



### About Newspapers

Editors note: This is the second installment of an article on journalism written for the Woman's Literary club of Birmingham by Mrs. John H. Marlotte. The first appeared in the previous edition of the Eccentric and told of the history of newspapers.

#### Routine Followed

This is the routine followed by the articles handed in by reporters or sent in by correspondents. The headlines are usually written by a specialist who must be able to get the sense of an article at a rapid glance and pick headlines for it that convey its meaning in a few words which will fit a certain allotted space. The writer of headlines and the man who makes up the pages of type must work closely together, sometimes on smaller papers being one and the same man. The style of type set by the linotype man at his big machine must be fitted into the forms for the types in a most orderly and mechanical manner to make a well balanced page, the cuts of pictures inserted in their proper places and the type of headline must fit the mechanical necessities of the space. The style of type set by the printer as well as the placement of the news. Try for instance to pick four words which will tell the story of a fire in a downtown store in which two firemen were killed and these words to form a symmetrical pattern across the column and each line to contain not more than 12 letters counting spaces between. Much type is still set by hand, but most of it is done by a fascinating machine called a linotype. There are one or two editors, who understand, who write a headline using words they wish to point out the meaning below without regard to mechanical balance, fitting the words in hit or miss as they will.

Following the path broken by Daniel Defoe.

All of them carry columns in which letters from their subscribers are published, print interviews with famous people and other news which reflect the feeling of the people. And the closer a paper is to its public and the greater co-operation there is between its editors and its readers, the better paper it is. The greatest weakness of the modern newspaper, however, is its dependence upon its advertisers. The cost of subscriptions barely pays for the paper at the mill and it depends for its life upon the advertisements which it carries. It is therefore inevitable that news will be colored and policies will be made according to the interests of the advertisers. This seriously interferes with that free interplay of truthful opinion between the paper and the public. Another necessity of the newspaper, the necessity of giving the public what it clamors for the loudest in the way of news, or the bit of news which will sell the most copies of the paper, does not bring the money directly, it certainly brings the advertisers, causes a serious flaw in our modern newspaper.

Surveys are made in different ways to determine what the interests of the public are. A survey was made in a New York suburb which revealed that sports was at the head of the list in interest, and crime news next, with news of international happenings coming twenty-third.

If an editor of a big city paper receives 10 communications on a certain subject in one day he considers that subject to be of enough importance to reach the editorial page. What interests people in a newspaper is a study in fine points. A piece of news which is vitally connected with the welfare of the public, taxes, tariffs, civic improvements, international relations, wars, scientific discussions to the extent that they touch our daily lives, sports, hobbies, news of prominent people, art and accounts of local items.

In the co-operation between editor and public, it is a very great advantage if the person who seeks to express himself in the columns

knows something of the problems of the editor.

#### DeFoe's Ideal

"To be explicit, easy free and very plain" was the ideal of Daniel Defoe and the following of that dictum a workable technique of a simple sort has been set up for the story which is essential in the news columns, or even a signed letter. And the editor of the paper sweats blood to get out in good shape, and the owner feels, and quite rightly, that it is their right to control the four corners of the paper, so that they may hold up their heads in pride before other newspaper men, and so that he (the editor) may look over his shoulder and know that it is put out in the most intelligible and readable style according to modern, accepted ideas. Now in order to understand this simple technique we must know why it has been approved. It is based upon the demands of the American temperament. The business man as he picks up his morning paper reads the headlines in about a minute. He then gives him the stories whose headlines interest him the most and proceeds to read them, some of them to the end and some only to the second paragraph for the first paragraph will tell him the salient points of all the straight news stories. The rest of the story will recount what the headlines and the first paragraph have already said. The editor and seditious and in some cases quotations from interested people. Englishmen wonder why American newspaper articles tell their story three times. Americans wonder why English news items are so dull. Newspapers naturally appeal to their special public in a way that best suits them.

In writing articles then, which you wish to appear in the paper it should be remembered that the first thing to be considered is the interest of the story which will be of the most interest to the public. Then, since that public naturally will read his own headlines, to see that the first paragraph commonly called the "lead" contains all the news of the question. Who, what, why, when, and how.

#### The Lead

Very often the lead is all contained in the first sentence. Now since we must be explicit, easy, free and very plain, we should avoid any kind of a stentorian talk but there are a few ways of ways to approach every story to bring out its high lights. The thing which will probably appeal to the attention of most readers is the story which is in the opening words. For instance if the Literary Club has a program under the leadership of the literary department at which Miss Jessie Bonstelle is the speaker, the article should begin with Miss Bonstelle's name in full or words leading directly to mention of her speech as the important thing that happened, telling exactly where and why she spoke. If on the other hand, there is a general affair, the lead should begin with the fact that it is the opening meeting of the year would seem to be the item of paramount interest and some interesting detail of the meeting might be included in the first paragraph or even the first sentence. These general rules should always be followed by the novice. A reporter of long experience may preface his first sentence occasionally with a very significant comment which is the nature of a generally accepted fact, but a novice should not try that in the beginning of his experience.

Quoting from the editorial page of a prominent international daily newspaper: In the making of a daily newspaper much slang is employed, and it has been accepted because it seems in keeping with the speed and energy with which a modern daily is expected to be produced. For instance, a newspaper reporter, or "leg man," gets a "tip" on a story. He "hot foots it" to the scene of action and "settles a line on it," returns to his office and "bats it out" on a typewriter. The "tip" may result in a "beat" or a "scoop." In its journey to the reader, which ordinarily covers an incredibly short space of time, the copy is "slugged," "shuffled" in the composing room, reduced to "lines" and proofed, variously to "bank," is locked in a form or "chase" and like the printer's clay, changes physical properties several times before it reaches the reader.

