

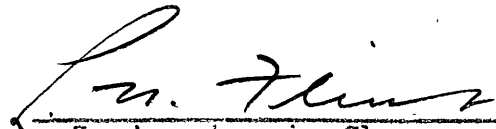
THE CHANGE IN THE NEWS STYLE
OF THE ASSOCIATED PRESS

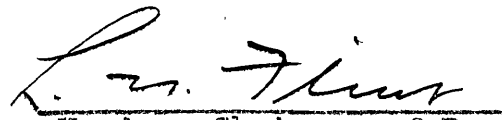
by

Raymond F. Nichols, A.B.,
University of Kansas,
1926.

Submitted to the Department of
Journalism and the Faculty of
the Graduate School of the
University of Kansas in part-
ial fulfillment of the require-
ment of Master of Arts.

Approved by:


Instructor in Charge.


Head or Chairman of Dept.

June 1928.

CONTENTS

I. INTRODUCTION

| | |
|-------------------------------|----|
| Statement of the Problem..... | 1 |
| Press Associations..... | 7 |
| News..... | 13 |

II. THE WAR YEARS

| | |
|---------------------------------------|----|
| The Associated Press Style, 1915..... | 21 |
| Writing by Rules in 1916..... | 29 |
| Simple News Stories, 1917..... | 35 |

III. ESCAPE

| | |
|-------------------------------|----|
| The End of the War, 1918..... | 43 |
| Relaxation, 1919..... | 50 |
| Unrest, 1920..... | 54 |

IV. SIGNS OF THE CHANGE

| | |
|-----------------------------------|----|
| Melville Stone Resigns, 1921..... | 62 |
| The New Spirit Gains, 1922..... | 71 |
| Feature Leads, 1923..... | 76 |
| Purple Phrases, 1924..... | 81 |

V. KENT COOPER

| | |
|-------------------------------------|-----|
| Kent Cooper in Charge, 1925..... | 88 |
| All-Inclusive Journalism, 1926..... | 98 |
| The New Associated Press, 1927..... | 117 |

VI. CONCLUSION

| | |
|-----------------|-----|
| Conclusion..... | 129 |
|-----------------|-----|

THE CHANGE IN THE NEWS STYLE
OF THE ASSOCIATED PRESS

I

INTRODUCTION

A. Statement of the Problem.

The average reader of today is only slightly aware of the extensive and interesting service that the Associated Press provides for the newspaper he absorbs over his cup of coffee. He reads a great variety of material with little or no understanding of the origin, organization or development of the association that furnishes it, and is, of course, quite ignorant of any changes that may have been effected in the Associated Press service during the past ten years. In true American fashion he accepts the service as a part of the modern established order; it satisfies him, and he forgets it and the part it plays in his life.

The student of the press, on the other hand, sees more than the mere world of today mirrored in the Associated Press dispatches. He goes below the surface of the daily reports, and to his critical eye it is apparent that change has gripped the Associated Press. Daily reports of world events---political, social, economic, sport, feature, human interest---reflect a transformation in the presentation of news from the staid conservatism of ten, even

eight years ago, to the sparkling style of today.

It is the intent of this study to discover and describe what has happened to the Associated Press during the last decade. The problem is to show how great a change has taken place in the style of news writing in the Associated Press; that the style of the Associated Press has been influenced by a more sensational "school" of writing, the Hearst school as exemplified by the International News Service and the United Press. The aim is to show that in the past the Associated Press was the personification of accuracy, authenticity and conservatism of expression; that today the Associated Press may still be fairly accurate and authentic, but it has become at least as flowery as competing associations. In brief, the Associated Press has out-Hearsted Hearst.

The Associated Press under the managership of Melville E. Stone frowned on fine writing. Its reports were dull and dry, but the facts were there and if the reader wanted any color he had to use his own imagination or read the more colorful special dispatches that supplemented the Associated Press stories in the more prosperous papers. Since 1921 all this has been changed. Today the Associated Press personifies the spirit of the New Age. Nearly every dispatch is shot through with "human interest" or colorful writing that shames the efforts of competing services. To appreciate how marked this change has been one must trace

the Associated Press and its pure news style under the old regime from 1914 to 1921 and then follow the development of its human interest style under the new management from 1921 to the present day. In a word, the study aims to show that the Associated Press has become a colorful service that compares with what was formerly termed sensational writing in other associations.

To do this a detailed study of the newspapers of the period must be made. Necessarily the Associated Press dispatches of one or more papers must be followed day by day through the months and years of the period with a view of studying the news style of the association and of noting and tracing any change in that style. The main line of study is confined to the front pages of the papers, since the main stories of the day appear on the front pages of the daily journal. Notice is also made of the stories on other pages. Many stories that are important as far as this study is concerned are used as filler items on inside pages.

Since the content of the story is usually contained in the lead, the main part of the investigation is concerned with a study of newspaper leads. It is generally true that the tone of the lead indicates the tone of the whole story. If one finds stories of the Associated Press between 1914 and 1920 to be uniformly dull from the lead to the final paragraph, then the study of stories of that period can be based primarily on the leads of those stories. The same is

true of stories of the later period; if one finds that a change of style in the lead is carried through the body of the story the study may be concerned primarily with the lead. In general, then, the study is concerned with the opening paragraphs of stories, but the body of the stories is not slighted.

Beginning with stories that carried the Associated Press date line in 1914 the files are followed carefully day by day and examples copied to illustrate the points discussed. Each year is summarized and then specific stories given to prove the contentions. Wherever possible stories are compared with the International News Service and the United Press to show either divergence from or adherence to their style.

Numerous difficulties lie in the way of research. In the first place the newspaper files for study are inadequate. In no section of the Middle West are there complete files of all the newspapers necessary for a thorough study. At the University of Kansas there are no bound files, except the New York Times which is inadequate, and all study must be done in the newspaper section of the Kansas State Historical Library at Topeka. Even there the facilities are limited, as only a few metropolitan papers are preserved. Practically all the papers on file carry only the Associated Press service, and for that reason it is extremely difficult to locate stories by competing services

to compare with the Associated Press stories for corresponding days.

Absence of the now familiar Associated Press line above stories before the latter part of 1914 makes the study the more difficult. Few papers at that date carried the credit line on all Associated Press stories. This fact limits the research to the files of the St. Louis Globe-Democrat, which began consistently to carry the credit line the latter part of 1914.

Time was an important element in the study. Location of the newspapers at Topeka necessarily limited the study to occasional week-ends and vacation periods. Unhandiness of the big bound volumes of newspapers wasted untold minutes, as did the bulky papers themselves. The scattering of Associated Press stories through the opening pages of the papers made the research a problem of search.

The newness of the topic made the study the more difficult. Absence of any known articles or papers on the subject made the study almost entirely one of examination and comparison of newspaper stories. Likewise, all information on the organization and policies of the Associated Press are scattered and it is through extremely good fortune that one locates references here and there that help in the compilation of the basic work. The study is based almost entirely on original sources.

In the face of such odds the main work has been di-

rected and aided by valuable suggestions from a number of persons. The faculty of the department of journalism of the University of Kansas has given valuable suggestions for the research. I acknowledge special helpful suggestions from Prof. L.N.Flint and Dr. Helen O. Mahin of the department, who have directed the research and suggested lines of investigation. I am greatly indebted to the librarian of the Kansas State Historical Library for use of the newspaper files for my study.

B. Press Associations

The public demand for news today is almost insatiable. The daily paper that sells on the street must report all the happenings of the world. To secure this complete coverage of news sources of the world is costly to a newspaper and none but the largest can hope to report independently the significant happenings of the compass. Only through the development of a co-operative system of news gathering agencies has the newspaper been able to supply this demand for all the news at a reasonable cost.

Press associations cover the world as the newspaper's staff covers the home town. Newspapers aim to report essential occurrences in the home town and leave all outside events to the press associations. The larger part of the news on the front page of the city paper of today bears some press association credit line.

Press associations exist in competition with one another just as newspapers exist in competition with one another. Three associations lead in the country today, namely the Associated Press, the United Press and the International News Service. The United Press serves mainly the Scripps-Howard newspapers and the International News Service serves the Hearst papers, but both services are sold extensively to newspapers all over the country. The Associated Press, however, is a co-operative association which distributes news to members only.

Press associations developed early in the history of newspapers in this country. It was prior to 1850 that what was known as the New York Associated Press took form. This was a co-operative effort of six, afterwards seven, newspapers of New York City to gather news for their common benefit. From time to time they took on clients in other cities and sections, sometimes as groups and sometimes as individuals, the relation of the New York Associated Press to the others being simply that of a vendor of news, a part of the consideration being the furnishing of news by clients to the dominating organization. In 1882 the Western Associated Press, a Michigan corporation and subsidiary of the New York company, revolted and refused to be subjected to the domination of the New York organization. The war was soon ended and an agreement patched up for conduct of the joint business by a committee. Business progressed and the association prospered. From time to time competing organizations appeared and one, the United Press, really grew important. It soon became evident that the operations of the New York and the Western Associated Press were being conducted in close harmony with the United Press. There was, in fact, too much harmony, and in 1891 it developed that there was not only an agreement for the exchange of news between the joint committee of the allied Associated Presses and the United Press, but that a majority of the members of the joint committee and the general manager had become

stockholders and had a financial interest in the United Press, which was rapidly growing more and more prosperous. The Western Associated Press directors took action to cancel steps made by the committee. The New York organization had been so deeply undermined that it passed out of existence in a short time, the United Press superceding it entirely and its owners (the seven New York newspapers) and clients all became clients and some of them stockholders of the United Press. During this period an agreement had been made for a working combination between the Western Associated Press and the United Press, under which broadly the United Press was to control the East and the Associated Press the rest of the country. In this situation, in February, 1893, Messrs. Lawson, Knapp and Driscoll, the executive committee of the new Associated Press, an Illinois corporation which was to succeed the Western Associated Press, came to New York to execute the contracts agreed upon, but were met by William Laffan of the Sun, who spoke for his associates, with a peremptory repudiation of the agreement and a demand that certain money be paid before the close of banking hours that day, in the default of which, service to the West and South would be cut off. The Associated Press directors refused to meet the demand whereupon the United Press refused to negotiate further for the sale of services.

The Associated Press thereupon took the aggressive and

on Sept. 7, 1893, began its own independent service of world news, Melville E. Stone, who took the reins of management in March of that year, arranged for exchange service with various European news agencies. The extension was carried to the East and papers were gradually won over in the principal cities. Year by year the Associated Press membership increased and the United Press decreased, until early in 1897 various fruitless conferences between opposing leaders took place. The conflict ended on April 8, 1897, when by an overwhelming vote by the United Press directors that concern withdrew. There followed a scramble to secure membership in the Associated Press. For a short time the life of the Associated Press was tranquil, but a large cloud was on the horizon. The Chicago Inter-Ocean was charged with violation of one of the by-laws -- the section in question having been upheld in several courts. Persisting in the violation the Inter-Ocean was expelled, whereupon it sought reinstatement through the Illinois courts. The decisions of the lower courts and the appellate court were in favor of the Associated Press and the case was carried to the supreme court of the state. On Feb. 19, 1900, the astounding decision of the Illinois supreme court was given that rendered the association a common carrier that must serve any applicant. The decision was made on the ground of a clause in the original charter authorizing the erection of telegraph poles, a procedure

never contemplated as far as any of the members knew and although unexercised this potential power made the organization a common carrier. After investigation and legal advice the directors disbanded the company and reorganized under the New York laws to secure the protection of their essential right to furnish service to members only. Illinois members joined the New York organization and the corporation began operation on Sept. 30, 1900.

The Associated Press is a co-operative news gathering and distributing agency composed, on June 1, 1927, of morning, evening and Sunday newspapers scattered all over the world, mainly in the United States. It has 145,000 miles of leased wires forming a network across the continent, and has exclusive exchanges contracts with foreign agencies for its foreign service. It has no capital stock, makes no profit, declares no dividends. Its revenues are derived from weekly assessments levied upon its members by the actuarial method with a view to the just determination of the cost of the service to each member. The revenues reach an annual aggregate of approximately \$8,000,000 and the number of words transmitted daily at the important offices is more than 75,000 or the equivalent of sixty columns of the average newspaper.

Each member of the association contributes exclusively to the organization the news of its immediate vicinity free of charge, and the association has its news protected

from appropriation by other agencies. A decision of the United States Supreme Court in 1917 in a suit brought by the Associated Press against the International News Service for open appropriation of its news was in favor of the Associated Press, and the misappropriation of its property is now forbidden by injunction. Associated Press memberships are highly valued, some selling in recent years for as much as \$500,000. Due to the protest clause members may successfully prevent sale of membership in the association to newspapers in their competitive districts by exercising their right of protest. This limits the number of papers using the service in any town or district.

As a protest against this theory the United Press has developed and expanded. The present organization, founded in 1907 by the late E.W. Scripps, on the principle that the collection and distribution of news should be non-exclusive, has for 21 years stood as a bulwark against the Associated Press threat of news monopoly. The United Press opposes any form of news monopoly as a national menace. It is a business organization that exists mainly to serve Scripps-Howard newspapers buy which also offers its services to any papers that care to subscribe. When the Scripps-Howard organization purchases a paper it installs the United Press service at once, refusing the Associated Press service if the paper happened to have an AP franchise. Consequently all Scripps-Howard newspapers use only United Press service.

C. News

The scope of news today is international and cosmopolitan. It embraces the activities of all classes, races, creeds and nations. International, national, state and local events vie with one another for front page positions. The happenings in the far Northern icelands or the events in dark African jungles are as much sources of news today as the activities of the old home town. The unusual or interesting thing that happens in Siberia is indeed news as much as our Congressional affairs. Grandfather read the papers to see what had been happening in the world the past few months; father read the papers to see what went on yesterday and last week; we read the papers to see what is happening today, almost at the very instant. And by the time we finish reading our paper another edition may be on the street with later news. Timeliness is more than ever an essential of news.

America is turning more and more to the newspaper. The circulation of the daily is increasing at a rate considerably greater than the population. Over the six year period ending with 1927 the gain in the morning circulation was 49.3 percent, in the evening 30.3 percent and in the Sunday 33.2 percent¹. America should be the best informed nation on the globe with her average daily circu-

1. Editor and Publisher International Yearbook Number, Feb. 28, 1928. pp. 17.

lation, in 1927, of 37,966,756,¹ and an average Sunday circulation of 25,469,037. The significance of these figures lies in the fact that, according to census figures, the United States has 20,697,204 dwellings, housing 24,351,676 families. On this basis the nation has an average of almost two daily papers for each dwelling and a Sunday paper for every family.

News is the sine quo non of the newspaper. The newspaper exists to publish the commodity we term news, and to the extent that it satisfies the public appetite it succeeds in its purpose. News judgment comes from years of experience, and most men find it difficult to give a brief definition of the term. The old time definition, explaining news as the accurate and timely recital of the day's significant happenings, no longer holds. The sphere of news has so greatly broadened that a new interpretation must be found.

The essentials of news, it is generally agreed, are timeliness, significance and general interest, but these terms by no means define news in the modern sense. A definition chosen by the unanimous vote of three judges of distinction in the New York School of Social Research in 1927 covers the subject fairly well :

News is a perishable commodity, distributed by the newspapers, marketed fresh daily for

¹.ibid.

consumption by the literate mind. It constitutes a written presentation of the events of the world, the nation, the State, and the city in all fields of intellectual and emotional interest, such events being of sufficient importance socially, economically, politically, scientifically or individually, to engage the attention of vast numbers of people. Like any other commodity, its careful preparation, the quality of its ingredients, the integrity of its purpose, reflect credit or discredit upon the honor of its purveyors. Substitutes for truth, or adulteration of facts, cheapening of method in the "manufacture" of news, constitute abuse of public trust and threats against the health of the public mind.¹

As brought out in this definition the essentials of news include six points : (1) that it is a perishable commodity ; (2) that it covers events in all parts of the world; (3) that it is timely; (4) that it interests a large number of people; (5) that it is truthful and accurate; (6) that it is significant, interesting, dramatic or appealing.

This means that news value rests on the number interested and the intensity of that interest. From the viewpoint of the modern school circulation is the definite goal. Colorful attractive writing is the means justified in attaining increased circulation. It is not the so-called sensational press, but rather a colorful press somewhere between the old conservative Associated Press and the sensational Hearst school. The aim of the modern school has been apparently to inject life and color into

1. Editor and Publisher, April 30, 1927. Pp. 100.

the report of the day's events, with increased reader interest as the goal. Ten years ago this new spirit was represented by the International News Service and the United Press. The main news factors of that school may now be briefly considered.

News, first of all in the new school, is a commodity. Without it the newspaper could not exist. The editor's job depends on getting out a paper that people will buy. The better it sells the bigger the success of the paper; the less it sells the nearer he goes to the poorhouse. If one editor doesn't get all the news his competitor will, with consequent increased favor and circulation -- and circulation draws advertising. News is a commodity that editors gather to sell to an inquisitive and sympathetic public while the news is still fresh. It is a perishable commodity and must be marketed at once. News must be printed before a rival paper gets it, or it will be worthless.

News tells the public what is happening at all points of the compass. In this sense it follows the origin of the term itself, derived from the four points of the compass -- NEWS. It tells the who, what, where, when and why of the day's events. In a sense the commonplace is not news; but the startling and unusual is news. The most commonplace story can generally be told by an experienced writer so that it will have a wide appeal. If it has a

tincture of human interest in it he will bring it out. So many things happen each day that no newspaper may hope to print all of them. The newspaper man must decide what is not and what is not. Competition among newspapers and the publication of frequent editions increase the necessity for the latest news, with the result that every reporter is on the watch for a tip that will make a good or an interesting story. The editor may not try to fill his sheet with crime and scandal, but subconsciously he knows that you MUST get the thrill. He selects stories for their appeal, and news in this sense may be said to be manufactured.

Humdrum routine whets the appetite for breaks in the monotony of regularity. It is the departure from the normal that attracts attention. Violations of law and order, notable achievements in science, new records in athletics, heroic action, new inventions, engineering feats, accidents and unexpected occurrences -- all are departures from the normal course, and as such satisfy the desire for something different from the usual round of life. Almost any event offers some unusual phase that any good reporter can emphasize, and the way the reporter handles it determines the interest the story will have for the public. The human side of events is what interests readers most, and it is this interest in the fate of our fellow men that the newspaper capitalizes.

The more a story ties up with the individual reader

the greater value it has. People in general are interested in anything that affects their welfare, concerns their associations and friendships, excites their curiosity or stirs their emotions. An event in the Far East may be indirectly interesting to a reader through his associations. It may be either trivial or important, but it must strike a responsive chord in the reader to be a good story in the modern sense. Children, animals, amusements and hobbies, local allusions, prominent persons and home and business interests all have the human interest appeal, and for that reason are good material for news stories of the modern kind. The new school writes human interest into the commonplace.

Circulation, then, is the basis of the new school of Hearst followers. The two keys to news value in the school are : will it interest readers, and will it sell papers. The school sees the newspaper as a department store window. The store that makes the most attractive display of articles that the shopper may wish is the store that is going to do the biggest business. Likewise the newspaper that has the most news told in the same attractive way will secure the largest circulation. In order to secure this an appeal must be made to the great working part of the population. To appeal to them it must necessarily be simple, interesting and attractive. It must be emotional rather than intellectual. The news must be colorful. The

tired miner, clerk, housewife, bus driver, conductor or laborer finds little entertainment in the average story of an economic conference or a Congressional committee report ; he wants the paper that puts human interest into the day's happenings, that converts news tips into thrilling stories of the day's happenings. The news must be interesting or amusing; it must strike at the basic instincts of man. The paper must speak in the language of the people and keep pace with the modern age. Everything must be flavored. The instinct of curiosity and hunger for thrills demands satisfaction, and the newspaper that comes nearest to filling that demand wins the race.

To summarize, we may say that the new school aims at :

- 1--Increased circulation.
- 2--Emotional rather than intellectual appeal.
- 3--Selection of news to interest the masses.
- 4--Speaking in the language of the people.
- 5--Colorful, interesting, human interest and feature stories.
- 6--Stories of departure from the normal.
- 7--Thrill and sensation, in a mild way.

