to cut stories to the length ordered by the managing editor. They further improve the English of the stories. They also look over the stories carefully for errors of fact. Their final job is to write the headlines for the stories they are editing. After they finish with a story, it is ready to be set in type.

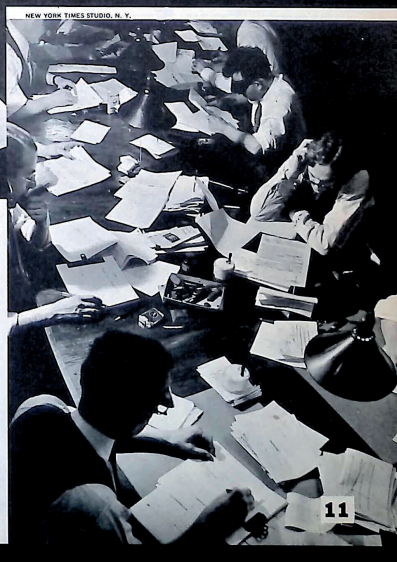
big city room clock, is feverishly pounding his typewriter. Around him other typewriters are clacking, phones are ringing, people talking and rushing around. But the reporter keeps steadily pounding away. At last he types "30." This means his story is finished. He pulls his copy off the machine and calls out, "Boy, copy, boy!" A boy rushes over and takes the copy to the city desk. Quickly the city editor looks it over and soon the story is on its way to the composing room.

The "Brain Work" of a Modern Newspaper Is Done by an Efficient Staff

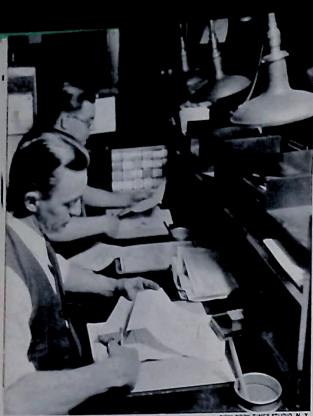
NEW YORK TIMES STUDIO, N. Y.



NEW YORK TIMES STUDIO, N. Y.

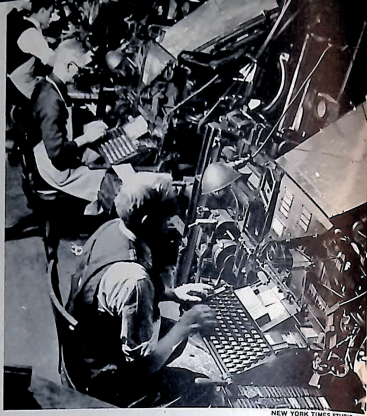


NEW YORK TIMES STUDIO, N. Y.



NEW YORK TIMES STUDIO, N. Y.

1 • After being edited, the news copy for a story is sent to the copy cutters, pictured here. They work in the composing room. The cutter takes a page of copy, marks sections with numbers and letters, and uses his scissors to cut the page into sections called "takes." He hands these "takes" to nearby linotype operators.



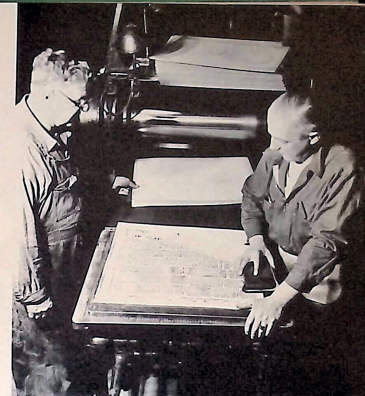
NEW YORK TIMES STUDIO, N. Y.

2 • Skilled operators rapidly set the "takes" on their linotype machines. The operator presses the letters on his keyboard. Brass matrices (molds) of the letters drop down into a slot. He moves a lever. A perfect line of matrices automatically goes to a pot of molten type metal. There a solid line-of-type is molded.



NEW YORK TIMES STUDIO, N. Y.

3 • After proofs have been read, corrected, and the type reset, it goes to the make-up printers, shown here. They follow page layouts, planned by the make-up editors. They put linotype slugs and cuts for photographs and "ads" in the proper places in the form for each page. When perfect, the form is "locked up."



NEW YORK TIMES STUDIO, N. Y.

4 • The form goes to the mat-making room, shown here. Mat-makers place it on a shelf of their machine. Over the form they lay a thick soft piece of cardboard, called "a papier-mache matrix." Then a heavy cylinder rolls over the matrix and molds each detail of type upon it. This matrix is taken to the stereotyping room.

With Speed and Efficiency the Mechanical Departments Turn News Copy Into a Finished Newspaper

FROM the editorial department the news story is sent to the brilliantly lighted composing room in charge of a composing room foreman. First the story goes to a copy cutter who cuts it with shears into sections called "takes." He numbers each "take" so that the story can be perfectly reassembled after being "set" by the compositors.

5 • The stereotypers steam the matrix, bend it into a half-cylinder, and then dry it by heating. They place the dry matrix into a stereotyping machine, like those shown here. In this machine, hot type metal flows against the matrix. When the metal hardens, it is a half-cylinder which is covered outside with impressions of type. The finished plates go to the press room.