But while all craftsmen speak a different language they are thinking in the ultimate with one accord to produce something useful from something crude. As the newspaper reporter sees his story in the meager "leg" of the potter, views the ungrainy lump of clay upon the quality of the "clay" in the hands of his potter and relying on their method and redressing it, depends largely whether the finished product will remain mere clay or be given a place among the fine ceramics of history.

Triplet girls were born to Mr. and Mrs. Simon Green near Greenville, Ala., the father being 55 and the mother 24 years of age.

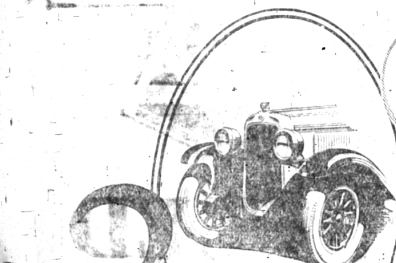
David C. Blyessath  
Blacksmith and General  
Woodworker  
ALL KINDS OF WOODWORKING  
AND BANGORING  
Horse-shoeing and Repair  
Work a Specialty  
209 BOWERS ST.  
8" and 10" CEMENT  
BLOCKS For Sale  
Smooth, Rock or Paved Face  
Also Veneer Blocks  
123 HIGH ST.  
PHONE 241 BIRMINGHAM

## The Battery Dollar That Rolls Farthest

More useful life in your car from a Willard Charged-Bone Dry Battery. You see the acid poured in. You know it's a brand-new battery. And you know, too, that you'll never have to pay for a reinstallation job at any time during its life in your car.

Birmingham Battery Service  
125 E. MAPLE PH. 902

## The Willard Battery men



# Big features found in no other low-priced six

Combined in the New Series Pontiac Six are scores of advanced engineering features. Every one is important. Every one contributes to the impressive quality of the Pontiac Six. Three of these advancements particularly are worthy of special consideration, because they are basic advantages found on no other low-priced six. First, in offering bodies by Fisher, the Pontiac Six brings to the low-priced field not only the style and smartness, but also the luxury, roominess and staunch construction inherent in Fisher design. Embodiment of the G-M-R (General Motors Research) cylinder head, Pontiac combines amazing smoothness and silence with economy of operation, using ordinary gasoline. And providing the thermostatically-controlled cross-flow radiator, it practically eliminates losses of water and alcohol and assures the proper temperatures for highest engine efficiency. Bodies by Fisher—G-M-R cylinder head—Cross-flow Radiator... here are three big features that no buver of a six in Pontiac's class can afford to overlook. If the New Series Pontiac Six offered no other exclusive advantages, it would still hold its rightful position as the world's finest-low-priced Six.

SHAW MOTOR SALES  
700 S. WOODWARD AVE. PHONE 1160  
PONTIAC SIX  
PRODUCT OF new series GENERAL MOTORS

# STUDEBAKER

The Great Independent

## A New Record for stock cars under \$1400

Better than a mile a minute for 5000 miles

### The Dictator \$1195 to \$1395

BY traveling 5,000 miles in 4,751 consecutive minutes, the Studebaker Dictator has established a record unequalled by any stock car under \$1400—comparable to the existing world record of 5,000 miles in 4,559 minutes made by The Studebaker Commander last fall.

And not one, but two Dictator Roadsters, fully equipped, each traveled 5,000 miles in less than that number of minutes. The run was made at the Atlantic City Speedway, April 20-23, under the supervision of the Contest Board of the American Automobile Association. Before and after the run, the cars were checked by the Technical Committee and were pronounced strictly stock models.

CLAIMS vs. FACTS  
Automobile advertising is full of extravagant claims of performance. But Studebaker offers you definite FACTS supported by the certificate of the highest motoring authority. Under A. A. supervision

The Commander has made a record never approached by any other car on earth (25,000 miles in less than 23,000 minutes). The Enkame and The Dictator have made records unequalled by any other stock cars at 47 near their prices.

The high quality of materials, the precision workmanship, the rigid inspections and the engineering genius in the Studebaker Dictator are proved not only by its ability to travel 5,000 miles in less than 4,800 consecutive minutes, but also by the fact that any Dictator can be driven 40 miles per hour as soon as it leaves the assembly line at the factory.

Backed by Studebaker's 76-year reputation for quality and value, The Dictator offers champion performance at a low One-Price price.

Values in Four Price Fields  
President Eight, \$1985 to \$2485; The Commander, \$1435 to \$1625; The Dictator, \$1195 to \$1395; The Enkame Six, \$795 to \$965. All prices f. o. b. factory.

### JEWELL MOTORS, Inc.

Claude E. Mosher, Manager  
132 West Maple Avenue Phone 1450

## NEW and critics say "two years ahead"

"Two years ahead in appearance and mechanically," says H. F. Blaschard of Motor... "New in every respect. Gives the impression of being in a much higher price class." A. F. Denham of Motor Age... "An important advance in the art of automobile building." Walter C. Boynton in Automotive Daily News.

According to men whose opinions count, there is the spirit of tomorrow in this new Oldsmobile Six.

New roominess and silenced interiors provide new comfort and enjoyment.

A score of other new chassis and body features—features which heretofore have identified high priced cars—definitely establish this new Oldsmobile Six as the Fine Car of Low Price.

Drive it and learn why thousands are buying Oldsmobile—why engineers and critics declare it two years ahead.

Two-Door Sedan \$925  
f. o. b. Lansing  
Excludes Tax and Spare Tire Extra.

# OLDSMOBILE

PRODUCT OF GENERAL MOTORS

## RAMSEY'S AUTO SERVICE

OLDSMOBILE SALES AND SERVICE  
ROBERT E. RAMSEY, Proprietor  
113 Brownhill Phone 725