This is the new school, the followers of the old Hearst sensationalism. It is based on artificial stimulation, emotional appeal, and modern psychology.

II

THE WAR YEARS

For the purposes of this study the Associated Press stories are studied by years. The first period covers the greater part of the World War, from 1915 to 1917 inclusively. It introduces the reader to the style of the AP, as the association is commonly called on account of the logotype credit letters used by many member papers. In the period one becomes acquainted with the old AP and the style of writing.

In this period the Associated Press was the standard of conservative writing; it gave only the facts and left the reader to supply color from his imagination. Leads were uniformly dull and long, and often followed a formal pattern. Opening sentences stated all the news facts at length and then explained them in detail. The practice of giving the authority for all statements in the opening phrases made the leads too often ambiguous.

Opposed to this conservatism was the freedom of competing services, which bound its reporters by no rules and allowed them to tint their wide range of stories with attractive color phrases. Where the AP was careful and conservative, the International News Service and the United Press were bold and picturesque. The new spirit occasionally found its way into the AP dispatches, but a combination of the old and new was generally ineffective.

A. The A.P. Style , 1915.

Prior to the opening of the World War the Associated Press dispatches were hard to identify, as few of them carried the now-familiar by-line. The few stories so identified were limited to straight news reports of significant happenings of the day. All stories were written according to set rules and standards that led the AP to be known as the personification of accuracy, authentic reports, complete uncolored stories. The intent was obviously to give the main happenings of the day, but to give only the facts without bias or color. Stories were generally short, but complete and in general dry and dull to excess.

It was the period of conservative careful writing. Long dull leads, careful statement of fact and credit for such statements, absence of flowery phrasing, lack of all feature material and human interest paragraphs and brief reports of crime and scandal characterized the AP stories. The association was truly maintaining its dignity.

The war naturally checked the development of any tendency to a freer news style in the Associated Press. The custom and necessity of war censorship limited the stories in content and fixed the news style, especially the leads. The study shows that stock leads seemed to exist for all reports of an official nature, and that was about the only

news allowed to come across the water to the United States. Even stories of unusual interest and feature possibilities followed the conservative AP standards. Direct quotation leads were unusual. War reports were characterized by a stock lead, such as :

Further information has been obtained by the ...

The official statement given out today by--- said ..

General headquarters staff says ...

Opinion was expressed here today...

An example of the official statement shows the effect of censorship on the formal qualified statement, and illustrates the propaganda motive behind the average war story. The correspondent by-line in the AP story below is an unique exception to the association rules :

By Frederick Palmer
Correspondent at the Front in France
for the Associated Press.

British Headquarters in France, via London, March 25.--
It was in the drawing room of the house in which he makes his office that Field Marshal Sir John French, commander-in-chief of the British expeditionary forces on the continent, received the correspondent today and discussed the military situation. Before the conversation was over the British commander, answering a question concerning the result of the war, said:

"Indeed there is no doubt of the outcome. I was never so confident of victory as I am today. I am as confident as General Grant was when he took command of the army of the Potomac. He kept at it and so shall we."....

Correspondents reached their goals usually by indirect methods. The heart of the lead was often buried under a long explanatory opening phrase. This is well illustrated

in a German propaganda story with a Berlin date line:

Berlin, via London, April 1.--Dr. Von Bethmann-Hellweg, the imperial chancellor, who spoke at the Bismarck centenary celebration in the Reichstag today said :

"What Bismarck created no German will allow to be destroyed. Our enemies are raging around the empire, but we will beat them...."

The general handling of war news is best shown in the treatment of the most important war story of 1915, to America at least, the sinking of the liner Lusitania off the coast of Ireland with a number of American passengers on board. The first report of the disaster was incomplete and vague, far from the modern report of any event in any section of the world today. The lead of the first story quietly related the facts without any attempt to excite the public, a method perhaps as effective in one sense as the modern ballyhoo lead :

London, May 7.--The Cunard line steamer Lusitania, from New York May 1 for Liverpool, with 1253 passengers on board, was torpedoed at about 2 o'clock this afternoon about ten miles off old Heady Kinsdale, Ireland, and later went down.

It is believed that the passengers are safe, although a late dispatch from Queenstown says: "Some dead and injured of the Lusitania are being brought ashore, with the survivors."...

The story the next day, instead of stating the possible loss of life in the first phrase, buried the main news under an explanatory clause:

Queenstown, May 8.--A steward in the first boat which landed here said he feared 900 lives were lost by the sinking of the Lusitania....(report of what the steward saw.)

Three days later a statement by a public official of note as to the probable consequence of the Lusitania disaster appeared with the usual stock lead that gave the authority for the statement before the news itself :

Chicago, Ill., May 11. --- Jacob M. Dickinson, secretary of war under President Taft, made the following statement here today:

"I regard the possibilities arising from the destruction of American lives on the Lusitania as even more momentous to the nation than those involved in the civil war."

The news report of a reply from Germany to this government's demands in connection with the Lusitania tried to give all the news---the who, what, when, where and why--in one sentence:

Berlin, May 30.--Germany withholds its final decision on the demands advanced by the United States government in connection with the sinking of the Lusitania, until the receipt of an answer from the United States to the note which Herr von Jagow, the foreign minister, today delivered to Ambassador Gerard, in reply to the American note received by the German government on May 15.

One would expect that the report of the committee appointed to investigate the charge of the outrages alleged to have been committed by German troops during the war would make an interesting story with an enlightening lead, but such was not the case. The news, the findings of the committee, was buried four paragraphs under the dry uninteresting lead. The same practice existed in national news. Events of an unusual nature were reported with the same simplicity and formality as the war stories, and

too often with ambiguous leads. Extreme simplicity, at times not the least ineffective, characterized the stories of prominent persons. When President Wilson announced his engagement to Mrs. Galt, an event of a century that the AP of today would make much of, the press reported the fact simply, although in shorter sentences than ordinary:

Washington, Oct. 6. --- President Wilson tonight announced his engagement to Mrs. Norman Galt of Washington.

The date of the wedding has not been fixed, but it probably will take place in December at the home of the bride-elect.

The report of the marriage was simplicity itself. Formality characterized the short description of the Galt home and the simple wedding ceremony. Colorful word pictures of the modern AP writers were absent. The lead was conservative, to say the least :

Washington, Dec. 18. --- President Wilson and Mrs. Edith Boling Galt were married here at 8:30 o'clock tonight with a simple ceremony spoken in the bride's home in the presence of less than thirty guests, virtually all of whom were relatives.

A damage suit against a former president of the United States would offer untold possibilities to a modern AP reporter; the AP writer held to the AP thumb rule in reporting the trial of Theodore Roosevelt who was charged with libelous statements by a New York politician. The daily report of the trial was long, with the usual dull lead. Even the verdict of the jury brought forth no change of tone ; the AP retained its dignity and stated the results

in characteristic simplicity :

Syracuse, N.Y., May 22.---Twelve men chosen as a jury to determine whether Theodore Roosevelt damaged William Barnes when he charged that he worked through "corrupt alliance between crooked business and crooked politics" and that he was "corruptly allied with Charles F. Murphy of Tammany Hall," today returned a verdict in favor of the former president.

The picturesque sanity trial of Harry K. Thaw in July 1915 gave the AP writers chances for feature writing. They neglected these opportunities in reporting the trial, but in a story of Thaw's procedure two days later they did inject a livelier tone into the lead, although retaining the long opening sentence that aimed at giving all the facts :

New York, July 14.---Harry K. Thaw was declared sane by a jury today, which for nearly three weeks listened to testimony given on the Supreme Court here before Justice Peter Hendrick. Forty-eight minutes were consumed and two ballots taken in reaching a verdict.

New York, July 16.---Harry K. Thaw shook off the grip of the law today, motored down Broadway to the applause of admirers, crossed the ferry to Jersey City, bade the sheriff good-by and whirled away toward Philadelphia, with his leading a procession of automobiles filled with newspapermen under orders to stay with him.

One of the biggest stories of the year, the Eastland lake steamer disaster in Chicago in July 1915 received the same scant and dignified news treatment. The lead was especially long and involved, giving all the facts of the story in one sentence devoid of color phrasing :

Chicago, July 24.---More than a thousand, possibly 1300, most of them women and children, were drowned today within a few feet of land by the capsizing of the steel steamer Eastland as it was about to leave its wharf in the Chicago River with 2500 relatives and friends of employees of the Western Electric Company for an excursion across Lake Michigan. The ship rolled over on its side in 25 feet of water within a few minutes after it began to list.

To show that the Associated Press was the only news service employing the conservative news style one has only to read dispatches from the other two associations. When the celebrated Ford Peace Ship left New York in December 1915 the flowery International News Service writer made the best of his opportunity and wrote a feature news story, much freer and more colorful than the staid AP report:

New York, Dec. 4.---Cheers and tears flooded Hoboken's water front this afternoon when the Ford peace expedition sailed for Europe. William Jennings Bryan stood on the end of the thronged dock waving a red rose and murmuring, "God bless you."

Beside Bryan stood Thomas A. Edison and Mrs. Ford and her son Edsal. Behind these stood 10,000 howling men and women. And out of these 10,000 one man went insane and jumped into the water.

He jumped saying he'd swim behind the ship to ward off torpedoes. Public opinion was forcing him to do it, he said....

Two stories of Zeppelin raids in Europe by the AP and the UP show the contrast in the general style of writing employed by the rival companies. The AP gave only the facts in the straight news form; the UP writer wrote

feature story with human interest in it. The two stories are given below, the Associated report first :

Paris, March 21.---Zeppelin airships raided Paris early this morning and dropped a dozen bombs, but the damage done was unimportant. Seven or eight persons were injured, but only one seriously. Four of the aircraft started for the capital, following the Valley of the Oise, but only two reached their goal. Missiles were dropped at Compiègne, Ribecourt and Dreslin-court, but without serious results.....

W.G. Shepherd

Correspondent of United Press

London, Sept. 11.---It is Wednesday night, Sept. 8. Above the din of the orchestra there sweeps over the theater a cavernous "Boom Ex."

"Zeppelin," whispered a pretty girl sitting next to a Scotch officer.

"No," you hear him whisper, "it's a door banging." He's lying, and knows it.

"Zeppelin, Zeppelin," the whisper runs through the audience.

If you knew what was transpiring in the street you'd be out there, instead of waiting for the last act to end. Such scenes are being enacted out there as the old town of London, in all its rich thousand-year history, never before beheld.

The curtain goes down. You file out of the theater into a crowded street. Traffic is at a standstill. A million cries make a subdued roar. Seven million people of the biggest city in the world stand gazing into the sky from the darkened streets.

B. Writing by Rules in 1916

The year 1916 marks little change in the AP writing. News from the war front and stories of the German submarine warfare received the same matter-of-fact treatment as they had the year before, and only in disasters that concerned lives of American citizens were the stories emphasized. National stories continued to give the five W's in the first sentence. Stories of unusual happenings, of accidents and disasters, of Mexican bandit raids, of unusual floods offered the AP opportunity for expansion, which it handles in its usual quiet way. The field of the AP was extended considerably, but the news style remained the same. Opposed to this conservatism the United Press and the International News Service continued to give breezy reports of all kinds of happenings. Their stories were filled with life and vigour that the AP scorned.

At the time of the national presidential nominating conventions in 1916 the AP and INS carried contrasting stories of the Republican and Progressive conventions. The AP report is characterized by a formal lead, and careful statement of fact while that of the INS is filled with descriptive and impressionistic phrases of the writer:

Chicago, Ill., June 10--(AP)--Charles Evans Hughes former governor of New York, and until today justice of the Supreme Court of the United States, was today nominated for the presidency by the Republican National Convention.

Charles Warren Fairbanks, of Indiana, elected vice-president with Roosevelt in 1904, again was chosen for second place on the Republican ticket.

Auditorium, Chicago, Ill., June 10.--(INS)--- Colonel Roosevelt was nominated today by the Progressive National Convention after four days of uproar and tumult, in which the delegates never wavered in allegiance, nor cast a passing glance upon another man.

Another contrast is afforded in the leads of stories by the two associations on the possibility of war with Mexico over the Villa bandit raids in June, 1916. The INS gave the probability as a statement of fact, but the AP carefully qualified the report by giving the authority for it :

Washington, June 17.--(INS)--The United States is on the brink of war with Mexico.

San Antonio, Texas, June 17.--(AP)--War between the United States and Mexico was regarded by officers at army headquarters here tonight as almost inevitable.

Serious floods in the South in July received little notice after the first two days. Although the high waters lasted only three days, being of shorter duration than the Mississippi floods eleven years later, the AP gave only short fact reports of them. If the damage done was as great as the story stated the floods were an event that the modern writer would have treated extensively today.

Whatever chance for feature writing the Villa raid on Columbus, New Mexico, in March, 1916, may have afforded the Associated Press overlooked it. The event was told in simple language ; such an event today would be told in colorful words quite different from the simple involved story of 1917 :

Columbus, N.M., March 9.---Francisco Villa, outlawed Mexican bandit, raided United States territory today, and with 500 men attacked Columbus, killed at least sixteen Americans and fired many buildings before he was driven back across the international border.....

(And 250 words later)

Led to the attack under the slogan, "Death to the Americans," Villa's followers fought with desperation. Just before dawn they crept along ditches skirting the United States cavalry camp and dashed into the sleeping town, firing rapidly.

The first volley brought American troops into almost instant action. While a portion of the raiders engaged cavalrymen, others detailed by the bandit chieftain began applying the torch and shooting American civilians who ventured from the buildings. Lights in homes and public buildings immediately became targets for snipers posted at Villa's directions. Other bandits, creeping close to American homes, enticed a number of civilians into the open with English-spoken invitations. A number of fatalities were attributed to this ruse.

(And 100 words later, sensational lead)

Failure of the machine guns to work at the crucial time, when most needed at the beginning of the fighting, is the cause attributed for the escape of the Villa band across the border and also for the relatively small loss of life among them, according to Private Thomas Barton, of the Hospital Corps, who, with Private E.M. Johnson, took five wounded soldiers and one officer to El Paso this afternoon.

Almost any state or national story in the news will illustrate the conservatism of the Associated Press. Dull phrases and conservative statements characterize the important story on the national railroad strike that was gripping the country:

Washington, Aug. 29.---President Wilson laid the railway strike situation before Congress at 2:30 o'clock this afternoon in an address to both houses assembled in joint session. The president told Congress of his efforts to bring railroad managers and the men into some

sort of agreement, and saying that he was powerless to do more, he asked Congress to enact certain specific legislation to deal with the situation now and in the future.

Pointing out the distress and hardships which a nation-wide strike would bring upon the country, the president asked Congress to empower him to draft into the service of the United States the very managers and the men who have been unable to adjust their differences, so that the government may operate the railroads in case of military necessity.

A big flood in Arkansas in February was treated in the same conservative manner. There was no appeal to the emotions, only to the intellect. Facts were stated in a dry formal way, and the opening sentence tried to tell all the news :

Little Rock, Ark., Feb. 6. ---The rapidly widening lake in southeastern Arkansas, formed by the floodwaters of the Arkansas River pouring through breaks in the levees, has engulfed a score of towns, leaving several thousand persons homeless, taking a toll of 17 lives and doing damage that probably will be estimated at thousands of dollars when the waters recede and lay bare the full measure of destruction in a rich farming land.

Crime and scandal played small part in the AP reports during the early years of the war. Murder stories were conservatively reported ; they were not emphasized as they are today, and dramatic details and descriptive phrases of the modern report were not employed to characterize the ones involved. There was apparently no attempt to create a sensation or to expose something shocking to a scandal-loving public. The following well-known case is simply told:

Providence, R.I., Jan. 28.---After having repeatedly asserted that she never intended to divorce her husband, Dr. C. Franklin Mohr, and that there was no sincere desire on his part to divorce her, Mrs. Elizabeth F. Mohr, charged with instigating two negroes, Cecil Brown and Henry Spellman, to murder him, admitted on cross-examination today that she had discussed with her attorneys last summer the question of allowing Dr. Mohr to have an absolute divorce on the basis of his turning over to her his Newport villa, known as the Montpelier, and \$75,000 in cash.

The death of a prominent person offers a chance for picturesque sketches, but the AP stated only the facts of two deaths in 1916. When James J. Hill, the empire builder, died the AP carried only a simple biography of the railroad magnate. The death of the beloved Hoosier poet, James Whitcomb Riley, abounded with opportunities for feature writing, but little of that element was introduced into the report, and then ineffectively. The Riley story buries the biographical facts under a massive and ambiguous opening. The two stories follow :

St. Paul, May 29.---James J. Hill, railroad builder, capitalist and most widely known figure of the Northwest, died at his residence here this morning as the result of an infection due to bowel trouble. He was unconscious for nearly twelve hours before he died.

Indianapolis, Ind., July 22.--James Whitcomb Riley, the Indiana poet, died here this evening.

James Whitcomb Riley, born of the Middlewest, sang of its joys, sorrows, fancies and humors of its folk, largely in its own dialect. The world was so touched by his inspiration and the realism of his homely symbols that he was one of the few that, devoting their lives to poetry, gained a fortune.

Numerous stories with feature possibilities may be found, and in only few cases did the Associated Press writer answer opportunity's knock. A picturesque column story of the hardships of travel with the army on the Mexican border contains no flowery writing. A paragraph on the condition of the men was simply stated, with customary authority for the reports. How the INS writer would have handled it !

El Paso, Texas, April 5. ---.....

Men whose shoes have been lacerated by the stones of the mountains and sands of the deserts are wearing Mexican sandals and sandals made from the hides of beeves slaughtered for their meals. Men whose clothing has been torn into shreds by brushes with mesquite and cactus, are wearing such clothing as could be obtained from Mexicans living along the route, according to the stories told.

A few stories naturally show the influence of the other associations. Generally the story that has a few colorful phrases follows the AP rules otherwise, with a long ambiguous lead. Such is the case in the story below:

San Francisco, Feb. 5. --- "Shooting of some of our feeble-minded jurymen" was suggested today as a remedy for the frequent acquittal of women charged with shooting men, by Judge Frank P. Dunne, when a jury in the Superior Court freed Mrs. Malcena Dyatt, tried for the second time for an assault on her husband, Samuel Dyatt, a Los Angeles real estate dealer.

Such stories were exceptions to the rules of the AP service and no doubt were not approved by headquarters.

C. Simple News Stories -- 1917

The year 1917 offers no noticeable change in the style of writing of the Associated Press. Despite the fact that the entrance of the United States into the war in this year gave correspondents additional reason for writing more freely there was little or no change. A study of the papers of the period shows the continuance of long formal leads and simple news statements as opposed to the colorful dispatches of competing associations. When the United States declared war on Germany the Associated Press calmly stated the fact. There was no wild flag-waving. Where one would expect an unusually direct and pointed story, a display of patriotism in a feature lead, the AP somewhat awkwardly stated that war had been declared :

Washington, April 6.---The United States today accepted Germany's challenge to war and formally abandoned its place as the greatest neutral of the world.

President Wilson, at 1:18 o'clock (official time) this afternoon, signed the resolution of Congress declaring the existence of a state of war and authorizing and directing the chief executive to employ all the resources of the nation to prosecute hostilities against the German government to a successful termination.

In reporting daily speeches during the period the AP held to formal leads that often made the story far from interesting, as illustrated in the long lead below :

Washington, May 24.--In a farewell address to the American people today, Foreign Secretary Balfour warmly expressed thanks for the kindness and sympathy with which the British war

mission had been received in the country, declared what the United States had accomplished during the 40 days since the country entered the war was most remarkable, and said he would carry back to the allies across the water his belief that with as little delay as human imperfections allow, the full and decisive weight of America will be thrown into the struggle for democracy.

The long lead that attempted to cram all the facts of the story into the opening sentence continued to mark AP stories. In news stories that offered unusual chances for news artistry the association held to these rules, as shown in the following story :

New York, Oct. 9.---A case of mistaken identity that cost its victim \$50,000 and shattered his health in nine months' fight to set himself right, was brought to light here today when, at the request of the district attorney, an indictment charging forgery against Alexander P. MacCauley, a wealthy mining engineer of Toronto, Ont., was ordered dismissed by the court. It was brought out that he was "Christmas Keough," well known to the police as an alleged forger of travelers' checks.