6 • In the press room, a skilled pressman like this one clamps each plate into its proper place on a cylinder of the press. Click, click,—two plates go into position, and the flip of a lever locks them instantly. A bell rings, the press cylinder makes half a turn and stops. Two other plates are put on. Finally, all the cylinders of the press are covered with curved metal plates.

After the "takes" are "set," they are placed in "galley" where they are assembled. Proofs are "pulled" for proofreaders and editors to correct.

Now the story in type is taken to the printers at the page forms where the "make-up" editors direct the placing of stories. Finally the pages are locked-up and are on their way to the matrix room.

Soon the matrices are made, the page plates cast and placed on the presses. Bells ring and the presses start rolling, until 35,000 papers an hour are on their way to the mail room. In a few minutes the paper is "on the street."

In this newspaper, readers find the latest news of local, national, and world events.

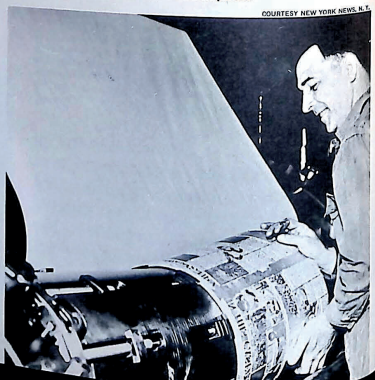
7 • The press is ready to start. The head pressman pushes a button, and the press begins to turn. From a huge roller, a web of paper moves in a continuous stream through the many cylinders of the press. The printed web is automatically cut and folded into finished newspapers. At full speed, this roaring press prints 35,000 sixteen-page newspapers an hour.

8 • Finished newspapers from the press go to the mail room pictured here. On the way, the papers are automatically carried and counted; every twenty-fifth paper is pushed out to one side a little. At a glance the men in the mail room can pick up the exact number of papers for each bundle. After the bundles have been tied by hand, they are carried to a waiting truck, for delivery.

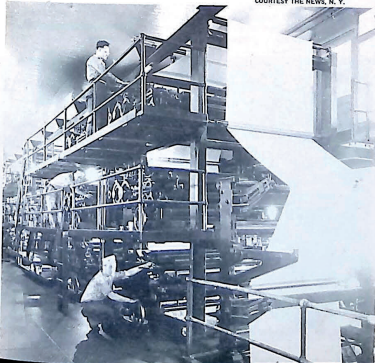


COURTESY THE NEWS, N. Y.

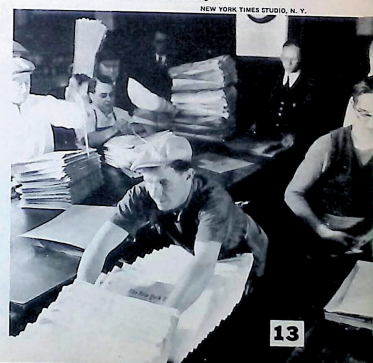
12



COURTESY NEW YORK NEWS, N. Y.



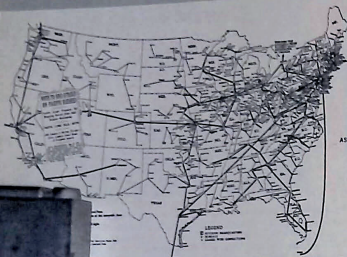
COURTESY THE NEWS, N. Y.



NEW YORK TIMES STUDIO, N. Y.

13

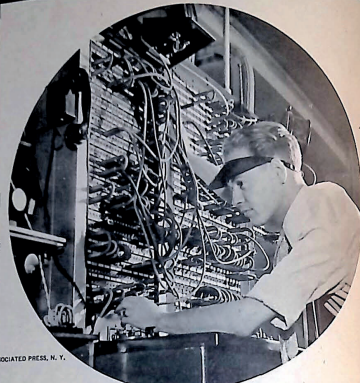
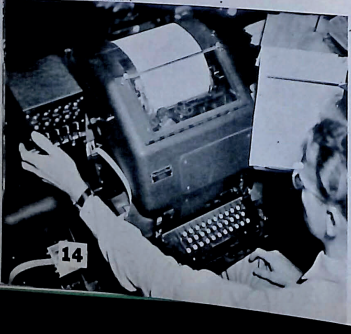
American Press Associations Cover the News of the World



Above ● This is the nation-wide network of the Associated Press. The lines on the map show the 232,000 miles of leased wires. The names of cities point out the location of the 1,400 member newspapers. In comparison, the United Press has 164,000 miles of leased wires and 1,450 member newspapers. In addition, it has the largest radio news outlet with 51,600 miles of leased wires and 450 radio stations.

SOME years ago Mahatma Gandhi was released from the jail of an out-of-the-way town in India. As he came through the door, the first person to greet him was a correspondent for the Associated Press. Gandhi turned to the reporter and said, "At the gates of heaven, I suppose the first person I'll see will be an AP correspondent."

Below ● Here is a teletype machine (called a printer) in the New York AP office. The operator is sending out a story on the "West" wire. This automatic printer can send or receive 60 words a minute. The tape on the left is perforated by the operator's "typing." As each perforation passes through the transmitter, the letter is automatically printed by receiving teletypes all along the line.



ASSOCIATED PRESS, N. Y.

Above ● This switchboard is in the New York office of the AP. Through it, the operator connects the teletype machines in a nearby office with leased wires which carry messages instantaneously to other teletype machines in newspaper offices throughout the nation.