One of the big stories of the year with real feature possibilities was almost entirely overlooked by the conservative AP. The death of the Hawaiian queen who had instigated the exercise of power, when she became queen in 1891, that led to the island revolution---and later to the annexation to the United States---seemingly offered no startling news tip to the AP correspondent. He stated that she had died retaining her royal pose, and filled two columns with a historical account of her

family. Certainly the AP artists of the modern school would not have employed the following commonplace lead:

Honolulu, Nov. 11.--Queen Liliuokalani of Hawaii, whose death has been expected for several days, passed away this morning.

The Queen had been in had health for many months. A week ago she began to fail rapidly and last Thursday physicians announced that the end was near.....

Contrasted to the Associated Press conservatism is the continued freedom of the Hearst service. The reports of this association are always full of life; the leads are short, pointed, direct and colorful. The content of an official statement was always given in the opening phrase without quoting the authority, and the story was interesting. Crime news was generally dramatically told. Statements of prominent persons were played up; Congressional news was filled with life; business or economic reviews were made into feature stories; overseas comments on the war became news-features. The following examples from the International News Service illustrate the free and colorful treatment that association was giving all types of news :

Joliet, Ill., Feb. 16.--A revolver battle, fought from automobiles speeding over country roads at a mile a minute, was the climax of a daring attempt to hold up the First National Bank of Lockport, Ill., today while the streets of the town were filled with residents.

Washington, May 1.--The Staid United States Senate halted long enough in its war time deliberations today to pay a respectful and vociferous tribute to the war heroes of France.

Chicago, Ill., April 28.---Colonel Roosevelt breathed the spirit of grim war into Middle West today and received a patriotic, thrilling response that left no doubt of its ringing sincerity...

New York, Aug. 7.---Coal is King in Europe today. It or "he" is exacting a king's ransom as tribute. A German scientist has predicted that "king coal" will decide the issue of the war. That he already is and with the approach of winter will become still more a tremendous factor, is apparent on all sides.

New York, Aug. 7.---The United States, in going into the World War, has undertaken the "biggest job" in the history of our country. The American people have not yet awakened to the bigness of that job, the seriousness of that undertaking calls for and will demand of the country, unless peace should come before the United States gets into the war with "both feet." America does not yet realize when modern war, terrible, horrible in every respect, means. These are the impressions that strike one forcible upon arriving from Europe.

Two Washington dispatches on the diplomatic relations with Germany illustrate how Associated Press writers followed the rules set up for conservative careful writing. They are entirely devoid of description or colorful phrasing. The lines are lifeless; only the facts are given, and then in a dull careful manner. They present the news as if to say, "Here are the facts, thrown together as it were; interpret them as you want to."

Washington, March 19.---In an epochal decision holding Congress to be clothed with any and all power necessary to keep open the channels of interstate commerce, the Supreme Court today, dividing 5 to 4, sustained the Adamson law as constitutional and enforceable in every feature.

The immediate effect of the decision will be to fix a permanent eight-hour basis day in computing a wage scale on interstate railroads, for which a nationwide strike twice has been threatened and to give effective from January 1 this year increase in wages to trainmen of about 25 percent at a cost to the railroads estimated at \$40,000,000 to \$50,000,000 a year.

Washington, March 25. --- President Wilson took steps to place the nation on a war footing. By executive order he directed that the navy be recruited without delay to full authorized war strength of 87,000 enlisted men. Taken in connection with the emergency naval construction already ordered this means the president has exercised the full limit of his legal powers as commander in chief to prepare the navy for war.

For the army the president directed that two new military departments be created in the Atlantic Coast region. The order means that the task of organizing whatever army Congress may authorize will be divided among six departments commanders instead of four, in the interest of speed and efficiency.

A few stories show a tendency for colorful phrases to creep in. Probably under the pressure of war drives and the new spirit of nationality the reporters injected occasional new blood into their leads that the AP division men permitted, either from feeling the same spirit or from lack of time to rewrite the stories according to standards. This new spirit was doubtless a reflection of the times, and is accordingly found in only a few stories of the year. Usually the new note is brief, and is buried in the mass of a long lead or a dull supplementary paragraph. The effect was generally lost.

In the second paragraph of a story dealing with the attempt at suicide by the notorious Harry K. Thaw there are several colorful words so unlike the usual AP story, but they happen to be buried in a characteristic long sentence :

Philadelphia, Pa., Jan. 11.--Harry Kendall Thaw, under indictment in New York, together with two so-called bodyguards, for an alleged attack on Frederick Gump, Jr., a 19-year-old high school youth of Kansas City.....attempted suicide in a house at 5260 Walnut street today, while the police of virtually every city in the East were searching for him as a fugitive from justice.

Thaw's attempt at self-destruction was a sensational climax of a hunt which began here on Tuesday, following the announcement by District Attorney Swann of New York of the latest episode in the erratic career of the wealthy Pittsburgher, which reached its zenith in the killing of Stanford White at the Madison Square roof garden, and later, when he escaped from Matteawan asylum.

Occasionally the opening words of the lead approached the tone of the Hearst service, but the AP rules were otherwise strictly followed. This is shown in the report of a well-known trial, where the new spirit in the opening is followed by an unusually long lead :

San Angelo, Texas, Jan .25.---Convulsively sobbing out his testimony, while tears flowed down the cheeks of the jurors who control his fate and women spectators who packed the courtroom, Harry J. Spanell of Alpine, Texas, charged with killing his wife, told a dramatic story of incidents leading up to the double killing, and intimated the shot that killed his wife was fired by Colonel Butler, and concluding sobbed out....

The death of that picturesque pioneer of the American frontier, "Buffalo" Bill, was reported in the usual quiet manner, although the opening sentence of the story shows the influence of the new school of writers :

Denver, Colo., Jan. 14.---The West today bade farewell to all that was mortal of Col. William F. Cody ("Buffalo Bill") and the West, in its own words, did itself proud in its parting with the man who helped to make its history..

In one Washington dispatch a new spirit is evident. An indirect statement describes the armed neutrality declaration of the president :

Washington, Feb. 26.---President Wilson took the inevitable step and asked Congress for authority to use the forces of the United States to protect American ships and lives against the German submarine menace -- to put the nation in a state of armed neutrality.

III

ESCAPE

The second period -- 1918-1920 -- marks the development of a new spirit in the Associated Press that by the end of 1920 is evidenced in feature leads, human interest paragraphs and news briefs. Beginning in 1918 war correspondents wove occasional impressionistic and colorful phrases into their stories. Domestic news developed flashes of color, but these were usually buried under the conventional AP conservatism.

In the following year the national effort to escape from the war responsibilities found expression in more colorful phrases. National news turned to the unrest of reconstruction and the spirit of the times found its way into many stories, at times unusually clear.

It was not until 1920 that the reaction overtook the Associated Press. In that year there is a noticeable change in the AP style. Short news stories with feature leads, human interest paragraphs and colorful news briefs became regular parts of the service. Conventional conservatism predominated, but often weakened the colorful writing. One knows that some change was taking place in the AP news style, that conservatism was giving way to color-writing.

A. The End of the War, 1918.

Impressionistic writing that was gradually creeping into the Associated Press reports developed largely with correspondents on the war front. The spirit of the war, the intensity of the struggle, the dramatic interest of the battles and the strain on the reporters could not help but be carried into the lines of the news reports. In addition, war correspondents paid little attention to rules, a fact that led to the impressionistic writing that has long characterized the International News Service and the United Press. This is illustrated again and again in war stories during the last year of the great struggle.

The main development of the AP during 1918 was in the increase in personal writing from Europe. In America the domestic news followed the established conservative AP standards. The association increased its field and spread its lines to the larger cities of the country. Only important national news, war propaganda or unusual events were reported. There was practically no crime or scandal; the country was too busy working behind the men behind the guns "over there." The AP carried no short articles, except official reports, and they followed the usual conservative leaning. A great number of detailed review stories was carried; they reviewed the war situation daily, presented the summary of the Italian or British operations the

previous week, or related the day's losses or gains in detail. They were written by AP division men to serve a public hungry for war news. No matter how much was repeated the public eagerly read every line. It is easy to see that a scarcity of war news after December, 1918, made the AP staff turn to domestic affairs again, and to another type of news.

European stories of the year were concerned with the Allied reports, advances and victories of the United States troops, propaganda, peace negotiations, airplane raids, submarine warfare or feats of bravery. Domestic stories were concerned with Congressional action, war loan drives, governmental investigations, trade and shipping, draft news and presidential proclamations. The only other news reported was unusual happenings, such as wrecks, fires, hurricanes, deaths of prominent persons and pro-German activities.

War review stories were written every day by AP division men and served in a sense as serial stories. The general AP conservatism prevailed, although the stories caught some of the new freedom of the times. One such a story illustrates the point :

(Aug. 9) The historic battle ground between Amiens and Montidier again is the scene of a mighty contest. This time the British and French are the aggressors, and under their fierce onslaughts in the first day's battle they have penetrated deeply into the German position over a front of more than twenty miles, reaching from the region of Braches to...

A step farther toward free writing is found in the signed stories of special war correspondents. They had short sentences and a colorful style that the AP rules would not allow; they expressed the writer, they were individual :

(By Percival Phillips, Special Correspondent)
 With the British Armies in France, Aug. 10.--
 It is a great victory. The second German army has suffered a humiliating reverse, the extent of which even yet cannot be fully estimated, and much of its organization which covered the open country before Amiens has been for the moment at least practically destroyed. I don't think the war has ever yielded such an extraordinary story of rout and confusion of trained soldiers.

A variation of the correspondent story is the Sunday supplement war story, filled with human interest and war atmosphere. These feature stories became common during the war:

Hayden Church
 Special Correspondent

Somewhere in England, Aug. 1.---"She said her name was Marie Louise. All those Belgian girls seem to be named Marie Louise. Yes, she was what the Yanks call a "looker." I couldn't help noticing her, with her sleek, black hair, her big blue eyes and her nice out-of-doors complexion---though she was a bit pale, like the rest of us. I couldn't help noticing her even in the midst of all the particular hell the Boche was making."...

The tendency of the AP correspondents to personalize their stories is shown in the leads of two European dispatches :

France, March 12.--After weeks of rain, snow, wind and murky weather there came to the American front the first breath of genuine spring...

France, Jan. 28.--The political pot boils furiously in Austria, Hungary and Germany, in both of which countries there have been outbreaks among the populace because of economic and food conditions resulting from the war.

After the armistice there was a flood of colorful news stories, picturing the surrender of German ships, showing the interned German emperor, the movement of troops homeward or giving tributes to the armies and the part the United States played in the war. One dispatch from the army of occupation on the Rhine river shows the spirit of these stories :

Coblenz, Dec. 23.--The arms of Santa Claus reaching across the Atlantic and France to beyond the Rhine have brought carloads of sweets and various luxuries and holiday gifts for the first Christmas in Germany of the American army of occupation.

On the basis of authentic evaluation the signing of the Armistice in November was a bigger story than any trans-Atlantic flight. Historic as the event may have been the Associated Press disposed of this greatest story of the war in the following dull phrases, ample proof that the service was to all intents as conservative as ever :

Washington, Nov. 11.--Signing of the armistice with Germany was proclaimed today by President Wilson, who also announced its terms at a joint session of Congress.

The terms herald the end of war because they take from Germany the power to renew it.

Washington, Nov. 11.--The armistice between Germany on one hand and the Allied governments and the United States on the other, has been signed.

The State Department announced at 2:45 o'clock this morning that Germany had signed.

The department's announcement simply said: "The Armistice has been signed."

In America the news after the signing of the armistice centered about wage increase, cabinet resignations, peace plans, demobilization, war reviews, reorganization of industry, government business and strikes. A colorful event that the International News Service emphasized and which the Associated Press treated in its usual way was the departure of the peace ship for Europe. Although reserved and verbose, the story by the AP shows signs of the influence of the new freedom in clarity of expression:

New York, Dec. 4.--Bound on a mission the principle objects of which are the abolition of militarism and the attainment of a just world peace, Woodrow Wilson, first president of the United States to visit Europe while in office, was tonight speeding toward France to attend the greatest international conference in history.

The president took his place on the flying bridge as the great ship moved down the bay. River craft and ships of many nations dipped flags and tooted whistles and thousands of persons bade him Godspeed in cheers and flag waving from skyscrapers and piers.

In like manner the story of the drawing of the numbers in the first selective draft in the United States was conservatively treated. The AP overlooked a good lead---

the first number drawn :

Washington, Sept. 30.---President Wilson personally today opened the ceremony of drawing numbers for the 13,000,000 men registered in the new draft. He drew the first capsule which contained the number 322.

Reports of the development of the Wilson peace negotiations with Germany immediately before the signing of the armistice illustrate the AP conservatism. When the content of Wilson's reply to the German offers of peace in October was made known the AP buried the facts of the news under a lead that stated the report would be delayed for a few days. The first paragraph of the story the next day was purely interpretative; it gave none of the facts of the story:

Washington, Oct. 8.--President Wilson has met Germany's new peace note with a move which will at one stroke develop whether her proposal is sincere or merely a pretension, and, if a pretension it be, fully justify for all time before the world the prolonging of the war with force to the utmost, force without stint or limit. At the same time the president has left the door wide open to peace.

In Europe the same policy characterized the report of the reception the United States forces gave news of the negotiations. Buried in the twelfth and last paragraph of the story, the really important part of the dispatch, was the statement:

(American Headquarters Northwest of Verdun, Oct. 11.--)..President Wilson's reply to Germany' reached the troops today and was acclaimed with the utmost enthusiasm.

The terms of a treaty are usually considered important enough for the opening sentence of a news story, but the Associated Press presented the terms of the Wilson demand to Germany in a subordinate paragraph:

Washington, Oct. 15.--President Wilson has answered Germany's peace proposal with a decision which not only fulfills the expectation of supporters of his diplomacy, but also dispels the fears of those who predicted he would substitute victories at arms with defeats at diplomacy.

No peace with kaiserism; autocracy must go; no armistice can be thought of while Germany continues her atrocities on land and sea; one cannot be considered unless it fully is dictated by the allied commanders in the field in such terms as absolutely provide safeguards and guarantees that Germany's part will not be a scrap of paper. This, in a few words, is the president's answer.

B. Relaxation, 1919

The years immediately following a war always try a nation almost as much as the war itself. The relaxation after months of intense work and concentrated production unfortunately throws the entire country into a period of tumult and restlessness, which so often is characterized by changes, reorganizations, strikes and disturbances, crime waves and a search for greater freedom. The year following the close of the World War was no exception in this respect, and the period of relaxation or escape in 1919 was strenuous. The Associated Press dispatches consisted largely of short reports on the increasing crime, daily long interviews or opinions of prominent men on matters of national interest, reviews of war records, reconstruction and demobilization, the peace treaty, the prohibition struggle, the unrest everywhere. It was to be expected that such a period would contribute some change in the style of writing. It was certainly to be expected that stories of unrest and reconstruction with their excitement should be written in a free spirit. There is only a slight indication of the spirit of the times influencing the style of the AP. Some reports reflect the new spirit, but when the old and the new were combined in the same sentence, as they usually were, the result was an ineffective word picture. The chief con-

tribution of the year was the adoption of the new spirit in a few leads, a feature sentence here and a colorful phrase there.

The return of the United States army from France was a time for celebration, and the AP could not help but carry the tone of this feeling into news stories. The following story shows the new spirit, but it is impaired by the wordy opening sentence :

New York, May 6.--Twenty-five thousand men, drawn from fifty nationalities among the polyglot population of New York, who less than two years ago were engaged in humble pursuits unknown to fame, returned to the metropolis today as heroes of the bloody battles of the Argonne forest, and a million or more fellow citizens frantically cheered them as they marched triumphantly up Fifth Avenue as the Seventy-seventh, or Liberty Division.

The return of General Pershing to America offered another opportunity for artistic writing that the press did not entirely overlook. The old and the new are more skillfully blended in this story :

New York, Sept. 8.---America welcomed General Pershing home today.

Honored by foreign rulers and governments, the commander-in-chief of the mightiest army that ever fought its way to victory under the Stars and Stripes, returned to his own folk to meet a greater honor than any foreign potentate or power could confer---the thanks of the world's greatest democracy to the man who had planned the decisive blows in democracy's supreme fight against tyranny.

New York, Sept. 10.--Over a five-mile flower-strewn pathway, General Pershing led his famous First Division down Fifth Avenue today to the wild plaudits of 2,000,000 fond countrymen.

Europe contributed feature material that doubtless added a step in the development of a new style for the Associated Press, as shown in the general tone of the opening paragraph given below :

Constantinople, Dec. 7.--Constantinople is credited with being the worst governed city in the world, as well as that in which the cost of living is highest. It presents a spectacle of chaos. Everybody is robbing somebody else.

Even in dull Congressional reports a feature note occasionally crept into the service. The story below shows the new note emerging :

New York, Dec. 15.--The knockout delivered John Barleycorn today by the United States Supreme Court in declaring war-time prohibition constitutional, came as a tremendous blow to leaders of the "wets," dispensers of liquors, the wiseacres who have been predicting a wet as well as a merry Christmas, and the average man with a thirst.

Prohibition proved to be a good subject for a feature news story. The lead was usually as far as the story went as a feature. This is shown in the preceding example as well as in the following short paragraph:

Chicago, June 28.--Old King Alcohol will stagger out of Chicago early Friday morning to the waning groans of jazz bands, after what is expected to be the biggest carnival night in the city's history.

The death of Theodore Roosevelt called for columns of comment and stories from all parts of the world. The AP, as usual, carried a complete story of his life and a symposium of sympathy from all parts of the country, but it overlooked most of its chances for picturesque writing. The spirit of the new age, however, emerges in the second of the two examples quoted :

Oyster Bay, N.Y., Jan. 6.--Colonel Theodore Roosevelt, twenty-sixth president of the United States, who died at his home on Sagamore Hill early today, will be laid to rest without pomp or ceremony in Young's Memorial Cemetery in this village Wednesday afternoon....

Oyster Bay, N.Y., Jan. 8.--Theodore Roosevelt lies at rest tonight beneath a cemetery knoll near the rambling rural highway along which he travelled so many times in boyhood and in manhood between Sagamore Hill house, which was his home, and the quiet village of Oyster Bay.

The numerous record airplane flights made in 1919 received only casual mention and conservative treatment by the AP. The feature facts of the stories were always included in the leads, but the leads were so long that they lost any effectiveness the new phrasing gave. For example:

Mineola, N.Y., Oct. 18.--Steering by compass and flying at an average of nearly two miles a minute 5,400 miles across the continent and return through snow, fog, clouds and rain, Lieut. Belvin Maynard landed in Roosevelt Field here at 1:50 o'clock this afternoon, the first aviator to finish in the army's great transcontinental air race and reliability test.

C. Unrest, 1920.

The year 1920 was characterized by continued unrest all over the world, culminating in revolutions in several countries. In the United States the chief interests were the peace treaty negotiations and prohibition enforcement. In Europe interest centered about the German, Russian, Irish and Italian revolutions.

The chief development in the AP during the year is the growth of short articles, from 50 to 100 words in length, concerned mainly with police and crime events. The presidential campaign of 1920 attracted considerable attention, and there is a noticeable change in the style of writing from that for the previous campaign of 1916.

Scattered through the news of the year one finds occasional short dispatches not found in the AP before 1920. They are news briefs about important or well known characters in national life, and frequently have a strong human interest appeal. So far as sensational writing is concerned the Associated Press had so far not met it. The new interest in human nature found expression through a more colorful and less conservative style than that of the usual AP report.

One type of news brief covered interesting activities of prominent personages. Such a colorful sidelight is shown below :

Point Isabel, Texas, Nov. 12.--President-Elect Harding's tarpoon fishing was interrupted today by a fifty minute norther that churned the Point Isabel fishing grounds into a tumbling field of foam and drove the temperature down to shivering point.

Unusual events were treated in much the same way, with a new brief summary-lead :

Chicago, March 26.--A damage suit brought 24 years ago was decided today when the Crane Company was found not guilty of causing the loss of one eye of Paul J. Stammers, who has been dead 17 years..