Today the main American press associations are the Associated Press (AP), the United Press (UP), and the International News Service (INS). They have correspondents who cover the news of the world. These reporters turn up wherever there is news—whether in San Francisco or Oshkosh, whether in Paris, Shanghai, Sydney, Buenos Aires, Addis Ababa, or Timbuctoo.

Each great press association has news bureaus or correspondents located in all the large cities of the United States and of the world. Each association has hundreds of member newspapers in

Below ● In the New York AP office, a copy boy (right) hands copy from the cable desk to a crack desk reporter. He edits the story, hands it to a teletype operator who sends it out to member newspapers. The message is picked up by papers all along the line from New York to Kansas City, where it is relayed to the Far West. Within a few minutes, the New York story reaches the San Francisco office.



ASSOCIATED PRESS, N. Y.



HEADLINE NEWS AT TOP SPEED

COURTESY UNITED PRESS, N. Y.

Above ● The map shows how the cables used by the United Press link all parts of the world with the United States. The UP bureaus and correspondents send in a stream of news stories, mainly to the New York office. At Bayonne, France, a Spanish rebel officer is arrested and accused of plotting a revolt. The story is telegraphed

to Paris by a French press association. There it is picked up by the United Press Bureau and forwarded to New York. Within a few hours after the arrest, the story is being printed in many American newspapers.

America which send in and receive news through the association. In addition, each has a staff of roving correspondents who are sent anywhere on special assignments, at a moment's notice.

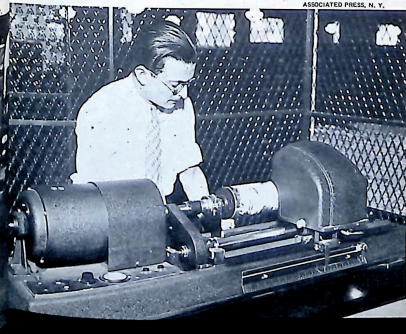
When big stories "break" the press associations go into instant action. On September 1, 1939 the German legions moved into Poland. The cables of the three press associations rushed the news of this invasion to their headquarters in New York, from where it sped along the wires and through the air to newspapers in almost every country in the world. The world awaited breathlessly a declaration of war against Germany by England. Then it came,

swiftly and dramatically early Sunday morning.

In the newsrooms of the three press associations' headquarters in New York, men, alert for word from staff members in Europe waited beside the cable machines for news they knew would come. Everything was in readiness to relay on the news and picture wires the record of history in the making. A bell jangled on the cable machines and the men crowded around to watch the words as they spelled out

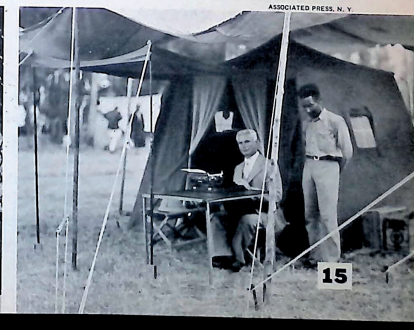
F.L.A-S-H
(London) **BRITAIN OFFICIALLY AT WAR WITH GERMANY**

Below ● This is a stationary wirephoto receiving machine. At left is the motor; at center, the photograph already reproduced on a cylinder; at right, is the hood covering the device which casts a changing pencil of light on sensitive paper. This receiving machine reproduces almost exactly the original photograph being sent out by a wirephoto sending machine, miles away.

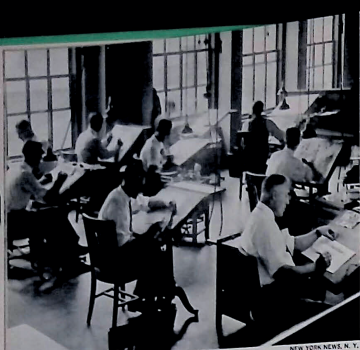


ASSOCIATED PRESS, N. Y.

Below ● James A. Mills, veteran foreign correspondent of the AP, sits down to type out a story in Ethiopia during the Italian invasion. Near him stands a native assistant. Mills was uncomfortably close to death when the Italians bombed Dessye where this "office" was located. To get war news, correspondents often take their lives into their own hands. But such is just in the day's work.

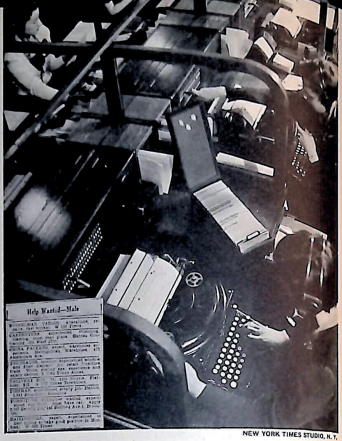


ASSOCIATED PRESS, N. Y.



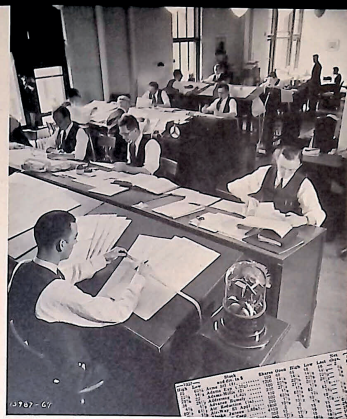
NEW YORK NEWS, N. Y.