Interest in thrilling and unusual contests was carried to the public in similar fashion :

New York, May 4.--Howard De C. Roemer, a real estate broker, who, years ago, was a star halfback and pole vaulter at Yale, won a wager of \$1,600 from J.F. Johnson, another broker, by climbing 940 steps in the equitable building, 47 stories from boiler room to flag pole, in eight minutes, fifty-one and two-fifth seconds.

Feature leads became common in regular news reports, but the stories were generally long and dull. The personality sketch was beginning to creep in the service, as in the story about "Uncle Joe" Cannon, that picturesque figure in the United States House of Representatives for more than two score years :

Washington, Dec. 28.--"Uncle Joe" Cannon, war horse of the House of Representatives, today established a new American record.

With the close of a dull House session he passed the mark for length of service set by Justin Smith Morrill of Vermont, who, as senator and representative, served 43 years, nine months and 24 days.

Too often the real feature of a story was buried in a massive and detailed lead, as in the interesting dispatch below :

Kansas City, Mo., Dec. 15.--The transition from a naval officer in a natty uniform to that of a prisoner at police headquarters brought a new story today from Patrick R. Kelly, who told of conditions in Ireland which caused him to come to this country, adopt a naval uniform, marry a Kansas City girl after a brief courtship, pass bogus checks and forget to pay his hotel bills.

Characteristic AP style is illustrated in the following AP dispatch on a new airplane altitude record. The important news is buried in the seventh paragraph, a story of heroism and danger, following the conventional conservative lead :

Dayton, Ohio, Feb. 27.--An airplane carrying Major R.W. Schroeder, chief test pilot at McCook Field, today fell more than five miles after reaching an altitude of 36,020 feet, said to be 5,020 feet higher than the world's record.....

His senses numbed and his eyes frozen shut in a temperature said to have been 67 degrees below zero, Schroeder regained part consciousness when 2,000 feet above the earth, in time to right his machine and prevent it from crashing to the ground...

As far as the Associated Press was concerned features were easily overlooked. This is illustrated in the last line of the following dispatch, which was the last and sixth paragraph:

Chicago, Dec. 2.--Nicholas Viana, former choir boy, and known as the "song bird" of the county jail, made a complete confession late today in participation in the killing of

Andrew Bowman and Benedict Wendell in a hold up. The confession came after Governor Frank O. Lowden refused to pardon him this afternoon. Viana is sent to die on the gallows December 10.....
December 10 is his birthday.

Crime leads have added a touch of life, although the opening sentences are usually long. An example:

New York, March 5.--Antoinette Bonner, who acquired the international sobriquet of "The Diamond Queen" when she was brought back from Paris in 1914 with Joseph B. Kislinger to face charges of large jewelry thefts in New York, ended her life dramatically today by drinking poison as she was being placed under arrest in Kislinger's office here, charged with theft of diamonds valued at \$2,000.

Just where one would expect colorful writing --the presidential nominating conventions--the AP held strictly to the formal leads of the conservatives. The stories are more lively than those for the 1916 campaign. The examples given below show the conservatives at work at the conventions :

Chicago, June 12.--Warren G. Harding, United States senator from Ohio, was nominated for the presidency today by the Republican national convention after a deadlock which lasted for nine ballots and which finally forced out of the running all of the original favorites.

As his running mate, the convention named Gov. Calvin Coolidge of Massachusetts, upsetting a plan of combination of the Harding backers to nominate for the place Senator Irvine L. Lenroot of Wisconsin.

San Francisco, July 6.--Franklin D. Roosevelt, of New York, assistant secretary of the Navy, was nominated for vice-president by the Democratic national convention and became the running mate of Governor James M. Cox of Ohio.....

San Francisco, July 6.--James M. Cox, five times governor of Ohio, was nominated for the presidency early this morning by the Democratic national convention in the breakup of one of the most prolonged deadlocks in the history of national political parties.

It took 44 ballots to make a choice.

After the nominations the Associated Press writers forgot their formality when they sat down to write about the candidates, and the stories of the two nominees are more free in tone than the usual daily report. The usual long-winded AP lead characterizes the second example, however:

Dayton, Ohio, July 8.--Putting aside the cares of a presidential candidate, Governor James M. Cox, the Democratic nominee for president, spent this afternoon on a farm, his boyhood home, 36 miles from Dayton.

Newspaper men found him with his coat off, roasting potatoes and broiling lamb chops over a camp fire in a small ravine some distance from the old homestead. His farm manager was with him.

Washington, June 11.--Senator Harding today found the life of the Republican presidential nominee strenuous, although he held no important political conference. The senator went to his office at the Capitol shortly before noon, greeted senate employees, received a few personal friends, went over great piles of congratulatory telegrams, played a round of golf at a country club and then worked far into the night at his home to catch up with rapidly increasing correspondence.

The great national news of unusual occurrence and great interest in 1920 was the mysterious Wall street bomb explosion. A study of the report of that event shows the pure news style dominating; the story is simply told, but is complete and generally effective:

New York, Sept. 6.--A mysterious explosion in Wall street, near Broad, believed by trained Department of Justice and police investigators to have been caused by an infernal machine, rocked the heart of New York's financial district today, leaving death and destruction in its wake.

At least twenty persons were killed, more than 200 injured, the banking house of J.P. Morgan and Co., the Subtreasury and the Assay office were partially wrecked and property damage estimated in excess of a million dollars was caused by the blast....

The noon had just struck, and an endless stream of office workers had just started pouring into the streets from buildings in the neighborhood. Suddenly a cloud of yellow black smoke and a piercing jet of flame leaped from the street outside the Morgan office. Then came a deafening blast. A moment later scores of men, women and children were lying prostrate on the ground and the streets were covered with debris from thousands of broken windows and the torn facades of adjacent buildings. Two minutes later the stock and curb exchanges, the financial pulse of the world, had closed. Panic and confusion reigned in the heart of New York's financial district.

In the world of sport the Associated Press increased its coverage and sent out complete stories on the leading sport events of the year. In the boxing stories the influence of ringside slang is shown in the lead:

Ringside, Madison Square Garden, New York, Dec. 14.--Jack Dempsey, the world's champion pugilist, knocked out Bill Brennan of Chicago in the twelfth round of a 15 round bout here tonight with a vicious right blow to the heart.

Brennan crumpled and fell helpless to the floor and remained in that position until the referee counted ten. His seconds then carried him to his corner.

In baseball a complete report of the world's series

games as well as unusual plays was given, as shown in the short lead below :

Boston, May 1.--The major league record for the number of innings in a single baseball game went to smash today when for 26 innings and three hours and 50 minutes the Boston and Brooklyn nationals battled to a 1-1 tie on Braves' Field.

In the following story of the 1920 yacht races the new style is shown clearly :

Sandy Hook, N.J., July 22.--The America's cup stays in America.

This was decided shortly before sundown today, when the American defender Resolute captured the 1920 regatta here, three to two, by defeating Sir Thomas Lipton's Shamrock IV in the final race.

The defender outsailed the green sloop decisively, boat for boat, on the last contest of a tempestous series--the closest and most hard fought in the history of the precious trophy---crossing the line at 7:52:22, only about 25 minutes before the expiration of the six hour time limit.

IV

SIGNS OF THE CHANGE

The old order weakens in the period from 1921 to 1924. Conservatism gradually loses to the new school, and a change in the AP news style is evident. A breezy, compact and colorful style gains the ascendancy in 1924, although the dull verbose sentences linger on. Interesting human interest material has won a permanent place in the service, and at times stories assume an eloquence that competitors fail to attain.

During the period a number of big stories developed that, fortunately for the new school, gave the new artists their chances at colorful writing. In 1921 the nation was shocked and pleased at the fine phrasing of the stories of the Unknown Soldier. In 1922 unusual and amusing incidents of the day's news became a regular part of the service. In 1923 the death of President Harding opened the gates of opportunity for the new school and a flood of fine writing ensued that glorified the dead chieftain. The new spirit had so far, however, conquered only the leads, and the final chapter to the change was to come later. The breezy leads attracted the reader, stirred his imagination and led him into the story. Nineteen-twenty-four offered the Leopold-Loeb trial, the presidential election and the death of Woodrow Wilson for writers to play on; only in the death of Wilson did fancy reign.

A, Melville Stone Resigns, 1921.

The year 1921 is interesting to followers of news in a number of ways. European dispatches adopted longer leads; murder and crime news daily became a part of the national diet; rum running, rail strikes, mail robberies, armament limitation conferences, the peace treaty, unemployment and the presidential change were the news topics. The public was settling down to business, and press associations either had to find more news or offer longer stories on what they did find.

For a study of the Associated Press style the year offers several gems. The latter part of the year shows a sure change in the tone of writing. A breezy style and colorful phrasing mark the daily report. Formality is leaving to give way to spontaneity. Colorful details and clearness at times make the stories crisp. The old order still flourishes, but is often combined with the new spirit. The new school may be identified in feature leads, personality sketches, news briefs and short paragraphs; the intimate colorful style resembles the International News Service reports.

Perhaps the key to the change may be found in the AP dispatch of April 28, 1921, reporting the election of officers of the Associated Press by the board of directors. At this time Melville E. Stone, head of the AP for a quar-

ter of a century, was replaced as general manager by a younger man, Frederick Roy Martin, a man trained more in the news style of today and under whom the present manager, Kent Cooper, received his apprentice training. That announcement might well forecast a decided change in the AP dispatches within a short time. In fact, before the year was ended a decided change was noticeable, one that the old guard could not understand, but yet was willing to approve when everyone else did.

Colorful leads and feature bits in the news marked the change at once. An example of the life and spirit that writers were injecting into the governmental news, a la International News, is shown in the lead of the following story :

Washington, April 29.--The army appropriation bill was shot at from ambush and the open during a sharp and stormy five-hour fight in the House today on some of its provisions, especially one which was admitted to mean early withdrawal of American troops from Germany, regardless of action of Congress on the Knox peace resolution.

Feature news leads became common under the AP credit line. They were not daily items, but they were no longer forbidden. In a column story on the American Legion convention at Kansas City in October the lead was written in a friendly style, as shown in the example below:

Kansas City, Mo., Oct. 29.--Rain, such as brought back to the minds of oversea's veterans days and nights spent on the soaked, slippery battlefields of France,

greeted the American Legion who came in today to attend the national convention of the legion here next week.

But the ties of friendship were stronger than mere physical discomfort, and on dozens of downtown street corners stood groups of khaki-clad heroes, utterly oblivious to the downpour, living again the days of Chateau-Thierry and the Argonne.

Lines were pierced over and over, villages fell, and the Stars and Stripes were run up over conquered enemy positions....

Pure feature material was often turned into news.

Usually the story was based on some trivial or amusing incident and written as the INS might present it---to amuse :

New York, July 20.--Kissable young women between here and San Francisco are hereby warned that they may be approached soon by a young Irish-Bohemian poet in a crushed opera hat and khaki hiking suit and asked for a kiss.....

The tendency of the new school is again illustrated in the ten-word lead of a story on passenger liners attempting to reach New York by Christmas :

New York, Dec. 24.--Ocean liners and Santa Claus today were racing against time.

The greatest surprise of the year, and yet one most favorably received by the conservatives of the AP membership, was the story on the burial of the Unknown Soldier. The new management saw its chance when the United States brought back from France the casket containing the remains of some poor unidentified soldier who had died in the fight for right. For several days before the cere-

mony on Armistice day the bones of the anonymous dead warrior were glorified, and he was painted "as the son of every sorrowing mother in America." The story of the burial was even more eloquent. Written by Kirke Simpson, a Washington man of years experience, the story was a masterpiece and received great praise from all parts of the country. Apparently the editors of the country liked it, for hundreds of enthusiastic wires were sent to the central office. It was something new to the Associated Press, but its success indicated that it would not be the last. These stories may indeed be thought of as the basis or foundation for the rapid change in the AP style after 1921.

It is needless to explain the stories; they speak for themselves. The first stories prepared the public for what was to come on Armistice day. A preliminary story will illustrate the style the writer employed in his series;

Washington, Nov. 9.--A plain soldier, unknown, but weighted with honor as perhaps no American before him because he died for the flag in France, lay tonight in a place where only martyred presidents Lincoln, Garfield and McKinley, have slept in death.

He kept lonely vigil lying in state under the vast shadowy dome of the Capital. Only the motionless figures of the five armed comrades, one at the head and one facing inward at each corner of the bier, kept watch with him.

But far above, towering from the great bulk of the dome, the brooding figure of Freedom watched too, as though it said, "Well done" to the servant, faithful unto death, asleep there in the vast, dim chamber below.

America's unknown dead is home from France at last and the nation has no honor too great for him. In him, it pays unstinted tribute of pride and glory to all those sleeping in the far-soil of France. It was their homecoming today; their day of days in the heart of the nation and they must have known it, for the heart-beat of a nation defies the laws of space, even of eternity....

Washington, Nov. 10.--A river of humanity, American men, women and children, Americans by heritage and Americans by election, flowed all today and far into the night past the bier of the dead soldier, under the great dome of the Capitol. It flowed as the life blood of the nation itself--- a slow but overwhelming torrent of human documents gathered to attest the valor of American dead in France.....

The main story was 1200-1500 words in length, but only the more eloquent and impressive parts, the opening and ending need be given. It is important to note the by-line of the writer, the AP having broken from its practice of clothing its writers in anonymity :

By Kirke L. Simpson
Member of the Washington Staff
of the Associated Press

Washington, Nov. 11.--Under the wide and starry skies of his own home-land, America's unknown dead from France sleeps tonight, a soldier home from the wars.

Alone, he lies in the narrow cell of stone that guards his body; but his soul has entered into the spirit that is America. Whatever liberty is held close in man's hearts, the honor and glory of the pledge of his high endeavor poured out over this nameless one of fame, will be told and sung by America for all time.

Scrolled across the marble arch of the memorial raised to America's soldier and sailor dead, everywhere, which stands like a monument behind his tomb, runs

this legend: "We here highly resolve that these dead shall not have died in vain.".....

A rocking blast of gunfire rang from the woods. The glittering circle of bayonets stiffened to a salute to the dead. Again the guns shouted their message of honor and farewell. Again they boomed out; a loyal comrade was being laid to his last, long rest.

High and clear and true in the echoes of the guns, a bugle lifted the old, old notes of taps, the lullaby of the living soldier, in death his requiem.

Long ago some forgotten poet caught its meaning clear and set it down that soldiers everywhere might know its message as they sink to rest:

"Fades the light,
And afar
Goeth day, cometh night,
And a star
Leadeth all, speedeth all,
To their rest."

The guns roared out again in the national salute. He was home, the unknown, to sleep forever among his own.

The infamous Hamon murder trial in Oklahoma may be used to picture the conservative AP, and also to indicate a few of the incoming changes in the service. The first stories of the murder are characterized, from opening to ending, by long dull sentences. The story was not played extensively despite the fact that the police did not for some time after the shooting discover the identity of the slayer. The prominence of the man, the hunt for the accused through the United States and Mexico, the return home and the long trial involving the best possible scandal material, that of evil love, seemed not to have invited a

wordy report from the AP. The daily dispatches were short, never more than a column in length and often as short as a third of a column. The lead of one of the first stories indicates the prominence of the chief characters and the scandalous nature of the case; it illustrates the conservative AP crime reporting :

Ardmore, Okla., Nov. 22.--Information charging Clara Smith of Ringling, Okla., with assault with intent to kill in connection with the wounding here of Jake L. Hamon, wealthy oil man and Republican national committeeman of Oklahoma, was filed early tonight with Justice of the Peace Hal Cannon by Russell Brown, county attorney of Carter county....

Although conservatism characterized the daily reports of the trial an occasional colorful sentence or paragraph crept into the dispatches. Following a stock lead and the dull story of the trial one finds in the eighth and last paragraph of a December story a hint of the new colorful writing that was to dominate reports in a few years :

(Dec. 25.) The slight, fur-trimmed figure, clad in plain blue serge gown, chic hat and high topped boots, at times dropped the atmosphere of misery, in which, the report declared, she had been existing for a week.

In the story of the trial, for March 15, five columns long and generally complete in details, there is only one passage reflecting the impressions of the reporter:

Three times during the narration the petite defendant broke into tears and wept silently into her handkerchief, once coming to the very of complete exhaustion.

Only one colorful passage is found in the story of the acquittal. The second paragraph read :

Clara Hamon gasped audibly in the tensely silent courtroom, dropped forward in her seat, only to be seized from behind by her younger brother "Jimmy," squeezed violently and kissed on the left cheek.

The remaining contributions in 1921 come under the heading of brief paragraphs and personality sketches. They appeared only occasionally, and were far from a daily item of the service. The news brief with its human interest element is illustrated in :

Waukegan, Ill., Feb. 15.--Eight-year-old Miriam Rubin suddenly stopped talking at noon today, after she had chattered almost continually for 11 days.

In the stories of national figures the reporters often gave vent to their fanciful vocabulary. The leads of the stories on the retirement of Woodrow Wilson are good examples :

Washington, March 4.--Eight storm-tossed years in the presidency, filled with moments and scenes that will live forever in human history, ended today for Woodrow Wilson, "just plain Woodrow Wilson," as he himself smilingly asserted.

Washington, March 4.--The reins of presidential authority passed today from Woodrow Wilson to Warren G. Harding in an inaugural at once the simplest and most dramatic of a generation.

In the realm of sport the year 1921 lead the AP writers a step or two ahead in colorful writing. The AP

carried columns of publicity on the Dempsey-Carpentier heavyweight fight at Jersey City on July 2. Conventional sport terms and colorful description creep into the news report of the fight :

Ringside, Jersey City, N.J., July 2.--More than 90,000 men and women today saw Jack Dempsey of the New World knock out Georges Carpentier of the Old World in the fourth round of their championship bout.

In his grey silk bath robe he seemed as carefree as if he was just stepping from his morning tub. His famous smile--the Carpentier smile--curled his lips as he climbed into the canvas covered square on which he later was to meet defeat. He turned to the crowd, clasped his hands and shook them in appreciation of the applause.

Then, unconcerned as a schoolboy spinning a top, he took his chair.....

B. The New Spirit Gains, 1922.

The struggle continues in 1922 with the new spirit gradually gaining the lead. Stories are generally more breezy, and at times approach the eloquence of the Unknown Soldier series of the previous year. In the long stories the new spirit is found only in the lead; in short stories--from 50 to 100 words in length--the new spirit predominates. In general, the leads are spirited; they attract the reader and carry him into the story.

National and international figures in the day's news always make good stories, as the Associated Press early discovered in the expansion program. An example follows:

Paris, Nov. 10.---Former Premier Clemenceau, who sails tomorrow for the United States on a personal mission designed to improve Franco-American relations, spent today in saying au revoir to scores of old friends who crowded his little house to wish him luck in his venture.

Sprinkled through the year are numerous stories of unusual happenings and news stories with feature leads. By following them one may see a few steps in the development of the new style:

Magnetic Springs, Ohio, Jan. 17.--Twenty-four hours after assuming the duties of Acting Mayor of this health resort village, Mrs. Mary McFadden, aged 80, said to be the oldest woman mayor in the United States, today announced that she intends to give "this town a little dusting."

Often the element of humor in an unusual happening makes

a good feature-news story:

Winchester, Va., Feb. 3.--A motor truck loaded with more than one thousand pounds of dynamite skidded on ice, plunged over a retaining wall on the Shenandoah valley Pike today at Fisher's Hill and rolled nearly sixty feet to the bottom. The dynamite did not explode, but the negro driver, who is said to have escaped unhurt, has not been seen since the accident.

Tragedy may be treated from various viewpoints to make good news stories. The new style fits a tragic subject, as it at once attracts attention by striking a sympathetic chord in the reader. All types of news may be so treated, from the grim humor of an ocean disaster to the human interest element in a legal contest. In the examples given below the long ambiguous leads indicate the lingering influence of the older school :

New York, March 8.---The grim humour of a wireless operator, who laughed at death and flashed striking bits of wit into the ether as his ship, the Norwegian steamer Grantoft, wallowed and slowly sank during a mid Atlantic hurricane last Thursday, was recorded on the radio log of the Danish steamer Estonia, arriving today.

Chicago, March 14.--Two mongrel puppies and their mother today scampered around a backyard unmindful that they may be the heirs to \$16,000 and that they are the central figures in a legal battle which has all the requisites of a movie thriller---the death of an aged woman without direct heirs, two wills, one of them missing and the other said to be illegal, a contest by relatives and a counter contest on the part of the dogs by a young attorney who drew up the missing will.

In a story of a tragic labor riot at Herrin, Ill., the AP writers waxed eloquent and wove an atmosphere of poetic quiet about the funeral scene. The story illustrates the new spirit reaching out, expanding :

Herrin, Ill., June 25.--The unknown dead of Herrin's labor war went to their graves today. Sixteen of them were buried in the "potter's field," while union men who had dug their graves leaned on their spades, and held their shapeless hats in work-gnarled hands.

The summer sun beat down on the long grass of the Herrin cemetery, the daisies and the red clover and the singing of meadowlarks mingled with the brief service.

So the four preachers sang, too, as the wandering sixteen, the unknown dead, were buried, without tears.

The meadowlarks sang, too, a bubbling thrill, welling up joyous and hopeful through midsummer heat....

Dry national events attracted the new spirit. In presidential, federal or national news the new tendency breaks out in spirited leads :

Washington, June 13.--Warning by President Harding that he would be obliged to call Congress in special session if it failed to take up the ship subsidy bill prior to adjournment, was supplemented today by a White House announcement that the administration was determined to press unremittingly for action now.

Chicago, June 30.--Federal intervention by the United States railroad board today failed to halt the strike of 400,000 railway shopmen called for 10 o'clock tomorrow morning.

Chicago, July 16.--A veil of silence descended today like a blanket over the railway strike situation as both rail heads and strike leaders turned hopeful eyes toward the momentous developments the new week was expected to bring forth.

The opening of the Hall-Mills case offers a study and a contrast to the later sensational reports of the trial. The 1922 stories are conservatively written, indicating that the new spirit had not reached crime reports. Sentences are unusually successful in attracting and holding the interest through the suggestion of mystery in the case. The long sentences show the old AP, the short crisp phrases the new AP:

New Brunswick, N. J., Nov. 13.--This was another day of mysteries in the Hall-Mills murder case.

New Brunswick, N. J., Sept. 19.--Discovery of the pistol with which Rev. Edward Wheeler Hall, rector of the Church of St. John the Evangelist, and his young choir leader, Mrs. Eleanor Reinhardt Mills, were slain, brought the investigation of the mysterious double murder near to its close tonight.

New Brunswick, N. J., Sept. 21.--The "house of mystery" that stands on a knoll on the old Phillips farm overlooking the crab apple tree beneath which Rev. Edward Wheeler Hall and his choir leader, Mrs. Eleanor Reinhardt Mills, were found slain last Saturday, was brought forcibly back into the picture today by an uncanny story told by Mrs. Charles Amedee De Russy, one time playmate of the slain rector's widow and resident for 16 years in the ramshackle building.

New Brunswick, N. J., Oct. 25.--Mrs. Jane Gibson, alleged eye-witness of the Hall-Mills murder, signed a statement today giving the name of a woman who, she declared, was one of slaying party, and reports were immediately circulated that the arrest of the woman--- prominent since the start among those under investigation--was immanent.

New Brunswick, N. J., Nov. 1.--"What comment

could I make ? Of course, that was not so, and that is all."

With these words Mrs. Frances Stevens Hall opened her first interview--an interview planned by her counsel so that she might seek to extricate herself, in the public eye, from the circumstantial net in which the Hall-Mills murder has enmeshed her.

In the sporting world the new tendency is most evident. In all cases, however, the new style progresses little farther than the lead :

New York, Oct. 7.--Rain drops and brain flops sent the New York Americans down to another defeat today in their almost hopeless fight with the local National Leaguers for the baseball championship of the world.

The Giants made four runs, barely enough to win the game, because they were bright boys and fast on the muddy base paths, pelted with rain during every minute of the battle. The Yankees got only three runs because they thought and moved slowly, or not at all in the high moments of their attacks.

Dayton, Ohio, Nov. 4.--After thundering their way three-fourths of the distance across the United States from San Diego, to Indianapolis through storm and calm, darkness and light, aboard the monoplane T-2, Lieutenants John A. MacReady and Oakley G. Kelly relaxed tonight after their hazardous trip and related incidents of their record-breaking non-stop flight of 2,060 miles.

Milwaukee, Wisc., May 31.--Twelve gigantic gas bags tonight were sailing through endless uncharted acres of upper air as participants in the thirteenth national balloon race, which started here this afternoon and ends for each navigator whenever and wherever it becomes necessary to return to earth.

C. Feature Leads, 1923.

The study of 1923 is concerned with the development of the breezy news lead and the colorful report of the death of President Harding. The main contribution of the year is the development of a news style. The old ideals still predominate, but the AP writers have become fairly proficient in the new art. The opening lines of stories in general are more attractive than ever before, even if the content is still somewhat dull and formal.

The new spirit adds color and life. The opening words of a story attract the attention of a reader at once. His imagination and powers of association are stirred, with the result that he is interested and reads the entire story that he otherwise would probably overlook. A number of leads show what is meant :

Antwerp, Jan. 25.--Moving slowly down the River Scheldt tonight on their way home aboard the American transport St. Mihiel is the last contingent of the troops who represented the United States in the world war.

Meacham, Ore., July 3.--Carried back in fancy more than half a century, President and Mrs. Harding saw reproduced today the scenes of Oregon's pioneer days and traveled the old Oregon trail, the road which saved an empire.

Chicago, June 21.--Weather grumblers were granted their diverging requests indirectly today by a variety of temperatures throughout Central United States, which ranked from terribly hot in some cases to almost winter cold in others..

New York, June 24.--Wearing with pride and grace her newly acquired title of Queen of the Seas, the Leviathan is back in her home port, ready to defend her record against any and all passenger ships, from whatever country.

Pure feature news was not uncommon in the papers in 1923, yet it was far from the daily practice. Such stories covered a variety of subjects, and illustrate the search for new material and subjects. The colorful style of competing press associations characterizes the leads :

New York, Feb. 21.--In a fashionable school for girls, Joy Louise Leeds, 9 years old, today received her first lesson in long division.

During the same hour the will of Mrs. Louise Hartshorne Leeds, Joy's foster mother, who recently met death in a plunge from an upper window of her home, was filed for probate at Mineola, revealing that Joy had been bequeathed \$250,000, a fortune in jewels and upon the death of her foster father, Warner Leeds, a life income from a \$2,000,000 estate.

Chicago, June 28.--Every time an employee blinks or looks cross-eyed it adds to the cost of living, Prof. Howard O. Minchin of Ohio State University, declared today in a plea for visual conservation in industry before the annual congress of the American optometrical association.

The unexpected death of the chief executive of the nation came as a big blow, and the feeling of the nation was poetically expressed by the flowery AP writers. Simplicity marked the first stories, but the later ones are filled with fine phrases and flowery writing so un-

like the usual AP story. The stories on the President's illness follow a course between the old and the new styles :

Presidential Headquarters, Palace Hotel, San Francisco, July 31.--"The President is better."

These four words tell the story of a fight made today by Warren G. Harding, in a room on the top floor of the Palace hotel, where he is ill with broncho-pneumonia....

Writers made the best of their opportunity when the President died. The executive was pictured as a martyr who died from patient overwork in behalf of the People. The chieftain was changed from a politician to a magnificent statesman, a hero who toiled on life's stage serving the public until he worked himself to death. The flow of words followed his body across the country, continued while he lay in state at Washington, and sadly watched him back to his Ohio home for burial. The death was too unexpected for writers, else they would have done better with the stories.

Presidential Headquarters, Aug. 2.-- Warren G. Harding, President of the United States, died instantaneously and without warning tonight at 7:30 o'clock, a victim of a stroke of apoplexy, which struck him down in his weakened condition after an illness of exactly a week.

The disease had been conquered, the fire was out, but seven days of silent, though intense suffering, had left their mark and before physicians could be called, members of his family summoned, or remedial measures taken, he passed from life's stage.....

Washington, August 6.--In the chill stateliness of the White House East Room, the body of President Harding will be placed on its arrival here tomorrow. There, with the cold gloom of the room's giant central chandelier above the bier, it will remain until it is taken to the capitol rotunda for services Wednesday morning.

On Board Harding Funeral Train at Chicago. August 6.--The heart of America--that great prairie region between the Missouri river and Lake Michigan--was filled with sorrow today as the funeral cortege of the republic moved eastward through the states of Iowa, and Illinois, and then eastward toward Washington.

Washington, August 8.--Warren G. Harding left Washington tonight, forever. His short, eventual moment of power and heavy care was ended; his eternity of rest begun.

Yesteryear, the flooding tide of destiny bore him eastward to take up the challenge of leadership the millions of his countrymen had thrown to him. Today, that tide abbed westward again under the setting sun. The singing rails bore him back to the quiet town in Ohio whence he came.

The new president was picturesquely described as a modern Atlas taking up the burden of the western world:

Washington, Aug. 3.--Calvin Coolidge today grasped the helm of the ship of state as it fell from the lifeless hands of its captain, Warren G. Harding.

Quietly he took upon himself the duties of pilot.

Washington, Aug. 4.--President Coolidge today put his shoulder under the burden of the government and made ready to carry on along the pathway pointed out by President Harding.

After such stories no one could conscientiously say that the news style of the Associated Press had not changed.

In the sporting world there are two outstanding examples of the changing style. There is a freedom and a breeze to the opening lines of the two prize fight reports not found in earlier AP reports :

Shelby, Mont., July 4.--The whole sporting world was wrong---with the exception of that courteous, smiling individual, Tommy Gibbons of St. Paul. The challenger to the astonishment of the 25,000 spectators in the sun-baked arena on the edge of this oil-boom town, was on his feet, still fighting, at the end of his scheduled 15-round heavy-weight battle today with Jack Dempsey, when almost everybody expected him to be knocked out in six or seven rounds.

Ringside, Jersey City, N.J.,---Jess Willard, the mountain man from Kansas, went back to fistic oblivion tonight, but he staged the last though futile act of his comeback before a vast throng of more than 100,000, the greatest in ring history, that filled Boyle's Thirty Acres to overflowing.

Luis Angel Firpo, the dark-browed mauler from Argentine, closed the door to Willard's attempted return to his fistic fame by knocking out the giant American champion in the eighth round of a slashing battle..

D. Purple Phrases, 1924.

The ordinary course of events in 1924 was overshadowed by the famous Leopold-Loeb case, the presidential election and the death of Woodrow Wilson. To the press all three offered unusual opportunities for feature writing of new proportions. The Loeb case was one of the outstanding murder cases of a century, one filled with elements of human interest that struck at the heart of every home in this and even in foreign countries. It accordingly attracted national attention. The very boldness and cold deliberateness with which the two youths committed the crime made the story all the more unusual. The Associated Press handled a complete report of the case, although one must admit that the treatment was brief and simple when compared to reports of murder cases by the same service two or three years later. On the whole a semi-conservative style dominated the reports, and only occasional flashes of colorful phrasing stand out.

The presidential election, on the other hand, proved to be one of the most colorful in the history of the country, and was exciting and bitterly fought. The AP, for weeks, even months before the election, carried columns of political propaganda from all sections and alignments, boosting all the presidential possibilities. In general, the stories were all of the conservative type--clear, but not too breezy.

not too breezy. The death of the war-time president naturally deserved considerable attention and the AP did itself proud by turning loose its new poetic writers on the story. The death of the leader was vividly pictured by the Associated Press.

The other consideration in 1924 is the further development of the feature style in news and news features. The change continues, with the leads generally more lively and compact, with interpretative clauses added to the dispatches. All in all, the year shows clearly that the AP writers are gradually adopting the new style. This is evident in the latter part of the year, especially in the story on the death of Woodrow Wilson.

Of the many stories on the presidential nominating conventions only one need be mentioned to show the new spirit. A story of the Democratic convention is given :

New York, June 25.--Shirt-sleeved and sweltering, the hosts of Democracy gave themselves up today to nomination and noise.

More of both are to come. Also, probably more of the sticky heat that "makes your blooming eyebrows crawl" in the heavy, lifeless air of the drab, though flag-wrapped old Madison Square Garden.

There are numerous examples of feature news leads. In a story of the funeral of a murdered gang leader a writer injects some of the tragedy and pathos of the situation:

Chicago, Nov. 14.--Amid kingly pomp and splendor Dion O'Bannion, ruthless leader of Chicago gangland, gunman, beer runner

and hijacker, was carried to the grave today by his associates.

Gangland, hushed and decorous, with bitter enemies standing shoulder to shoulder, attended the funeral of this queer anomaly of pistols and posies, shot down last Monday by three gunmen as he stood among the roses and chrysanthemums of his flowershop...

The changing news style caught governmental news in its advancing strides. The lead usually indicated the change :

Washington, April 24.--Opening shots were fired today in the Senate in the tax reduction fight with the Mellon income tax rates being given the most attention.

Washington, Feb. 18.--Hints of an entirely new and startling development in the oil scandal stirred the capital today and were communicated to President Coolidge.

Washington, Feb. 13.--Developments in the oil scandal tumbled over each other so regularly today and went so far afield that, when night came, the national capital had not recovered from the shock.

In many of the stories, an attempt at compactness and condensation in the lead is discernable, with interpretative clauses often added by the writer. Such is the case in the following Congressional news :

Washington, Feb. 19.---The attempt to drive Attorney General Daugherty from the cabinet was renewed from a new angle in the Senate today after he had adopted an attitude of defiance toward his critics.

Tokio, May 17.--The Japanese exclusion question and all the bitterness it en-

gendered is momentarily forgotten while Tokio thrills over the feat of the American aviators linking, for the first time in history, American and Japanese territory by air.

In the story on the death of Woodrow Wilson the AP poets equalled the eloquence of the Unknown Soldier stories of 1921. From the time that the ex-president began to sink the AP sent dispatches filled with imaginative writing. The invalid was painted as waging a magnificent but losing fight with the angel of death. The last hours were pictured as a falling tide flowing outward to the great unknown:

Washington, Feb. 2.--Softly, but with increasing swiftness, the falling tide of Woodrow Wilson's life flowed outward toward the great deep.

Steadily through the day and into the inscrutable hours of darkness it helps its inexorable way, beyond the power of human will or human ingenuity to stay it.

When he died the Associated Press announced his death in the following four paragraph lead:

Washington, Feb. 3.--Former President Woodrow Wilson died at 11:15 o'clock this morning.

The place of his entombment and whether his funeral will be public or private will be announced later.

The end was peaceful, life ebbed away while he slept.

A tired man, he closed his eyes, and "sustained and soothed by an unfaltering trust," passed on to the great hereafter "like one who wraps the drapery of his couch about him and lies down to pleasant dreams."

The lead was flowery, but not poetic. The paragraphs that followed were flights of fancy :

Last Friday the grim reaper had forced his way into the house after waiting on the doorstep more than four years. Saturday he had advanced to the landing on the staircase and stood counting off the ticks of the great clock. Saturday night he knocked at the chamber door. A faithful physician and a loyal wife stood with their backs against it. At nine o'clock he rattled the door and called on the peaceful, prostrate figure on the great bed---a bed long and wide, a replica of the bed in which Abraham Lincoln slept in the White House, with a golden American eagle and a tiny silk flag over the head-board.

The watchers knew the battle was lost. At the portal of the door now open, the faithful Negro servant hovered. On the bed, sitting beside her husband, sustained by all the fortitude and composure of a woman facing a crisis, holding between her hands the wan, withered right hand that had proven the pen mightier than the sword. Near the foot of the bed was the eldest daughter Margaret, resigned to the inevitable...

Death advanced and beckoned for the last time. The tired, worn-out man drew a long breath, there was a slight flutter of the eyelids, an almost imperceptible twitch of the nostrils.

Woodrow Wilson's soul had drifted out on the great dark tide that runs around the world.

Outside a sickly sun broke through a cloud bank. A little native warbler, a pilgrim venturing forth in search of early Spring and sun, stopped for a moment and from his twig aloft twittered a happy note. Almost at that moment Mr. Wilson was passing out.

The Leopold-Loeb case had unusual elements for the writers to play upon in colorful style, but the AP some-

how overlooked its opportunities. Only in a few of the leads were there elements of colorful writing. The accused were referred to in no more sensational phrase than the "youthful slayers," and then only occasionally. The first stories were conventional AP stories. In the first story of the confession and in those of the trial there are colorful phrases in the opening sentences. Otherwise the story is told with the old conservative expressions.

Chicago, June 7.---A plot filled with boyish crudeness was revealed today in the confession of Richard Loeb, detailing his share with Nathan Leopold, Jr., in the kidnaping and killing of Robert Franks.

A picture of the thoughtless cruelty and adolescence was the outstanding contribution of Loeb's confession to the kidnaping record...

Chicago, July 23.--Nathan Leopold, Jr., and Richard Loeb faced the sorrowing parents of their boy victim today at the bar of justice.....

On the part of the paradoxically brilliant but criminal young defendants there was no display of sorrow.

Chicago, July 24.--Prosaic objects--trousers, boots, a rectangular robe and a bundle of boards--were added to the evidence with which the state seeks to obtain the death sentence for the confessed murderers of Robert Franks.

Chicago, July 25.--Scaling the final heights in his "mountain of evidence" against Nathan Leopold, Jr., and Richard Loeb, Robert E. Crowe, state's attorney, today reached a point where he will place as a peak tomorrow the confession of the two youths to the kidnaping and slaying of young Robert Franks.

V.

KENT COOPER

The final period shows the complete triumph of modernism in the Associated Press. From the entry of Kent Cooper as general manager in 1925 the old order rapidly gives way to the new "all-inclusive" journalism of the new manager. Color, spirit and human interest become the dominant notes. Gone are formality, conservative rules and dull writing. The new stories rival, at times surpass, the brilliant phrasing of competing associations.

In 1925 Kent Cooper became general manager and opened the gates to purple phrasing. The Kentucky sand cave story, the Tennessee evolution story and numerous feature items resulted. In 1926 the service was extended to all parts of the globe in keeping with Cooper's "all-inclusive" journalism. Queen Marie was glorified, Valentino was made a saint, and feature items from all parts of the globe added to the service. In 1927 the new Associated Press took a flying start with the trans-Atlantic flights. The height of sensational writing was reached in the reports of the Gray-Snyder murder trial. Feature writing dominated every type of news. It was no longer the conservative Associated Press---it was the colorful AP, and it was as colorful as the INS or UP could ever hope to be.

A. Kent Cooper in Charge, 1925.

Almost from the first day of the new year a comprehensive change in the Associated Press style is apparent. The amount of AP material seems materially increased, and the new style predominates, especially in the leads.

The year is notable for a number of events, or rather for a number of events that the AP made notable. Kent Cooper succeeded Roy Martin as general manager and the last restrictions on the style of writing and type of story as laid down under Melville Stone disappeared and the New Associated Press may be said to have entered the field. Cooper, said to have once been a United Press man, naturally believed in modernizing the Associated Press. He joined the organization in 1910, built up the traffic department in 1912, made extensive European travels, visited every division of the association in this country, reorganized the South American branch, and established the first printer telegraph line in the United States. Announcement of the resignation of Roy Martin was made on March 31, to become effective after the next annual meeting on April 21. He stated at the time that he had been planning the change for more than a year. At the meeting of the directors on April 19 the resignation was accepted and announcement made of the appointment of Mr. Cooper as general manager.

Cooper as a modernist started at once to carry out his theories. This is evident from the first of the year, indeed in the previous year when he probably did most of the work as assistant to Roy Martin long before the latter turned over the actual management to him. A number of stories testify to the new policy. Floyd Collins was made a national hero because he got caught between two rocks while crawling about on an exploration trip in a Kentucky sand cave. Dayton, Tenn., was made the capital of the country when John Scopes, a high school teacher, was tried for violating the state law prohibiting the teaching of evolution in state schools. At the close of the trial the death of William Jennings Bryan, who had been prosecuting the case, furnished a dramatic close of the event. The Browning name crept into the scandal news for the first time, laying a basis for the stories that were to appear two years later. There were legitimate news events of national importance -- the great Illinois tornado, the Teapot Dome investigation and the Shenandoah airship crash. Emphasis was given, however, on the unfavorable stories in the day's news. On the whole the expansion of the AP to all fields of news sources was the outstanding achievement of the year. Associated Press credit lines adorned short stories, paragraphs from all sections of life and all parts of the world, colorful and interesting sidelights on human nature and features.