Above ● They work in the news room of a large metropolitan newspaper. These skilled artists make maps and diagrams and retouch photographs, getting these ready for the press. Outside artists prepare advertising lay-outs.



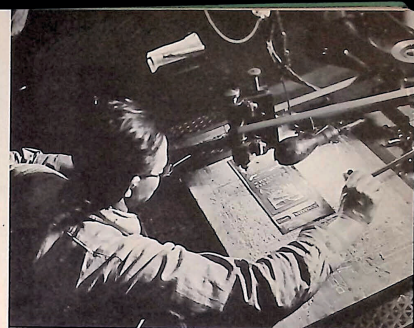
NEW YORK TIMES STUDIO, N. Y.

Above ● In the classified advertising department, the girls receive many ads that are telephoned in. They copy these "ads" on their typewriters, and make a file of them. This department is of real service to readers looking for jobs and employers who want help.



NEW YORK TIMES STUDIO, N. Y.

Above ● In the financial department, these men are recording the prices of stocks, as reported on the ticker tape held by the man at left. The prices of stocks on the market are printed daily on the financial page of the newspaper.



NEW YORK TIMES STUDIO, N. Y.

Above ● An engraver skillfully directs the whirling drill of his machine. This drill cleans away the surplus metal left on an advertising plate after it has been cast. After the plate is clean, it is sent to the make-up compositor.

What's in a Newspaper?

"I WANT the funnies," cry out little Johnny and his sister when father comes home with the evening newspaper. Big brother wants the sports section. Mother wants to see the department store ads and the woman's page. Father likes to read the front-page news and the financial section. This modern-day newspaper has at least one interesting feature for every member of the family.

This was not always so. There was a time when American newspapers were filled with long, dull news stories, and with advertising. Beginning about 1890, however, publishers made their newspapers more interesting to readers. They printed news in a more dramatic way. They put in special features.

As the montage picture at right points out, American newspapers today have many features—sports, news, radio, feature column, editorial, comic strip, gossip column, movie ads, department store

Below ● This montage shows some of the features of newspapers—sports, news, radio, editorial, comic cartoon, advertising

and women's page. These features are designed to appeal to every member of a family, like that pictured here.

ads, and woman's page. In addition, these papers may have human-interest articles, serial stories, editorial cartoons, classified ads, crossword puzzles, and a dozen other things. There seems to be no end to the number of features which newspapers can include to interest their readers.

Many newspaper features are prepared by special departments such as the art, classified "ad," and financial departments, pictured above. Such features as special columns, cartoons and comic strips may be prepared by highly-paid experts, who work for syndicates. The syndicates sell features to many newspapers.

The most popular feature is comics. Studies show that comics are looked at by 70 to 75 percent of all readers. What reader has not laughed at Crazy Kat, the Katzenjammer Kids, Bringing Up Father, Andy Gump, and Boob McNutt? Who has not thrilled over Little Orphan Annie and Tarzan?

All features and news, however, do not fill the paper. Advertising takes up the largest amount of space. A survey in 1930 of 196 dailies in 87 cities showed that 45 percent or nearly half of all page space was given to paid advertising.

Dramatic news and features bring more newspaper readers. More readers bring more advertising. And more advertising brings more money to newspaper publishers. In a nutshell, this answers and explains, "What's in a newspaper?"

American Publishers Have Formed Newspaper Chains and Associations



Above © Here are the officers for 1937 of the American Newspaper Publishers Association. Seated third from left is James G. Stahlman, publisher of the "Nashville (Tennessee) Banner."

CERTAIN American publishers own or control chains of newspapers,—that is, a number of papers located in different cities. They may also own syndicates, advertising agencies, and news-gathering agencies which serve their chains.

Newspaper chains in America are about 60 years old. The first great chain was founded by E. W. Scripps, with an original investment of only \$10,000. In 1876, Scripps started the *Cleveland Penny Press*, an inexpensive paper for working people. An early editorial in this paper declared: "We have no politics in the sense of the word as commonly used . . . We simply intend to support good men and condemn bad ones . . . We shall tell no lies about persons or policies for love, malice or money."

In the following years, Scripps set up or bought one newspaper after another:—the *Cincinnati Post* in 1881; the *San Diego Sun* in 1893; the

San Francisco News in 1903. In 1922 Roy W. Howard came into the company, forming what is now the Scripps-Howard chain. The chain continued to add papers. It bought the *Pittsburgh Press* in 1923. It bought the *New York Telegram* in 1927 and the *New York World* in 1931, combining the two into the present *World-Telegram*.

Today the Scripps-Howard chain owns 24 newspapers, as shown below. These papers have a total daily circulation of about 1,916,000 and a total Sunday circulation of about 551,000. In addition this chain has a news-gathering agency and feature services.

Another large newspaper chain in America is owned by William Randolph Hearst. In 1887 his father, a wealthy man, gave him a present of the *San Francisco Examiner*. In 1895 he bought the *New York Journal*, and the next year started the

New York Morning Journal. Hearst continued to add links to his chain. *Fortune Magazine*, October 1935 estimated that Hearst's 28 newspapers had a total daily circulation of 5,500,000 and a Sunday circulation of 7,000,000. Also that these papers "do over \$100,000,000 worth of business a year, and they are worth about \$90,000,000 as they stand." This same article went on to point out that Hearst's interests in newspapers, radio stations, motion picture companies, real estate, gold and other mines totaled \$220,000,000.