The AP news paragraphs covered a number of subjects of general interest, such as strikes, storms, freaks, deaths of prominent persons, bank robberies, prohibition, human interest and animals. The unusual element in the news is illustrated in the following paragraph:

Omaha, Neb., Aug. 19.--A pair of special made 15½ shoes are being completed by a local merchant for a 250 pound South Dakota farmer at a cost of \$20. The shoes, when completed, will have required two day's labor and most of a kangaroo hide. They will be 14 inches long and have a spread of five inches at the widest point.

Salt Lake City, Utah, Dec. 23.----Santa Claus was forced to unmask by casting aside his long white whiskers here today. If he appears on the streets he must be beardless, due to a protest to the city commission and the chief of police by representatives of the Ku Klux Klan.

The personality sketch in the form of a feature story is illustrated in the following story :

Austin, Tex., Jan. 21.--"Jim, who signed that application ?"

It was a query from the woman governor to her husband, who sat a few feet from her in the governor's office.

Jim didn't bat an eyelash. He read the document in silence. It was the pardon application for Sylvester Montabana, serving a sentence for murder. Finally Jim spoke.

"Well, I see the names of two newspaper men on it, so it can't amount to much."

The following story on the Illinois tornado approaches modern poetic prose in places :

Chicago, March 21.---Saddened but undaunted by the havoc of Wednesday's

tornado, survivors of the catastrophe in the storm belt of Illinois and Indiana tonight prepared to emulate the Phoenix, which regenerates from its ashes. With only half of the 800 dead consigned to hasty graves and hundreds of the nearly 3,000 injured still in the care of doctors and nurses, plans were announced.

When a picturesque character was to be portrayed or glorified the new style answered well :

Hartford, Conn., April 4.--The colorful life life of Gerald Chapman, vivid in spectacular misdeeds which earned for him the reputation as the country's most dangerous criminal, was ordered forfeited by a Connecticut jury today.

But Chapman, still the stoic criminal of iron nerve, hasn't given up the fight for life.

Appealing human interest news briefs became a regular part of the service:

Hollywood, Calif., June 5.--The mannish, boyish type of beauty which last year reigned favorite has been replaced by the slim, youthful and decidedly feminine creature, it was indicated by a contest in which 500 of the "most beautiful" girls here participated.

Chicago, June 6.--"Old Sol," who for a week has done his best to convert territory from the Rocky mountains to the Atlantic seaboard into a furnace, today found some active competition when Jupiter Pluvius took a hand in moderating temperatures in the Middle West.

The heights to which the AP style was to rise--or the depths to which it was to sink---is forecast in a passage from the report of a murder trial :

Chicago, June 15.--The long-awaited great human interest element in the

Shepherd murder trial was thrust dramatically into the spotlight late today when Miss Isabelle Pope, who waited with a marriage license while "Billy" McClintock died, took the witness stand today....

..The frail, demure young woman added her bit to the mesh of circumstances the state is seeking to weave about the 50-year-old lawyer...

The lead of a follow story on the big California earthquake illustrates the new interpretative spirit that AP writers were adding :

Santa Barbara, Calif., June 29.--This city by the sea, which early today staggered under the blow of a rending earthquake, tonight surveyed its great loss and began fighting back...

In news events of all natures the new breezy lead was current, as in the story of a new airplane record :

Mitchell Field, Ohio, Sept. 18.--Flashing through the air at the speed of 302.3 miles per hour, Lieut. Alford Williams, U.S.N. today looked over the side of his plane and below him on Mitchell Field saw the white blur of a huge cross, which told him that he had gratified a life-long ambition and set a new unofficial world airplane speed.

In the feature field there are two outstanding stories on the eclipse of the sun :

New York, Jan. 23.--A ray of blackness swung among the spheres tonight, silently and majestically bearing toward earth.

It was the ebony shadow vast by the moon in eclipsing the sun, gliding through the void on eternal tour.

At the rate of thousands of miles an hour its arc described itself in the heavens.....

New York, Jan. 25.--Sol and Luna held their long-anticipated rendezvous Saturday.

Their trysting place was a heaven curtained with dusk and fringed with rosy clouds. The occasion was a total solar eclipse of such magnificence as humans seldom have seen.

Chaperones were Venus, Jupiter and Mercury, and the time was 8 a.m. Eastern standard, as astronomical rumor had whispered it would be.

Ecstatic scientists on earth reported it the most perfect executed union the heavens have portrayed since man began studying and recording such events, instead of hiding from them in terror-stricken prayers. Gleefully they peered through cavernous telescopes, while millions of other earth beings stared through smoked glasses, awed and silent.

And now the Collins story. For seventeen days the AP carried thrilling reports of the attempt to rescue Floyd Collins from a Kentucky sand cave where he was trapped by falling boulders while on an exploration trip. The human interest element was played to the limit, and daily papers emphasized the story that the AP so carefully prepared for the thrill-loving public. Interest was maintained by the uncertainty of success, the fear that Collins was dead and by man's rescue efforts being thwarted by nature. Sympathy was the keynote and the AP knew it.

The story on the first day carried material aimed at drawing sympathy:

Cave City, Ky., Feb. 2.--.....
 Marshall C, a brother, collapsed from fatigue today. Homer C, another brother, has been working day and night carrying food to his stricken kinsman and endeavor-

ing to set him free. The boy's aged father, helpless, stands in the oozy mud at the cave entrance, his hope soaring with new effort directed toward rescue and his heart sinking with each succeeding failure.

The skillful use of suspense is illustrated in :

Cave City, Ky., Feb. 5.--Floyd Collins, if he is not already dead in his sand cave tomb, faces death in so many forms that his chances of being brought out alive are exceedingly remote.

The climax and grand triumph of the AP reporters was their effort at portraying the burial of Collins. It recalls the stories on the burial of the Unknown Soldier and the death of Woodrow Wilson :

Cave City, Ky., Feb. 18.--Sealed in his perpetual tomb, Floyd Collins sleeps tonight in peace.

Buried alive, he endured for days the terrifying solitude, praying piteously, somehow, he would be able to escape an impending doom that was always alone, trapped in the jaws of a cavernous earth.

Realizing, perhaps, that the violent efforts of scores of persons to rescue him would be in vain, he met death gamely, his jaws set. A few hours, or perhaps a day or two, after death had ended his suffering, rescuers broke open his sarcophagus.

No "hello" greeted them; no sound came from the drawn lips, and Ed Brenner, a former miner who, himself had known of the horrors of Collins' plight, plunged into the perilous pit.

"Dead" was his laconic pronouncement of the failure of the workers. Plans were made to bring out his body, but mother earth, who had blocked every effort to get Collins until he had paid with his life for his exploration, clung to him.

The caverns he knew and loved so well became his crypt. With simple funeral services his body was resigned to the cave that would not let him go.

But above the sepulchre of that obscure unfortunate had been unfolded a news serial that had enthralled the country for 17 days. The climax was written today.

The booming denotations of dynamite; the dull thud of large boulders, loosened from centuries-old bed on the desolate hillside, as they tumbled in and closed the new pit, was the drawing of the colophon of the heroic work of the rescuers.

A few flowers strewn about the mouth of Sand Cave, a few spectators wandering aimlessly about, today had replaced the mechanical equipment and the workers of yesterday.

The "monkey trial" in Tennessee caused comment all over the country, and even in England. The following dispatch explains the cause of the affair and illustrates the spirited style employed by the AP writers in covering the trial :

Dayton, Tenn., May 23. --- Dayton today was dusting off its best bib and tucker in preparation for the first phase of the court test of the constitutionality of the recently enacted Tennessee law against the teaching of evolution in public schools.

John T. Scopes, science teacher in the Rhea county high school, is the central figure in the test.

The Scopes case had its inception at a drug-store gathering when Scopes was present. Discussion turned to evolution laws and Scopes remarked that he was teaching it in the biology courses of his science department.

Dr. George W. Rappleyas, a chemical engineer, manager of an iron and coal

company in Dayton, thereupon suggested that Scopes submit to arrest that fast might be made of the law.

The trial opened in July and day by day the AP kept the country fully informed of proceedings. In addition to regular news service the association furnished supplementary sidelights on the trial and personages there. The presence of Clarence Darrow on the defense and William Jennings Bryan on the prosecution made interest all the greater.

Dayton, Tenn., July 10.--Humor and pathos overflowed here today when counsel, gathered from distant states, joined with Tennessee lawyers to launch court proceedings widely heralded as one of the most portentous legal battles of the century.

Twice the sweating, mopping, fanning throng burst into applause and marked their mental attitude by a vent of feeling.

Dayton, July 21.--The Scopes evolution trial ended here today with prayer--as it began.

Dayton, July 26.--William Jennings Bryan, notable American and three times candidate for president, died here this afternoon about 4:45 o'clock while taking a nap at his temporary home. He was 65 years old.

In all, 2,500,000 words were telegraphed out of Dayton during the trial, 500,000 of them by the four press associations. Doubtless the Associated Press sent out the greater part of the press wordage in maintaining its policy of complete news coverage.

In the sporting realm the Associated Press outdid previous efforts in reporting the 1925 world series baseball games, linking up the entire AP system, the first time such was ever done. The opening of one of the stories shows the characteristic trend of feature writing in the sport news :

Washington, Oct. 12.--The "Big Train" whizzed through Griffith Stadium this afternoon, making no stops.

Pittsburgh Pirates caught a few fleeting glimpses of the express as it roared by, leaving the wreck of most of their championship hopes in its wake, but that was about all, as they went down to defeat for the second time before mastery unfurled by the iron right arm of Walter (Barney) Johnson, the Big Train of baseball, by a shutout score, 4-0.

B. All-Inclusive Journalism, 1926.

Nineteen twenty-six heralds a great expansion in the Associated Press. With some exceptions the service for the year covered the same sources as that of today. Every kind of news from every country and district under the sun appeared under the AP line. The only thing that the association lacked was the regular feature service so common today.

In the pure news field a number of events offered unusual opportunities for the AP to employ its features and breezy news style: the Norris murder trial in Texas, the Mellett trial in Indiana, the English Channel swims, the Aimee McPherson scandal, Queen Marie's visit, the Teapot Dome investigation, the North Pole flights and the Florida hurricanes. All these events were fully reported by the AP. The style was the informal conversational tone instead of the formal reserved style of the old AP. Through the year one notices increasing use of feature leads in all news stories, and the increase of pure feature items from all parts of the world.

These changes can best be explained by looking at reports of two addresses by the new Associated Press manager. In the papers for April 19 there appeared a story reporting an address by Kent Cooper, to the effect that he had been broadening the scope of the Associated Press

the past year "to encompass a more complete picture of what the world is doing." This theory was expanded in his address at the Institute of Politics, Williamsport, Mass., on Aug. 7, in which he explained his "all-inclusive journalism" and told how reporters sent out today are given instructions on what to seek and what to write :

Today when you read a brief little cable from some AP man in a byway of Europe, some little happening that you think of trifling importance to you, interested as you are in the views of statesmen, remember this: that unfortunately there are millions of newspaper readers who have not yet that degree of interest that you have in foreign affairs and who will not read of what statesmen are doing but will read, easily enough, of some picturesque happening in which the only actors are in the same walks of life with the reader who is remote from that occurrence. The story of that happening will transport that reader momentarily to that foreign clime just as you may be transported by reading in another column a vote of confidence... I contend that the commendable intent is to interest people in the world in which we live which means that, since the world is cut into nations, people must be made to interest themselves in the modes of life that may seem strange to them. The larger the interest is the more thoroughly will the information be absorbed and the more general and more enlightened will be the public opinion on matters of prime importance. That is why today, in the hope of contributing to this desirable attainment, when AP men go to No. 10 Downing street to write of what a premier may say, they also write what they saw in London highways and byways as they went to see the premier. It is the same in other capitals. More than that, they are going out of the beaten paths of continental and Asiatic travel to observe and write of life in towns and villages. For all news today does not come from the capital alone...

The annual report of the Associated Press in April officially recognized the changed policies of the organization under the first year of the management of Kent Cooper. It announced that in the future more attention would be paid to the activities of women, to art, music, amusements, science and literature. This explained Mr. Cooper's policies already in effect, and approved the junking of Melville Stone's set of rules. Cooper literally threw the rules out of the window and sent bulletins to correspondents encouraging them to file all the short human interest stories they could find. Associated Press tradition had always had it that news, to get space, must be important. Mr. Cooper smashed that tradition and held that it were sufficient if it were merely interesting.

This, then, is the fundamental reason that the Associated Press stories of today are written as they are. It is the national, international and local news that creeps in under a free style plus human interest appeal from all parts of the world that the new manager tries to interest the public in.

Many wonder why the McPherson and Hall-Mills trials attracted so much attention. The answer to that question will define news, in the modern sense. There are elements of human interest and mystery in them that makes them unusual. Everyone likes to see alleged hypocrites exposed, which may account for some of the interest in the two

stories. Kent Cooper says : "People and events obtain space in the news in the degree that they awaken the interest of other people and retain the same. This is the answer to your inquiry respecting the Hall-Mills case..."

The Hall-Mills case had a few elements that probably thousands of other crimes had embraced, but the fact that it centered near the metropolitan district and the New York papers all hammered on the story from all angles--- for want of something better in which to play for street sales---served in a measure to make it a national story, after the press associations took hold of it and put special writers on it to cover every possible phase, past, present and future. The 11,000,000 words sent out from Somerville and the hundreds of newspaper writers there for the trial testify to the efforts of the press and the press associations to make it the crime of the half-decade. The AP sent out the larger part of the press association wordage, and it may truly be called the Hall-Mills-Press-AP case. It is true that the style employed by the AP writers did not approach sensationalism, but the trial was completely reported, which goes to prove the changing order.

As soon as the Hall-Mills case ended on November 1 the Associated Press was in need of more material, but it had to wait only a few days, for the middle of the month brought the story of the Michigan police raid on the

House of David colony. In reporting the raid the AP threw conservatism to the winds and said :

(Nov. 17) The gaunt, long-haired king.....

It was no dashing philander whom the police found when they entered the colony's administration building. Instead there was a feeble old man, hardly able to walk without assistance; a taciturn, silent man.

In the main dispatch the raid was vividly described by use of colorful phrases:

Picturesque colony....swooping down through the night on the unsuspecting Israelites...the troopers crashed their way through doors and windows....unheralded, unwelcome visitors....tempestuous career of the king...sovereign sway and mysterious realm... of the king.

It is not every month that an European queen visits America in a democratic way, and when Queen Marie of Rumania decided to visit America in the fall of 1926 the press took the tip and prepared to welcome her and make her a national figure in the news for three months. The AP followed her all over Europe in her preparation for the trip abroad, and then when she was once in the United States kept a staff writer with her to report her every move for an interested public. And naturally enough the writers added the romantic touch to their stories in keeping with the royal visit. It helped her do her Christmas shopping, introduced her to the newspaper reporters, helped her see America. The tone of all the stories was that of

an informal chat, a talk with the reporter, as the leads below indicate:

New York, Oct. 17.--Father Knickerbocker today put the final strokes of etiquette to the welcoming program for Queen Marie of Rumania tomorrow...

New York, Oct. 18.--Marie, Queen of Rumania, had her first sample of American life today---and enjoyed it..

Chicago, Nov. 16.--Alert American shop girls and sales women took Marie, Queen of Rumania, in tow today and before she left a large department store she had bought five fur coats, with others to be sent to the suite for inspection.

French Lick, Ind., Nov. 19.--Princess Ileana had her first taste of waffles Wednesday in a tiny restaurant at Frankfort, Ind. They were served by a coatless waiter while a cheap phonograph ground out American jazz...

The warning of what 1927 held in store, and the way it would be treated, was carried in an October story about the "Peaches" Browning affair:

New York, Oct. 5.--Edward W. Browning's romance that budded in April has shed at least some of its leaves in October.

Rudolph Valentino always was a favorite of American movie fans, but it remained for the thoughtful Associated Press to tell the public that "Ruddy" was a national figure. The death of the movie actor seemed to be the signal for the release of countless purple paragraphs on the gallant but losing fight of the nation's screen idol. Two leads show the tone of the AP stories:

New York, Aug. 24. --- Rudolph Valentino today attracted to his bier such crowds as gather to pay tribute to a dead President or a King.

Los Angeles, Calif., Aug. 23. -- From a brass polisher and a landscape gardener to the heights of screen stardom was the stride made by Rudolph Valentino, filmland's "perfect lover," in his 13 year span of life in the United States.

Prior to the year 1926 the Associated Press had looked upon the signed interview as forbidden fruit, but unexpectedly the association adopted this type of story, which was entirely within the limits of the new informal news style. It was on July 14 that the famous first signed interview appeared. O.B. Keeler, member of the Atlanta Journal staff, secured an interview from Bobby Jones, after the latter had won the American open golf championship at Columbus, Ohio, and the Associated Press sent out the story as Keeler wrote it, a lively chat with Jones on his golf style:

Atlanta, Ga., July 14. -- Bobby Jones, open golf champion of America and Great Britain, and amateur champion of America, all at the same time, is a difficult boy to interview. But that is not at all because he is the first official golfing champion of the world. It is because he is one of the most modest boys in the world.

Then on September 14 there appeared a signed interview on Premier Mussolini by Bob Davis, of the New York Sun. A week later, September 23 to be exact, the famous Bruce Barton interview of President Coolidge appeared.

It revealed the human side of the silent executive in an informal chat, the tone of which is shown in the opening paragraph:

A patient and persistent father was waiting as the President and I left the little frame building that had been the summer headquarters of the government. He had stationed his four-year-old daughter on the steps and instructed her just how to thrust her bunch of wild flowers into the President's hands when he came out of the door. The President took the flowers with a smile, the shutter of the father's camera clicked; his long trip had been a success.

During the world series baseball games in October several review stories appeared under the name of Charles W. Dunkley, Associated Press staff writer, written in the free style of sport stories. Then, on November 19 appeared an interview of Bernard Shaw by James P. Howe. From that time on the interviews under AP lines and staff writers have been common.

The signed story removes the cloak of anonymity that covers the common news story. It licenses informal, colorful writing. A staff writer's name above a story tells the reader that the reporter has been allowed to give his own impressions without strict regard for style rules. This especially is true of the signed interview. Formality is sacrificed to secure expression of the character of both interviewer and interviewed. There is a human link between the reader and the writer; the story becomes a living thing; it expresses the human side of prominent

persons that the straight news story neglects. It attracts and holds reader interest. Expressing, as it does, the freedom of the new school, its colorful lines are entirely in keeping with the modern policies of the Associated Press.

It is interesting to note the human interest leads that writers developed for news items of small importance; all illustrate the purpose of Kent Cooper in his "all-inclusive" journalism. Even in pure news of Congressional business the new spirit is evident :

Washington, June 9.--Intimate details of expenditures and political strategy in the Pennsylvania primaries last month were bared today at the opening sessions of the Senatorial Campaign Investigating Committee.

Geneva, March 15.--Brazil held the key to the League of Nations crisis tonight. With amazing swiftness the focus of interest of the big political drama being enacted at Geneva has shifted from Warsaw to Rio Janeiro, and apparently the only obstacle impending solution of the council controversy is Brazil's insistence that she will vote against Germany for election to the League.

News and features are sometimes hard to differentiate. As yet the pure feature story is not a part of the AP service, but daily short stories from all parts of the world on events of relatively small importance appear with interest-pulling leads. The list could be extended almost indefinitely, but only enough examples are given to show the breadth of interest and the tendency :

Athens, Jan. 24.--The Greeks awoke this morning to learn that they had become creditors of the government by virtue of a decree issued last evening...

New York, Feb. 17.--Out of the darkness which precedes the dawn, James A. Stillman and Anne M. Stillman sailed aboard the steamship Olympic today toward marital reconciliation and a new day.