In recent years newspaper chains have grown so large that they are replacing many independent papers. An idea of their size has been given by Alfred M. Lee.¹ He reports that the six largest newspaper chains in America distribute 26 percent of our nation's dailies, and 35 percent of our Sunday circulation. One out of four readers reads a chain newspaper. Together a few chains touch and influence the minds of millions of Americans, a great power in the hands of chain owners.

Newspaper publishers started to form their own associations in the 1850's and 1860's. Different states had so-called editorial societies. Then came regional, and finally national associations. These early associations were organized to fight the printing unions in their demands for higher wages and shorter hours; to keep down the cost of newsprint paper; to control unfair methods of getting advertising; to make their offices more efficient and to get better ways of gathering news.

In 1887, a committee of publishers organized the American Newspaper Publishers Association.² To-

¹The Daily Newspaper in America, p. 216.



Firm Stand Against Guild Closed Shop Voted By Eleven Newspaper Groups

Editorial Union Demand Viewed As Menace to Press Freedom—56 Publishers, Executives Attend—Committee Will Keep Public Informed

Above © Here is a magazine read by many American newspaper publishers. Through it they keep themselves informed of latest developments in the labor field, in advertising, in newsprint and other important matters.

day the ANPA has as members the largest and strongest publishers in America. The picture opposite shows the officers of the association for 1937.

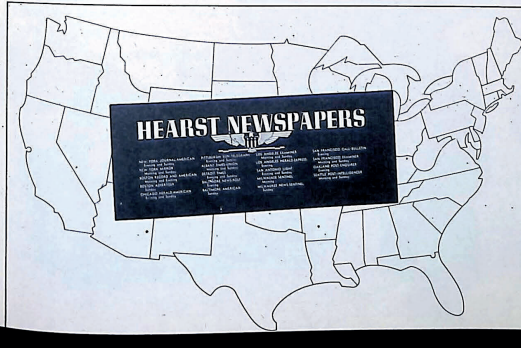
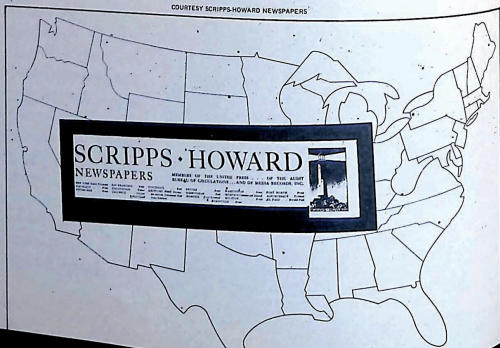
Most of the work of the ANPA is done by standing committees such as the following: Committee on Newsprint; Committee on Federal Laws; Committee on Freedom of the Press; Open Shop Committee; and Bureau of Advertising.

Because large newspapers depend so much upon advertising for income, they and the ANPA are more closely allied with business than with labor. Both the ANPA and many big businesses have opposed such legislation as the proposed Child Labor Amendment. Both fought the so-called Tugwell Bill which would have strengthened federal food, drugs, and cosmetics laws. Both were against the Federal Social Security Act. Both opposed the Wagner Labor Relations Act.

In the past few years, the ANPA together with its members and other publishers has been engaged in a struggle with the organized editorial employees, the American Newspaper Guild.

²For free pamphlet about the association write to American Newspaper Publishers Association, 370 Lexington Avenue, New York City.

Right © Nineteen American cities have newspapers belonging to the Scripps-Howard chain. The goal of this chain is indicated by the lighthouse and the slogan, "Give Light and the People will Find Their Own Way."



Left © The Hearst chain has nineteen newspapers in thirteen American cities. This chain states its aim as follows: "There is always plenty of public sentiment against public wrongs. The function of a newspaper is to express it, and to organize it, and to make it socially and politically effective."

Newspaper Employees Formed Unions to Better Working Conditions



As early as 1786, twenty-five Philadelphia printers were faced with a wage-cut. They formed a union, called a strike and raised money to pay "such of our brethren as shall be thrown out of employment on account of their refusing to work for less than \$6 per week."

During the 1830's printers began to set up trade unions, often called "societies," in many American cities. In 1851 American printers formed the National Typographical Union which in 1869 became the International Typographical Union. This union, the ITU, included locals of pressmen, compositors, stereotypers, and engravers.

Since its organization, the ITU has worked for higher wages and shorter hours. It opposed unsanitary conditions of work and the use of child labor. It has succeeded in getting many benefits for print-

ing employees. It has also grown in strength, its membership rising from 46,734 in 1905 to a peak of 85,000 in 1939.

The ITU has been strongly opposed by many publishers who prefer longer hours and lower pay than their employees want. Publishers also want the "open shop," that is a shop which can hire any worker, union or non-union. But union printers want the "closed shop" where only union men are hired. Today, nearly all large newspaper plants are staffed by union printers.