New York, Feb. 17.--A plump, pink and white, blue-eyed girl aged 19 held a Metropolitan Opera House audience spellbound tonight with the beautiful full tones of Caro Nome.

Nome, Alaska, May 12.--Residents of northwestern Alaska shaded their eyes today from the midnight sun and scanned the horizon for a glimpse of the dirigible Norge as it poked its nose up over the top of the earth.

New York, June 9.--Crown Princess Louise of Sweden has seen the Woolworth Tower, the art museum and Wall Street, but today she spoke at length of one New York sight that impressed her greatly---the typical New York girl's legs.

The new school did not require that flowery sentimental writing adorn every story. When a middle course, somewhere between the old and the new, was followed some strikingly effective stories resulted. When Luther Burbank died in California the Associated Press sent out a simple but effective story, couched in sweet and pleasing phrases. The first four paragraphs of the story show the sensible use of the new style of writing:

Santa Rosa, Calif., April 11.--Luther Burbank, withered by age, died here early today amid the flowering fruits and

blooms he had created for the benefit of mankind.

The noted horticulturist passed on to the great adventure of a hereafter in which he had no faith.

Only a few weeks before the end, he had declared that he could not believe in a life after death.

And as life ebbed away and he stood on the brink he did not falter in his conviction.

In biographical stories the AP often became eloquent.

The wording of the story relating the death of "Uncle Joe" Cannon is full of color and feeling :

Danville, Ill., Nov. 12.--The fiery spirit of Joseph Gurney Cannon, former Speaker of the House of Representatives, dimmed to an ember by the weight of 90 years, was quenched today by death.

In the home from which he went to Congress fifty-three years ago and amid walls laden with trophies of his public life, the patriarch died at high noon, in the midst of a deep sleep.

Weakening of the heart muscles caused his death, but the general depredations of old age had warned his family several months ago that the end was near. He told comrades in the national House, when he quit its halls in 1922, that he was going home to die, home to the rambling brown brick mansion which he built sixty-five years ago for his bride, who preceded him to the grave.

Stories as thrilling as a dime novel may be included in the service. A Paris dispatch that reads as a chapter from a modern mystery story is quoted below :

Paris, Dec. 20.--A modern Eve biting into an apple that did not belong to her has brought about the recovery of the famous rose diamond, valued at more than 2 million dollars, stolen two months ago from the gem tower of the Duc D'Aumale.

This modern Eve--a hotel chambermaid--yielded to the tempting piece of fruit yesterday morning and tonight, all France was reading of how this led to the arrest of the men responsible for one of the greatest jewel robberies of recent times and to the recovery of a large part of their loot.

At first police announced merely that the diamond, known as "Grand Conde", had been recovered, leaving the public to deduce the detective force had done a great piece of professional work.

But tonight the truth came out, revealing that the police simply enjoyed a piece of luck worthy of the world's most imaginative writer of detective yarns.

The story, as it became known tonight, was that Leon Kauffer, one of those arrested for the robbery, had left his hotel room in Paris Saturday in great disorder, saying that he would be gone twenty-four hours. Sunday morning the chambermaid, whose name has not yet been given by the police, decided to clean the room. She noticed in a valise Kauffer had left open a luscious looking apple as she had ever gazed on.

She yielded, but at the first bite her teeth grated against something so hard that she screamed. Investigating, she found imbedded in the apple a pinkish stone. She called a policeman, who took the stone to headquarters where it immediately was recognized as the celebrated rose diamond...

The old AP would have reported it in much the following manner :

Paris, Dec. 20.--The Grande Conde, the famous rose diamond valued at more than two million dollars, which was stolen two months ago from the gem tower of the Duc D'Aumale, has been recovered, according to an announcement by the police prefect this morning.

Discovery of the missing jewel was made when a chambermaid bit into an apple she saw in a valise in a room she was cleaning. When she bit into the apple her teeth struck

some hard substance, which an investigation disclosed to be a pinkish stone. She called a policeman who took it to police headquarters where it was identified as the missing rose diamond.

Occasionally the daily paper carried a pure feature story furnished by the Associated Press. One such story, possibly the first carried by the association, bore a London date line. It was a Christmas story, and its success led the AP managers to prepare for a regular feature service:

London, Christmas Morning, 1926. ---
Once upon a time there was a little English girl who didn't have a father. Her name was Annie Lucile Fanning and when she was 10 years old, her mother was obliged to place her in an orphan's home.

Little Annie was very lonesome, and often her black eyes filled with tears because she didn't have a nice home or brothers or sisters to play with.

Soon after her 11th birthday her teacher asked her and the best of the orphan school girls to write a Christmas carol. So Little Annie wrote the one she called "Little Lord Jesus," but she did not think it very good because she never had any musical ability-- her teacher said so, but anyway she took paper and pencil and wrote:

"Little Lord Jesus was born this
day thousands of years ago.

Dear little Babe, in a manger He
lay and the cows and the oxen
did low.

Halleluia, Halleluia, little Lord
Jesus, our King! Hark how the
bells do ring!

And in the night when all was
still and the starry Heavens
shone,

Mary, the gentle mother, sat
watching the whole night long.

Now let us our praises sing to
 God our Heavenly King;
 He was a Babe born on earth,
 loud let his praises ring."

Little Annie sent in her carol and music with 300 others, and what do you think? A big singing knight, Sir Walford Davies, the composer, came along and said it was the best of all and that it was "extremely beautiful," and that he was charmed with the two alleluias. The low notes of the first, he thought, were like the lowing of cattle and the higher notes of the second like angels singing.

The words and music were copyrighted and last night were broadcast in the Christmas Eve program of the Temple Church choir. The proceeds of the sale of the carol will go to the little 11-year-old orphan composer, and some day she expects to marry a Prince and live happily ever after.

Leads that illustrate the new journalism of Kent Cooper are found on stories from all sections of the country. They embrace all types of subjects in such a way that all readers will find interest in them:

New York, Nov. 18.--A 26-year-old blonde whom gentlemen preferred to such an extent that three of them married her, told police, "I couldn't help it. I loved 'em all," when she was arrested for bigamy today.

Chicago, Nov. 12.--"Am and ecks" are Suzanne Lenglen's favorite breakfast dish, she announced today as she sat down to a sizeable piece of ham and two eggs, done country style.

The French tennis star beamed at reporters and talked as glibly as she could between mouthfuls about women, clothes, marriage and radio.

Lebanon, Pa., Dec. 6.--Dreaming night after night of a body buried in his cellar, crying "Dig me out, dig me out, I've been here

forty years," John Wentzel went to the cellar and found a skeleton buried near the foot of the stairs.

Hornell, N.Y., Nov. 29. --- Jack, an 18-year old cat, which occupied a \$100-a-month apartment all alone, has gone where all good cats go.

Jack died yesterday and his mortal remains were consigned for burial today in a dogs' cemetery, maintained by a lover of animals who refuses to charge any fee for burial. This graveyard is rated here as the largest of its kind in the world.

Spokane, Wash., Nov. 13. -- The horse that carried Paul Revere through one memorable night was a listless nag compared with the sprightly steed which galloped into town the other day, after having carried his master through thirty-two of these United States, covering 5,898 miles.

Boston, Dec. 2. -- Four of the blackest cats that ever graced the heaving decks of a seagoing steamer went to sea yesterday with the United Fruit steamer San Pablo. The superstition associating black cats and bad luck means nothing to the members of the crew, who point to the vessel's escape unscathed from the Miami hurricane, a subsequent waterspout and the Havana hurricane, all because the cats were aboard.

Hollywood, Calif., Dec. 23. -- Eddie Cantor, who once black-faced alongside Flo Ziegfeld's scintillating lines of femininity, definitely has quit the stage in favor of motion pictures so as to get better acquainted with his wife and family.

Every day the Associated Press carried a number of paragraphs that aimed at giving sidelights on the highways and byways of foreign soil. They were interesting reading matter, a part of Cooper's "all-inclusive" journalism:

Madrid, Dec. 4.--Along the northern coast of Spain an elderly itinerant bagpipe player, blind and lonely, is searching for his lost wife. Playing his mournful notes in the streets of the towns and villages, he hopes to catch her ear with a tune he knows once was her favorite.

Peking, Dec. 30.--Chang Hsueh-Liang, 26-year-old general, son of Marshal Chang Tso-Lin, is fond of dancing, poker and tennis.

The "young general" never has been abroad, but he likes the modern western dances and is a familiar figure in his military uniform on the floor of the popular Peking hotel on dance nights...

St. Cyr, Seine-et-Oise, France, Dec. 7--"Private Edward Windsor, front and center! Report to the mess sergeant in the cook-shack for the spud-peeling detail! Make it snappy!"

Of course, that order never has been given, and never will be. But the fact remains that the prince of Wales, on his last trip to France, was enrolled as a private, first class, in the famous battalion of St. Cyr cadets, the students of the French West Point. He did not have to take the oath.

Budapest, Nov. 22.--One steer, four pigs, six calves, 400 chickens, 8,000 liters of wine, 3,000 bottles of mineral water and 400 pounds of cakes were consumed by the 600 guests of the wedding of Franz Kriz, the son of the burgomaster of Vas-kur, a small town in the western part of the country. Forty bridesmaids and forty pages conducted the happy couple to the altar. The festivities lasted seven days.

Geneva, Nov. 16.--Turkish girls are bobbing their hair so fast even the "modern" Turk is perturbed, said Mahmoud Essad Bay, minister of justice in the cabinet of Mustapha Kemal, while on a recent visit to Geneva.

London, Dec. 22.--Telephone users in Jerusalem can ask for their numbers in eleven languages and the exchanges will put them through.

Paris, Nov. 20.--Can the fast-moving talking fingers of a deaf mute slanderer be a problem the solons of the police court at Bordeaux have been called upon to decide.

Glasgow, Nov. 21.--It took all Sir Austen Chamberlain's characteristic imperturbability to remain serious when at the ceremony of his installation as Lord Rector of Glasgow University recently he was faced by 2,000 boy and girl students, all wearing monocles like himself, singing in unison: "Oh, Austen, Dear, We Love You So!"

Kiel, Germany, Dec. 1.--A child may look at a princess without realizing it. Princess Irene of Prussia found this out while attending a meeting of the Fatherland Women's Club.

Hanneliese Bunsen, 4, was selected to present a bunch of roses to the royal visitor. But the child astounded the company by exclaiming: "You are no Princess!"

"I thought Princesses always wore a crown and an ermine robe; all my fairy-tale books say so," the disillusioned maid murmured.

Manila, Nov. 29.--When the lights of the dancehalls are dimmed; when the orchestra plays a soft, appealing waltz and a pretty girl is near--a man who kisses a girl in such a setting is "a victim of circumstances," the Supreme Court of the Phillipine Islands ruled today.

London, Dec. 2.--Crying babies can be hushed almost magically if one knows the trick, Princess Mary, mother of two children, witnessed today.

The regular AP service carried news briefs on interesting things in the news. The feature was called Flashes of Life, and covered happenings in all parts of the globe.

Examples are quoted to show the representative character of the features and to illustrate the predominating colorful style. The examples are taken from the November carbon copies or "flimsies" at the Kansas City division of the Associated Press :

New York--There will be \$598,268 available for Santa Claus shortly. This sum will be distributed by 7,600 banks in various parts of the country to 7,800,000 folks who have been saving in Christmas clubs.

Havana--A first class fighter is to represent Cuba at Washington. The new ambassador is Colonel Orestes Ferrara, who has fought more than a score of duels.

New York---Mr. and Mrs. Walter Rogers are champion survivors of hurricanes. In seven years they have weathered nine storms in Cuba, Bermuda and Florida. Some of the hotels they have managed have been blown from over their heads.

London,---The secret of the channel swims of Miss Ederle and Mrs. Corson is out at last. Professor Leonard E. Hill says that short skirts trained them to withstand cold.

Binghamton, N.Y.--Professor Frank Boynton wouldn't give a dollar bill for a dozen brides as schoolteachers, but once the novelty of married life has worn off they are fit for school duties, he says.

Constantinople---The prefect of the town of Karahissar has ordered women to stop wearing such long skirts. They have been using 26 yards of cloth and three dresses each all at once. There's a movement on foot for a compromise between three skirts and the "one-third of a skirt" that is the mode in Constantinople, Patee and the U.S.A.

In the world of sport the same general tendency appears, with perhaps more attention being paid to the sporting

events of the year than ever before. The Ederle channel swim, the army and navy football game and the Kentucky derby stories illustrate the new sporting interest:

Chicago, Nov. 27.--In as throbbing, sensational a struggle as any gridiron has ever seen, the stalwart elevens of the army and navy battled to a 21 to 21 tie before a throng of 110,000 spectators, the greatest and most colorful outpouring in American football history.....the midshipmen and cadets supplied a smashing climax to it with a pulse stirring fight for the high stakes. It was a tussle of titans that ebbed and flowed with first, then the other eleven ascendant.

Louisville, Ky., May 1.--Bubbling Over carried the E. R. Bradley colors to victory in the fifty-second Kentucky derby at Churchill Downs this afternoon. His stallmate, Bagenbaggage, finished second, making the second time that any stable's entry had finished 1-2 after having won and placed in a previous derby...

C. The New Associated Press, 1927.

In a large sense the news style of the Associated Press of 1927 is that of today. The AP has achieved its goal--- if colorful writing was what it aimed at. At times the association goes beyond that and becomes the most colorful among press associations. Where in the past one thought the AP dispatches dull and dry one now reads, in everything from politics to foreign affairs, with interest, for the association has found how to inject life and human interest and humor into the dullest story. Occasionally a story is a succession of fine phrases wholly unlike the AP of a few years ago.

The year 1927 will be remembered for the numerous attempts to cross the Atlantic ocean by airplane. It was a flying year, and after the successful solo flight of Charles Lindbergh from New York to Paris in May the newspapers and press associations kept up a running story of the new plans, attempts and failures. Naturally enough the romantic nature of the flights attracted the new AP artists, and in the serial stories of airplane flights one has some of the best examples of the new Associated Press.

Taking the main stories in chronological order one may see the international interest in the events as well as the AP style treatment. The first story of interest is concerned with the failure of two French fliers to make a

successful flight across the Atlantic ocean from Europe. The opening sentence strikes a sympathetic note that leads the reader on into the news :

New York, May 11.--The eyes of the world were still turned upon the north Atlantic tonight and hope refused to die that France's "white bird" would be found somewhere in those watery stretches with its two dauntless airmen still alive.

Two days ago the clouds should have parted to reveal the victorious approach of Captains Nungesser and Coli, the daring Frenchmen, who sought to wrest for their country the honor of the first nonstop flight from Paris to New York.

But the clouds rolled solidly across the sky, a curtain shielding all from knowledge of whatever grim adventure had befallen the intrepid fliers.

Today the search for the aviators was fully organized and the United States Coast Guard was practically turned over to the task of finding Nungesser and Coli.

Delays in starting the numerous flights were common, and the AP treated them in the new fashion :

New York, May 13.--The weather man raised a warning hand tonight and the American airmen waiting to hop off on a race to Paris for fame and fortune heeded his signal.

Hangar doors were closed and the contest for the \$25,000 Orteig prize was definitely postponed until Sunday morning anyhow, and probably until later next week.

When the American conqueror of the Atlantic left the Western shores the AP said of the ordeal:

New York, May 20.--Flying to meet tomorrow's rising sun, Charles Lindbergh left all land behind him tonight when he passed over Newfoundland and struck out for Ireland, 1,900 miles across the open sea.

The return of a national hero to home shores is always the signal for breaking bounds in celebration and reception. When Lindbergh returned to Washington after his successful flight the country literally went wild, and the AP expressed this enthusiasm, fittingly as it were, in the usual spirited manner :

Washington, June 11.--The hero of all the world, Charles A. Lindbergh, returned today to his native America to receive the welcome of a home-coming conqueror.

His entry into the national capital over a roadway that had known the tread of victorious armies and the passing of kings and presidents was one of sublime triumph.

Hundreds of thousands, straining impatiently against police barriers, tumultuously acclaimed the blond young viking who conquered the air over the Atlantic in a daring flight alone in the cockpit of a monoplane.....

Here the slender youth, who wrote the greatest epic an airman has composed, faced a sea of uncounted thousands as he bent his six feet two inches of sinewy body to bring his smiling face in front of the microphones which carried his voice to every corner of the country and to distant climes as well...

A blue haze marked the Potomac windings when the Memphis came in sight, and tinged to purple the usually silver shades of the great dirigible Los Angeles, whose elevation marked the middle distance for the circling aviators.

Sometimes the planes were unsuccessful in their attempts, and then the AP reflected the hope and anxiety of a nation for its lost airmen. Perhaps the best example of this type of story, and there were several during the year, is found in the report of the disaster of the monoplane Old Glory on a flight to Rome :

New York, Sept. 7.--The name of the monoplane Old Glory was added tonight tentatively to that long and sad list headed "position unknown; lost at sea."

And three more men who only yesterday joked and laughed and kissed their loved ones were generally believed to have joined that gallant company of their comrades of the air who during the present season dared death, and lost.

For fourteen hours Lloyd Bertand and James Hill, the pilots, and Philip A. Payne, their passenger, are known to have stayed in the air on their way from Old Orchard, Me., to Rome. But it was 40 hours at the least they needed and 14 found them but five hours out over the ocean.

The outstanding story of the year, as far as sensational writing of the AP is concerned, was that covering a court scene in the Gray-Snyder murder trial. It surpasses anything that the AP has ever done, and touches the realms of the true sensational story. Comment is unnecessary; the colorful editorial phrases speak for themselves. The main part of the story is quoted:

New York, May 13.--Taut and silent, with never a glance for each other, Mrs. Ruth Brown Snyder and her erstwhile paramour Henry Judd Gray stood within arm's reach of each other today while they were told that they must die in the electric chair at Sing Sing the week of June 20 for the murder of Mrs. Snyder's husband, Albert Snyder, magazine art editor.

Gray heard the sentence, read by Justice Townsend Scudder, without a tremor, and his eyes peered through heavy lenses directly at the judge. But Mrs. Snyder, her hands clasping and unclasping, and one foot rocking on the heel of a slipper, bowed her head.

They stood a few feet apart, these former lovers, as they heard the state's voice demand their lives in forfeit for

that of Albert Snyder, whom they slew as he slept. They had testified to a love that could not be restrained, and, as the state had alleged, they had hopes of sharing \$96,000 of insurance surreptitiously obtained on Albert Snyder's life.

A smaller crowd than any day of their trial at Long Island City stood "at attention" as the death sentence was pronounced.

Sentence pronounced, the steely, blonde Queens Village housewife and the corset salesman were led back to the seclusion of their separate cells in Queens county jail. They will remain there until Monday, when they will be whisked away to Sing Sing's death house...

And then three days after the trial the AP sent out a three-line item on the event, which was in reality an editorial paragraph. It was apparently an attempt at humor:

Ossining, N.Y., May 19.--Time will tell how much of a real blond Mrs. Snyder is. Use of hair tonic is taboo in Sing Sing.

During 1927 the use of the signed interview became common. Important events, especially in the sporting world, were covered by special writers who signed their names above a series of stories. As the idea had now become a practice, one needs only to summarize the signed stories of the year. In July alone there appeared signed interviews of Bobby Jones, Queen Marie and Chief Justice Taft. The outstanding series was written by O.B. Keeler on the British open golf tournament which was won by the American golfing champion, Bobby Jones. The writer departed from the usual news story and injected personality into the narrative:

St. Andrew, Scotland, July 13.--A slight haziness in this story may be pardoned. I am still dizzy with the 68 compiled by Robert Tyre Jones, jr., of Atlanta in his first round here in the British open golf championship. I never saw a round like it, nor hope to see another.

I quote Mr. Jones, sitting up in bed in room No. 4 at the Grand hotel. Big Bob Jones, his daddy, is sitting in one corner, smiling away to himself, solemnly. Stewart Maiden, Bobby's teacher, has a third corner, and omits the smile. But I think I see a twinkle in his eye.