While mechanical workers have had unions for years, editorial workers did not have a strong union until recently. The forming of such a union was due to a number of conditions. First was the success of the mechanical unions. Second was the laying-off of editorial workers when publishers combined newspapers or added papers to their chains. Third was the depression which brought large pay-cuts and dismissals to editorial workers. Fourth was the passage of the National Industrial Recovery Act.¹

During 1933 newspapermen and women began to organize local unions on the newspapers of many cities. Outstanding leader of this organization drive was the late Heywood Broun, columnist for the Scripps-Howard newspapers.

After a conference in Washington on December



Above ● Here is a busy scene showing reporters and other Guildmen preparing copy for a strike newspaper. Through such a newspaper, Guild strikers keep their own members informed about developments. They also got their point of view before other unionists and the public.

Above—right ● The late Heywood Broun, first President of the American Newspaper Guild, addresses an assembly of strikers and their friends. Broun was probably the best-liked man among editorial workers who are union members. He was probably the most disliked man among the publishers and their association.



Left ● Here is a facsimile of a copy of *The Guild Reporter*, official organ of the American Newspaper Guild. This issue headlines a decision of the Guild to become an industrial union—that is, a union which takes in everybody from office boy and secretary to the highest paid columnist.

Below ● A line of Guild pickets armed with signs marches before the doors of the *Wisconsin News*. When Hearst's manager of the *News* refused to bargain with representatives of the Guild, Guildmen walked out and set up a picket line. These pickets want collective bargaining, a minimum fair wage for editorial workers.

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¹For details about this Act see "Our Constitution" study unit of *Building America*, pp. 22-23.

²"Newspaperdom's Ragged Individualists Learn a New One: The Story of the American Newspaper Guild." Free pamphlet. Published by American Newspaper Guild, 1560 Broadway, New York City.

HAUPTMANN ON STAND, OFF AFTER 22 MINUTES

First Alibi Witness Fails to Stand



Above ● The headline and photograph, shown here, were typical of newspaper headlines appearing during the Hauptmann trial in 1935. This photograph pictures Lindbergh at the extreme left and Hauptmann at extreme right. Is this kind of sensationalism desirable?

Are American Newspapers Sensational?

WHEN publishers are accused of printing sensational newspapers, they sometimes defend their position. "Now as to sensationalism, the people must have it—just as . . . the ignorant man takes whiskey, and the higher class person takes a philo-

sophical discussion." Thus wrote the late Arthur Brisbane, famous columnist of the Hearst press.

Whether or not Brisbane was right, sensationalism is almost as old as newspapers. In announcing the *New York Tribune* to the public, Editor Greeley said: "The immoral and degrading police reports, advertisements and other matter which have been allowed to disgrace the columns of our leading penny papers will be carefully excluded from this (The *Tribune*)." This indicates that there were sensational papers as early as 1841.

As mentioned before, during Spanish-American War days, Hearst's *New York Journal* and Pulitzer's *New York World* tried to outdo each

other in sensational stories and screaming headlines. This sensational playing-up of news was done to get circulation, and for a few days these papers reached an all-time high of 1,000,000 copies. Today, as in 1898, the main reason newspapers publish sensational stories is to get readers,—to get larger circulation.

At this point, we should make a distinction between headlining stories just for sensationalism and headlining stories to emphasize their importance. There are stories which have a real effect upon the welfare of the American people. These should be headlined and given considerable space in newspapers. Such stories would include a great steel strike, a great flood or dust-storm, the passage by Congress of a labor or farm act, a decision by the Supreme Court, a civil war in Spain, Japan's invasion of China, the building of a new bridge, and the like. There are human-interest stories like that of the Dionne Quintuplets which also might be given space.

Too many times, these important human-welfare stories are pushed off the front pages of newspapers to make way for crime headlines.

The playing-up of such stories as the kidnapping of the Lindbergh child, and the trial of the man accused of this act, is a type of sensationalism which is questionable. The Hauptmann trial was indeed "a field day" of sensationalism for newspapers. Many American newspapers printed great black headlines and photographs like those shown opposite, and filled their columns with stories of the trial.¹ It became difficult for the judge, the jury, and the public to make a cool, reasoned judgment of the accused, for the Hauptmann case has been referred to as "trial by newspaper."

Again in 1937, some of the newspapers of New York blared out news of a murder of an artist's model, her mother, and a family boarder by an insane man. Headlines, stories, and pictures broadcast this story. The girl's father was first suspected and seized by the police who tried to get a confession. Curious onlookers once threatened to attack the father, who later turned out to be innocent. In this case, newspapers produced a mass hysteria among their readers. They did little to help the public think out intelligent ways to prevent the happening again of such murders. A few news-

papers, however, did give only small headlines and space to this case.

There is still another argument against the playing-up of crime stories in newspapers, especially when the stories make heroes of such criminals as hold-up men and gangsters. Studies in the field of motion pictures have shown that when films dramatize the lives of "big-shot" gangsters, a few children and young people come to think that they would like to follow such exciting and profitable careers. The same effect may be produced by newspapers.