In the general news of the day the same news style predominated as in the special events. From lake disasters to presidential vacations a colorful spirit pervaded the AP dispatches. The following lead when compared with the story of the Eastland steamer disaster in 1915 shows to what extent the AP has scaled the colorful heights of fanciful writing in 12 years :

Chicago, July 29.--Whipped into wrath by a sudden squall, Lake Michigan dragged down the excursion steamer Favorite, a half-mile off Lincoln Park, yesterday afternoon, drowning twenty-seven holiday makers--seven little girls, nine boys, ten women and one man. Today, still angry, the lake pounded away at five tugs, anchored under a leaden sky at the scene, while divers groped about to make certain the last victim had been taken from the depths.

Vacations of chief executives are always of interest, so the AP writer followed President Coolidge on his summer outing and told the press everything that the presidential family did at the summer home. The interesting story-like style is illustrated in the examples below:

Washington, June 17.-- President Coolidge's reported accomplishment of catching trout with worm bait stirred senatorial circles today to the extent of comment from a Republican --Borah of Idaho--and a Democrat--Reed of Missouri.

Declaring he had never heard of worm fishing for trout, Mr. Borah said he believed the President caught catfish and thought they were trout, "but if they were trout they must have been imbeciles."

Rapid City, S.D., June 18.--President Coolidge put on a 10-gallon hat of a size and shape that would make a movie actor or a cowboy justly envious, slipped on a pair of rubber hip boots and went to Squaw City early today to angle for mountain trout.

The hat was one of those the President had been noticing on cowboys as he motored through the ranch country between Rapid City and the state game lodge.

Juvenile kings are real subjects for news. The AP saw this opportunity in Michael, boy-king of Rumania, and played it strong in stories of the royal family that aimed at showing the human side of Michael and his mother:

Sinaia, Rumania, Aug. 7.--While the juvenile King Michael played with his ABC blocks at her feet, and her three beautiful daughters sat at her side in the sumptuous royal summer palace here, Queen Marie today recounted to the Associated Press some of her impressions of the United States, based on her recent visit there.

Although still grieving over King Ferdinand's death, the queen has gained greatly by rest and sleep since his funeral, and she spoke today with her old time animation and enthusiasm. Death and sorrow seem only to have mellowed her soft classical features into greater loveliness and youth.

Sinaia, Rumania, Aug. 29.--Michael, the boy king of Rumania, knows how it feels to be spanked, and he has as much dread of being sent to bed without supper as any ordinary youngster.

Except on formal occasions, he is addressed by all who know him as "Mick-ey," for, his mother says, he has no real conception of the meaning of "your majesty."

Stories of the greatest flood in the history of the Mississippi valley were treated in a similar tone :

New Orleans, April 29.--Gentle cataracts coursed tonight down three breaches made in the Mississippi levee 15 miles south of New Orleans today after dramatic preparations by state authorities to relieve the crescent city from the flood menace.

Memphis, Tenn., April 25.--Swiftly and irresistably the flood waters of the Mississippi river and its tributaries rolled across new ground today in three states---Arkansas, Mississippi and Louisiana--inundating additional towns and thousands of acres of farm lands.

There is little to say about the general run of news.

One needs merely to quote the stories and the reader will see at once that the new spirit predominates. In the following examples several types of news are covered, representative of the daily offering of the AP. In all the new style leads :

Shanghai, Jan. 5.--American and British warships whitened the waters of the great Yangtse river today in their haste to reach Hankow to protect foreigners from Chinese hordes, who Monday and again yesterday attacked the British concession districts.

New York, Jan. 7.--The English accent and

the voice of New York passed each other in midair and midocean today, in more than forty different conversations, making the successful inauguration of the first trans-Atlantic radio-telephone service on a commercial scale.

New York, Jan. 15.--Worry has hit Charles Spencer Chaplin with the custard pie of "nerves."

New York, Sept. 8.--The harbor rang with merriment today as six great liners steamed gaily off for France with 6,000 passengers who a decade ago silently put forth in camouflaged troop ships.

It was the advance guard of the American Legion leaving to hold its annual convention this year in Paris.

Washington, Nov. 7.--Back fires were started today from two different sources by those who have come under grilling in the government investigation of charges of jury tampering in the Fall-Sinclair oil conspiracy trial.

Paris, June 26.--All Paris laughed and joked today at the expense of the government, which was tricked into releasing three of the most prominent inmates of Sante prison, and now doesn't know where to find them.

Paris, July 30.--Knees are to go into eclipse next winter. Waist-lines will be worn and hips have been reinstated.

This bulletin from the sanctums of the dressmakers, where winter fashions are being shown to buyers from the United States and other countries, may have an immediate effect on the white bread and pastry consumption of the world.

If women follow Paris---and they have done so for centuries---curves will be worn again without apology. Bread and potatoes fit right in with the "Be More Feminine" campaign, which includes everything connected with the fashion trade from fair goods to jewelry.

To illustrate further how the AP has changed one may compare the report of an event by competing associations with that by the AP. If the INS, usually considered the standard for so-called sensational writing, or the UP, known for its freedom in writing, is compared with the AP one realizes at once the similarity of the styles of all three. In the examples below one must agree that the AP has surpassed competitors in flowery writing :

Washington, Feb. 25.--AP--The McNary-Haugen farm relief bill, the proud handwork of the Western farm bloc and the Southern Democrats, was consigned to the waste basket today by the presidential veto.

Washington, Feb. 25.--INS--President Coolidge vetoed the McNary-Haugen farm relief bill today and in a vigorous message to Congress explained his action declaring the bill was unconstitutional, that it would not benefit the farmer, and that it was unworkable.

Mexico City, Dec. 17.--AP--America's bashful beau today had a firm grip on the heart of Mexico after 72 hours in the Southern republic.

Mexico City, Dec. 17.--UP--While airplane motors roared overhead and a bright sun lent color to a brilliant spectacle, the Mexican capitol at the national stadium today gave Col. Charles Lindbergh its greatest ovation.

New York, June 30.--AP--Diving into a perilous north Atlantic area of adverse winds and soup-thick fog, the monoplane America last night winged its way along the now well blazed air trail from New York to Paris.

Roosevelt Field, N.Y., June 29.--UP--Disdainful of fog and triumphant over

erring compasses, Commander Richard E. Byrd and his crew of three in the Monoplane America sped north and east across Newfoundland this morning, nearing the start of the long journey across the open Atlantic to Ireland.

Municipal Airport, Oakland, Calif., July 14.--AP--Nosing their silvery monoplane into the misty clouds of the west, Ernest Smith and Emory R. Bronte hopped off today on their 2,400 mile non-stop flight to Honolulu.

Oakland Airport, San Leandro Bay, July 14.--UP--The civilian challenge to the once conquered Pacific airway began at 10:39 o'clock.

After one false start, causing a return to the head of the mile and a quarter runway, the small monoplane piloted by Ernest L. Smith made a perfect departure from the field.

In keeping with the Associated Press aim of attracting more readers and serving a greater public with a wider variety of news, the feature service, examples of which were given under the discussion for 1926, was installed. Today the Associated Press has a regular mail feature service which gathers interesting material from all sections of the world and distributes it to member papers. The service was announced in January 1926, but was not officially inaugurated until a year later. The service replaced the general mail or supplementary mail service of the association. It consisted of feature material well illustrated, with half tones or matrices of the illustrations and headings. The service was originally mailed three times a week, and there was one service for

morning and one for evening papers. Included in the service were the well-known features one finds in the papers today:

- 1--Daily columns, on such topics as sports, women, New York, movies, the theater, styles, etc., each illustrated.
- 2--One-time-a-week columns devoted to such topics as art, music, literature and Washington subjects, each illustrated.
- 3--A column of news briefs for filler use.
- 4--Daily feature stories of a general human interest or news nature, 300 to 400 words, illustrated.
- 5--Daily illustrated short news features.
- 6--Daily short stories, 50 to 150 words.
- 7--Biographical sketches of prominent persons, illustrated.
- 8--Once-a-week feature stories from foreign fields.

The feature service links up with the new photographic service, which started on Aug. 1, 1927. The service now issues 130 glossy news prints weekly to the 75 subscribers. Enlargements of "clips" from Paramount motion picture news reels are sent to subscribers slightly ahead of the release of the news reels. The AP also employs the American Telephone and Telegraph wires for rapid transmission of news photos to members. While this photo service does not bear on the news style of the AP, it does indicate the extent to which the AP has been expanded and to what extent it has been modernized.

VI

CONCLUSION

Given two papers in 1915, or even in 1919, the stories in one written by Associated Press men and in the other by International News Service or United Press, the reader would soon discard the AP paper. It would be dull and dry in comparison with the sparkling style of competitors. Given the same papers today the reader would probably reject all but the AP paper. Stories in it glow with life and brilliance that attracts all types of readers. What in 1915 was termed sensational writing in the press associations is today termed colorful writing. The AP is no longer the conservative; it sets the standard for colorful writing.

It is truly the New Associated Press today. It is a revived and poetical press. The change during the decade starting in 1917 is amazing; few realize that the drab stories of ten years ago were written by the Associated Press. Into the old service the artists of Kent Cooper have injected new life until the dullest subject becomes an interesting news story. The change has brightened the report and widened the field of appeal. Through adoption of the new style and extension of the service to the feature field the reader appeal has been strengthened. News is today selected with reference to mass rather than to

class. The appeal is emotional rather than intellectual. By speaking in the language of the common people and by telling more of the tragedies of that class the circle of readers has been greatly widened. The new style has necessarily become more free and colorful; it attracts and interests. The process is that of fictionizing the news--selection and presentation.

News stories during the World War were conservatively written, with no thought for colorful phrasing. The effort to escape the pressure of the war responsibilities after 1918 led writers to use occasional fine phrases. Conservatism of expression continued, but the new spirit gradually crept into the reports until in 1921 the story of the burial of the Unknown Soldier showed the reading public that some radical change was taking place in the AP style. From 1921 to 1925 leads were quickened and feature briefs were added. In the latter year Kent Cooper became general manager of the association, and immediately set aside the rules that for years guided AP writers under the managership of the conservative Melville E. Stone. In 1926 Mr. Cooper announced his intention of extending the AP report to cover the activities of all classes in all parts of the globe. This followed his idea of "all-inclusive" journalism that was intended to lead the public from chaos to cosmos in public thought. It meant colorful news stories, feature leads, and interesting and amusing

sidelights on the day's news. In 1927 a regular feature service was added, with the aim only to amuse and entertain. Today the change seems complete. An imaginative style characterizes the AP story. Leads attract the attention of the reader. Familiar quotations, everyday mottoes, household slang and associations common to all draw the reader to AP stories. The aim is clearly to place the news as close as possible to the life and emotional understanding of the individual. Someone has appropriately called the AP writers the AP poets, and a glance at the news leads of any AP paper will show an element of everyday poetry.

From our viewpoint, there are a number of reasons for the change. Obviously the first is Kent Cooper and the new regime in the AP. Taking reins that had been held for 25 years by the conservative Melville E. Stone, Cooper cast aside rules a quarter of a century old and modernized the service. With new views on news Cooper soon put them into practice, and the result was his "all-inclusive" journalism, an effort to portray the events of all classes and trades in all parts of the world. The news structure advances day by day and the new organization aims to report more and more of the ever-increasing news events.

Much of the news that is challenged today is furnished "because the public demands it." Press associations feel the pulse of the readers through the readers and supply

the type of stories that newspapers think the public demands. The public may accept all that newspapers offer, but that does not mean that the public demands anything. There is no evidence to prove that newspapers give the public the kind of news it wants, or needs. To the editor, increased circulation is proof of popularity; to the student it may mean only artificial inflation that is achieved through undesirable appeal to the emotion rather than to the intellect. To say that the 37,000,000 daily circulation in America proves that the press in America gives the public what it wants, leaves room for argument. Circulation is not necessarily the basis of success. To increase circulation editors may attract the great mass of working people through an over-use of the emotional appeal. This largely accounts for the increased use of human interest news and the new but now common flowery writing and colorful phrasing. The middle class is drawn to the paper by modern sales methods. The news of today follows the primary points of the sales talk---attention and interest. Attention is attracted by the emotional appeal of unusual happenings, human interest or entertainment. Interest is maintained by novel leads, colorful phrasing and brilliant breezy style. If the average reader must think to understand a story, he will not read. In the words of a recent article, "Think Stuff" is not wanted. The story must be self explanatory; it must demand no mental gymnastics.

The Associated Press has doubtless been affected by competing services that early employed a free news style to gain readers and sell their service. The minor companies gained prestige and the AP had to modernize its service to retain its standing as the world's most successful news service. The influence of the melodrama and sensationalism of Hearst was reflected in the INS, and later in the UP, and rapidly gained favor. To survive, the minor companies had to attract more attention and the colorful style accomplished this. The UP gained a toe-hold by playing to the afternoon field which the AP practically ignored. It experimented and signed some of its big stories; it sent out interviews and features that the AP shunned. It prospered. Its breezy style, similar to that of the INS, gained favor. With the increase of prestige of the INS and the UP the AP began to discard its old rules.

During the past decade the newspapers have increased in size, due to an increase in both the amounts of advertising and the number of news events. The amount of advertising is the factor that determines the size of the paper, and as the advertising volume had increased the number of pages has increased. This leaves more space to be filled with news, and naturally the editors rely upon the press associations to supply, largely, this filler material.

The development within recent years of the automatic printer telegraph has made condensation of news reports

practically unnecessary through ability to send almost twice as many words a minute as the old operator system. The entire wire system of the AP is at present equipped with printers, which means that more than 1,600 machines are daily receiving pages of all kinds of AP service at a lower cost than under the old system.

A glance at a copy of the general news orders of the AP, codified for the first time and sent to all staff writers with their pay checks on February 21, 1928, reveals facts that agree with our conclusions. The rules are in no sense iron clad orders that must be obeyed to the letter. "There need be only one inflexible admonition--Get the news,"¹ the orders say. Common sense is expected to be the main guide of the reporter. Summarized, the orders demand that the report be true, accurate, unbiased, decent and interesting. Under the last head the opening sentence invites attention:

2

Reader interest sells newspapers; so it is important that those writing for the great number of newspapers comprising the AP should strive to present the news in an attractive and interesting way.

Circulation, then, is the goal of the AP--member newspapers demand news that will interest more and more readers. The AP strives to satisfy the demand by presenting

1--Editor and Publisher, March 3, 1928. Pp.5

2--Ibid., pp.71.

more news in an attractive and interesting way and by giving editors a great mass of amusing and entertaining material of trivial importance. The news must be interesting; it must sparkle and glow with life that attracts readers.

Kent Cooper, general manager of the Associated Press, characterizes the change in the association as one that has brought the nation from chaos to cosmos in public thought. Speaking of the mid-west newspaper of a quarter century ago he says that on the local side it was comprehensive, but of national and international affairs it told little, and that dully .

1
 "...We were a provincial people, thinking narrowly and of the inconsequential tittle-tattle of our home towns. It seems to me an incontestable fact that the triumph of the American press has been its leadership to broader public thought and understanding. Today we are talking in terms of world affairs as well as of national and local public concerns. In thought, if not in action, the average newspaper reader is as cosmic as were the world travelers of our youth. To the wide and the limitless ambition of American editorship to present to the public a full-length daily picture of universal life belongs the credit for this incalculably valuable advance in popular thought. The step has been from chaos to cosmos.

"Perhaps this sums up the motives that have actuated us in our new policies. The Associated Press seeks only to present the complete picture. The news structure has grown tremendously. Day by day it advances with amazing strides. We have merely laid more brick and mortar to accommodate it."

There is no doubt but that the Associated Press has succeeded in presenting its "complete picture" of the world. It has laid mortar and bricks to accommodate the growing news structure, but like some buildings the type of architecture may not yet be appropriate. No one can doubt that the aggressive leadership of Kent Cooper has made the Associated Press the most successful cooperative association in the world. The adoption and development of a colorful news style that in no way resembles the conservative regime of "M.E.S." has been entirely in keeping with Kent Cooper's all-inclusive journalism. Events from all parts of the world---informational, entertaining, interesting---are mirrored by the new AP. It has become the shortest distance between two points---events and the reading public. A great press service must be accurate, timely, complete and interesting. The AP emphasizes the last point through a colorful news style that appeals to the emotions rather than to the intellect. It holds that an event to be news need be only interesting; that by tinting current events with bright colors it is leading the nation from chaos to cosmos in public thought. Students of the press realize that the public willingly turns more and more to entertaining material and less and less to solid information. The great reading public rejects too readily the material that appeals to the intellect. American readers take the short cut af-

forded by colorful phrases, short human interest sketches, entertaining leads, and thrilling though trivial happenings and tragedies of the day's news.

If the tendency to follow the brilliant path painted by the AP artists results in development of a public that can be reached only through an emotional appeal and which rejects all purely informational and governmental news perhaps the road may not lead away from chaos. If cosmos in public thought depends on a nation that reacts to an intellectual appeal and which frowns on modern high pressure tactics in the news the possibilities of the new AP style leading the nation out of the depths of confusion in thought is doubtful.

The purple patchwork is, of course, only an experiment and no one knows how far the tendency may go. The goal of the AP is worthy, but the means are questionable. Sociologists may question which is the worthy appeal: the psychological or emotional appeal that captures reader interest through artificial high-pressure stimuli; or the social or intellectual appeal that captures and holds reader interest in essential information. Only the future can tell whether the AP leads upwards to the light or downward to darkness. If the present path continues for any length of time there is a possibility that the nation will come to a point where the public will not care for news as such. If news must be colored and painted by the Associated

Press poets and saturated with emotional thrills to attract readers, the result may be catastrophe ; America may not long stand as the best informed nation of the world. If government depends on a public interested in news as such and enlightened by intellectual and informational stories devoid of emotional writing a great change is immanent, either in the AP or in government. Such a situation is highly improbable; it is hard to imagine a press association disregarding informational news and turning to entertainment, to sensational trivialities and brilliant colorful phrasing; it is harder to picture a great nation being led by such degraded news to a state of indifference and laziness. It is possible, but not probable. If the present news tendency continues in its brilliant flight there can be but one conclusion; if news as such will cease to exist, will the trend be from chaos to cosmos, or from chaos to ruin? And what will be the effect on the great American experiment in democracy ?

...

BIBLIOGRAPHY

NOTE: This bibliography is divided into two sections. The first covers the newspapers studied ; the second includes the more important books and magazine articles read.

A. NEWSPAPERS

- Kansas City Star and Times, 1926-28.
Kansas City Post and Journal, 1926-28.
New York Times, 1922, 1926-28.
Philadelphia Public Ledger, 1926-28.
St. Louis Globe-Democrat, 1924-27.

B. BOOKS AND MAGAZINES

- Associated Press Codifies Its General News Orders, The.
In Editor and Publisher, March 3, 1928. Pp. 5.
Associated Press and Its News Sources, The. In The
Nation, April 17, 1920. Pp. 110.
Bent, Silas. New Definitions of News. In Editor and
Publisher, April 30, 1927. Pp. 100.
Bleyer, W. G. History of American Journalism. Houghton
Mifflin. Riverside Press. 1927. Ch. XV, XVI.
Blivens, Bruce. The Hall-Press-Mills Case. In New
Republic, Dec. 1, 1926.
Brisbane, Arthur. William Randolph Hearst. In Cosmop-
olitan, May 1902. Pp. 48-57.

- Brisbane, Arthur. William Randolph Hearst. In North American Review, Sept. 21, 1900. Pp. 519-25.
- Circulations Reach Peak in Big New Year. In International Yearbook Number of Editor and Publisher for 1928, Jan. 28, 1928. Pp. 17.
- Dickey, Carl C. Dragoons of the Press. In World's Work, December 1924. Pp. 205.
- McCauley, H.S. Getting Your Name in Print. Funk and Wagnalls. New York. 1922.
- McCormick, Robert R. What Is A Newspaper? Chicago Tribune. 1924.
- Owens, Dewey M. The Associated Press. In American Mercury, April 1927. Pp. 585-93.
- Pew, Marlen. From Chaos to Cosmos in Public Thought. In Editor and Publisher, April 23, 1927. Pp. 17.
- Slackpole, E.J. Behind the Scenes With A Newspaper Man. Lippincott. Philadelphia. 1927. Pp. 296-7.
- Stone, Melville and Associated Press. M.E.S.--His Book. New York. 1918.