But what does the American public think of sensationalism in the press? A survey of opinion reported in *Fortune Magazine*, October 1937, brought out some important facts. *Fortune* asked a group of representative Americans this question: Do you think newspapers should be allowed to print anything they choose, except libelous matter? The percent saying "Yes" was 55; the percent saying "No" was 39. A second question was: "(If No) Which kind of material should be less featured?" 29 percent said "crime"; 20 percent said "personal scandal (divorce, etc.)"; 15 percent said "misleading statements"; 14 percent said "sex"; and 11 percent said "foreign news likely to make the public want to get mixed up in war."

Still another type of sensational-presentation is given in the next section.

¹At the time tabloid picture newspapers had almost nothing but stories and photographs of the trial. Even the least sensational New York paper one day gave four full pages to news of the trial.

²A libel is a false statement which seriously harms a person.

Below ● Workmen scan the headline in "The Boston Post" which reads, "EDWARD REJECTS WALLY'S PLEA THEY END ROMANCE." Millions of people throughout the world were interested in this story. Therefore, newspapers gave many columns of space to it.



PICTURES, INC., N. Y.



Left • Here is one cartoonist's idea of liberty and freedom of the press in America. Do you agree with him?

What Does Freedom of the Press Mean to the American People?

TODAY we hear and read much about the freedom of the press. We believe that a free press means a free people, or as Thomas Jefferson once said: "Our liberty depends on the freedom of the press, and that cannot be limited without being lost." We know that freedom of the press is one of the cherished possessions of our American democracy.

America did not have a free press when it was a colony of Great Britain. In the 1700's British officials passed laws which punished with a jail sentence or a fine any American who criticized the government in his newspaper.

By their victory in the Revolutionary War the American people won the right to a free press. In order to guarantee this right, our people in 1791 added to the U. S. Constitution the First Amendment, which reads: "Congress shall make no law . . . abridging the freedom of speech or of the

press." Since then, the American press has probably had greater freedom from government control than the press of any other nation of the world.

There have been times, however, when our federal and state governments have set aside this freedom. During and immediately after the World War, for example, they passed laws which would not allow persons to print anything which criticized the government. Some of these so-called "gag laws" are still on the books of certain states.

During sharp political battles, "gag laws" have also been passed. A few years ago, the state of Minnesota passed a gag law. This law gave a judge the power to stop the publication of any newspaper accused of printing "scandalous matter." In this case, "scandalous matter" turned out to be criticism of dishonest government officials. A year or two afterward, the late Huey Long had a law passed which heavily taxed the Louisiana newspapers which opposed his rule. Both these state laws, however, were declared unconstitutional by the U. S. Supreme Court.

The American press is practically free from government regulation, but is it free from other kinds of control?

Many small newspapers are controlled by the Republican and Democratic political parties. Frank R. Kent, political editor of the *Baltimore Sun*, has written:

"Practically 75 percent of the county press—the smaller papers of the country—are straight Republican. The remaining 25 percent are Democratic . . . Many of the owners and editors of the county press not only depend largely upon party support for the existence of their papers, but are themselves interested and active in party politics."

Many large newspapers of the United States are owned by the wealthy. Only the well-to-do, points out Ferdinand Lundberg,² have the thousands and millions of dollars needed to start, buy, or own a large metropolitan newspaper. The average man-in-the-street does not have enough money to own a newspaper.

Because of these facts, the question arises, "If newspapers are supported by political parties or owned by wealthy persons, are their publishers

¹Frank R. Kent, *The Great Game of Politics*, p. 210.
²Ferdinand Lundberg, *America's 60 Families*, Vanguard Press, New York, 1937. See Chapters VII and VIII.

free to tell the truth about news?" Most publishers will answer, "Yes." Some critics of the press will reply, "No."

Regarding this point, it should be stated that American newspapers receive about 75 percent of their income from advertisements. The reader pays two cents while the advertiser pays six cents, of the entire cost of a newspaper. When the reader buys advertised goods, he of course helps pay the advertisers' part of the newspaper cost.

Some years ago, advertisers kept out unfavorable news and put in favorable news in papers. This was an evil which was often attacked by crusading journalists. Today, advertisers do not have nearly so much influence in determining what goes into a newspaper.

Newspapers have found that to give in to advertisers too much is bad business. If they suppress news unfavorable to an advertiser, there may be a kick-back. Through other channels, the news may later leak out, along with the damaging fact that it was suppressed by a certain newspaper.

It would be correct to say that advertisers still have influence in deciding what goes into newspapers. An advertiser still has the right to withdraw his advertising from a newspaper which prints things he does not like. Also, there is a common interest held by advertisers and publishers. Such an interest was particularly striking when the two worked together to defeat an improved federal food and drug law, in 1933 and 1934.

It is also important to keep in mind that a newspaper publisher is always trying to get a larger

circulation for his newspaper. The publisher may be a standpat Republican, disliking anything which has another party label. But he is trying to sell his paper not only to Republicans but also to Democrats, Farmer-Laborites, Socialists, and to other people no matter what their political sympathies. The publisher, therefore, prints news which many groups are interested in seeing in his paper. Usually, however, he gives his own ideas on the editorial page.

This same publisher may do other things which will help move public opinion toward opinions he believes in. The editor can put in or keep out certain stories. He can play up or play down stories. He can write headlines for the stories which give one bias or another, or no bias whatever. By such methods, a publisher can make his a good newspaper filled with unbiased and important news. Or he can produce a poor newspaper.

This section has declared that there is much freedom of the press in America. It has declared that this freedom is necessary to preserve our American democracy. It has finally asked questions for further reading and discussion: Who owns America's newspapers? Do the owners bias the news? What influence do advertisers have on newspaper policies?



Right • The intelligent citizen, such as the one pictured here, wants to read a newspaper which has the freedom and courage to print the truth in its news columns. He also wants this newspaper to use its editorial columns to fight not for special groups but for the general welfare of the American people.

Radio and Newsreels Bring Us Up-to-the-Minute News

IN the middle of a musical program over the radio, we often hear an announcer say, "We interrupt this program to bring you a special bulletin from the Press-Radio Bureau." He then reads a news flash about a great disaster or other important happening. In closing this newscast, the announcer says, "For further details, read your daily newspaper."

Outstanding work has been done by the radio in reporting important events from the spots where these events took place. In 1937, the radio enabled the American people to "listen in" on broadcasts from the scenes of the Ohio River Flood and the Hindenburg disaster. In late September, 1938, radio stations here and abroad kept Americans informed of last-minute developments in the crisis between Czechoslovakia and Germany, a crisis which threatened to provoke a world war.

As radio broadcasting began to develop after the World War, it soon brought serious problems to

the newspaper industry. At first, newspapers believed they could use this new "miracle" to sell their papers. Some newspapers even bought their own radio stations to broadcast news and features which they believed would interest readers.



Above ● The reporter in hip-boots is speaking into the microphone of a portable radio transmitting set. He is broadcasting the latest news of flood conditions in an Ohio River town. With this set, the reporter can go almost anywhere and still transmit news to millions.

Soon the use of its news over radio stations angered the Associated Press which saw in this new device a serious competitor. On February 22, 1922, the Association wired all its members, warning them against broadcasting AP news "by radio, telephone or telegraph."

But the AP's warning did not solve this problem. Member newspapers demanded the right

to broadcast AP news. Other associations began to grant radio rights to their members. As a result, the AP in 1924 announced that it would allow the broadcasting of baseball scores. In 1928 the AP joined International News Service and United Press in supplying the National Broadcasting Company with news bulletins of the presidential race between Herbert Hoover and Alfred E. Smith.



Above ● An injured victim of the explosion of the Hindenburg Zeppelin in 1937 is being placed into an ambulance. Nearby stand newsreel cameramen and newspaper photographers, who are getting last-minute pictures to be shown in theaters and in papers.

From 1930 to 1933, a number of radio networks including Columbia Broadcasting System set up their own independent news-gathering agencies. Finally, the press associations, the newspaper publishers, and the broadcasting companies got together. In a meeting late in 1933 they worked out a plan under which was formed the Press-Radio Bureau. In the agreement, CBS and NBC radio networks agreed to withdraw from news-gathering. In return, the press associations agreed to give their complete reports to the (Press-Radio) bureau to be used in the preparation of the bureau's two daily reports and special bulletins.

Even this agreement did not finally solve the problem of competition. On March 1, 1934, the day Press-Radio was born, Radio News Service of America expanded, and Transradio Press Service and the American Newscasting Association came in as competitors. Each furnished material for four or more regular 15-minute newscasts a day, plus "flashes" of important news.

Even before newspapers and radio stations were working to get cooperation, the newsreel companies had been organized. Today these include

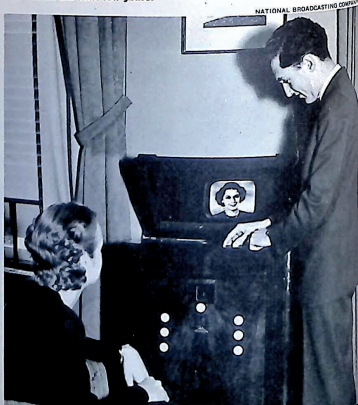
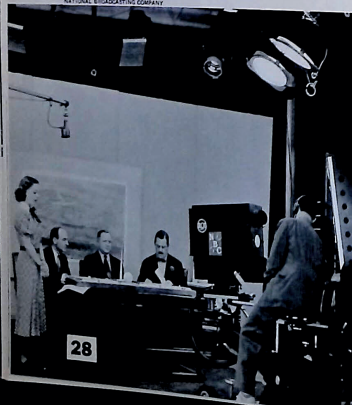
Paramount News, News of the Day, Pathe News, the March of Time, and a dozen other small ones. Within twenty-four hours after an event in the United States, American audiences everywhere are seeing newsreel pictures of it.¹

New inventions such as micro-wave (short-wave) transmitters may change the gathering and distribution of news even more than any other inventions. Already broadcasting companies have covered big news stories by means of a portable micro-wave station which can be carried by a traveling announcer. In 1936, NBC announced the development of a broadcasting unit weighing less than a pound and run by a three-pound battery.

Radio companies have also been experimenting with television for a number of years. As yet, television has not been perfected, and the image on the receiving screen is still small and blurred. The time may not be long when we shall be able to use our television sets to see and hear the latest news of the day.

¹See the "Movies" study unit of *Building America*, page 23.

Below ● Lowell Thomas, news commentator for National Broadcasting Company, reads to his radio audience his latest summary of the world's news. As a rule, radio commentators have their own special feature, which is not a part of the Radio-Press Bureau's newscasts.



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