

RG:0002,c.0046; FILE # 00448;
JO - JT, 1920- 1938

FILE 448

JO - JT

J anuary 13,
1 9 3 1 .

M. Edouard Carteron,
Consul General de France,
620 Cathcart Street,
Montreal. P. Q.

Sir,

The invitation from your Consulate to Sir Arthur Currie to be present at the service in memory of Marshal Joffre has reached me to-day.

Sir Arthur Currie is now absent from the country on the way to India; otherwise, I am sure he would have attended this service.

I am well aware that the invitation to Sir Arthur was sent to him as former Commander of the Canadian Corps in France. However, McGill University also does homage to the memory of the great French Commander-in-Chief of the Allied Forces, and it is with a sense of this, Sir, that I address these lines to you.

I have made some enquiries in the University and I find that several former Canadian officers connected with McGill University are attending to-morrow's ceremony.

I have the honour to be,

Sir,

Yours faithfully,

Assistant to the Principal.

Le Consul Général de France
et les Vétérans Français
de la Grande Guerre

vous prient de leur faire l'honneur d'assister
au service solennel qui sera célébré en la
Basilique de Montréal, le mercredi
quatorze janvier à neuf heures,

à la mémoire du

Maréchal Joffre

La. 2156

Réponse s. v. p. pour réserver les places.

Les noms sont
enroulés

J. M. M.

110

THE ALUMNAE ASSOCIATION
OF
THE JOHNS HOPKINS HOSPITAL SCHOOL OF NURSING

ENDOWMENT FUND COMMITTEE
JOHNS HOPKINS HOSPITAL
BALTIMORE, MD.

January 21, 1921.

Sir. A. W. Currie,
Principal's Office,
McGill University,
Montreal, Canada.

My dear Sir:

Please accept the hearty thanks and sincere appreciation of the graduates of the Johns Hopkins Hospital School of Nursing for your most kind endorsement of our endeavors to secure an endowment for our School.

Yours very truly,

Ysabella Waters

Sec. Endowment Fund Com.

YW-cp

Executive Committee:

Miss M. ADELAIDE NUTTING, Chairman; Mrs. ISABELLE STEVENS HUNNER, Vice-Chairman; Mrs. MARY B. DIXON CULLEN, Assistant Treasurer; Miss YSSABELLA WATERS, Secretary; Miss ELSIE M. LAWLER, Superintendent of Nurses; Miss EFFIE J. TAYLOR, Associate Superintendent of Nurses.

Advisory Council:

Dr. FRANK J. GOODNOW, President of The Johns Hopkins University; Judge HENRY D. HARLAN, President Board of Trustees of Johns Hopkins Hospital; Dr. WILLIAM H. WELCH, Director of School of Hygiene and Public Health; Dr. WINFORD SMITH, Superintendent of Johns Hopkins Hospital; Dr. JOSEPH AMES, Dr. LEWELLYS BARKER, Dr. HERMAN BIGGS, Dr. THOMAS S. CULLEN, Dr. JOHN M. FINNEY, Mr. JOHN M. GLENN, Dr. JOHN HOWLAND, Dr. HENRY M. HURD, Dr. WILLIAM G. MACCALLUM, Dr. ADOLF MEYER, Dr. WILLIAM S. THAYER, Dr. WHITRIDGE WILLIAMS.

Treasurer:

Mr. JOHN C. THOMAS, Treasurer Johns Hopkins Hospital.

Finance Committee:

Mrs. MARY B. DIXON CULLEN, Chairman; Mrs. C. N. ATHEY, Miss ELSIE M. LAWLER.

Class Organizing Committee:

Miss HELEN CRAWFORD, Chairman; Mrs. C. N. ATHEY, Mrs. J. H. FOARD, Miss AMY P. MILLER, Miss HILDA MILLER, Mrs. KARL WILSON.

Regional Committee:

(This Committee is being formed.)

Publicity Committee:

Mrs. MARY B. DIXON CULLEN, Chairman; Miss ADA M. CARR, Miss ELIZABETH G. FOX, Miss EFFIE J. TAYLOR, Mrs. MARIE DE MONTALVO.

Alumnae General Committee:

Mrs. C. N. ATHEY, Mrs. H. F. BAETJER, Miss HELEN C. BARTLETT, Miss MARY C. BEAN, Miss HELEN F. BOYD, Miss MARGARET S. BROGDEN, Mrs. HELEN H. CAPLES, Miss HELEN H. CRAWFORD, Miss NANCY P. ELLICOTT, Miss DOROTHY FILLER, Miss ALICE FITZGERALD, Mrs. RICHARD H. FOLLIS, Miss MARY A. GOLDTHWAITE, Mrs. AGNES C. HARTRIDGE, Miss ALICE HILLMAN, Miss HELEN T. HOLLIDAY, Miss ANNA C. JAMMÉ, Miss MARY E. LENT, Miss ANGELE MITCHELL, Mrs. J. F. NORRIS, Miss CLARA D. NOYES, Miss FLORENCE M. PATTERSON, Miss ANNAH C. WINN, Miss ANNA D. WOLFE.

Women's Committee:

(This Committee is being formed.)

Please make all checks payable to the Treasurer of The Johns Hopkins Hospital, Mr. John C. Thomas, and address all communications to Miss Y. G. Waters, Secretary of the Endowment Fund, Johns Hopkins Hospital, Baltimore, Maryland.

110

Johns Hopkins Hospital

January
Eleventh
1921.

Mrs. Thomas S. Cullen,
20 E. Eager Street,
Baltimore, Md.

Dear Madam:-

So important do McGill University consider the question of the training of Graduate Nurses that this session we have established a school for this purpose. Two courses are offered - one for Public Health and Social Nursing, and the other to train Nurses for Administrative and Teaching positions in Hospitals and Schools of Nursing. The comparatively large number of nurses taking these courses would seem to shew that there is need of such a School.

The training which is thus afforded cannot be properly provided in the ordinary hospital, and in order that the health of the public may be properly preserved, and that there may be a sufficient supply of nurses trained for the Administration of Hospitals and institutions of a similar kind, teaching and training of the kind now offered by the University must be furnished, and such a School is worthy of the most generous public support.

Yours faithfully,

Principal.

Dr. Nicholson

THE ALUMNAE ASSOCIATION
OF
THE JOHNS HOPKINS HOSPITAL SCHOOL OF NURSING

ENDOWMENT FUND COMMITTEE
JOHNS HOPKINS HOSPITAL
BALTIMORE, MD.

January 1st 1921.

General Currie,
President McGill University,
Montreal, Canada.

Dear Dr. Currie,

We earnestly desire your public approval of our effort to secure an endowment for the Johns Hopkins Hospital School of Nursing.

In order to meet the world demand for more and better nurses certain schools throughout the country must offer young women not only training in bedside nursing but also instruction in administrative, educational and public health work.

This means, for these schools, a change of status from the present one of departments of Hospitals to that of endowed educational institutions.

The effort of our Alumnae Association to assist in this essential adjustment has the cordial endorsement of the Board of Trustees and the Medical Board of the Johns Hopkins Hospital and we enclose a letter of approval from Dr. William H. Welch, former Professor of Pathology and now Director of the new School of Hygiene, Johns Hopkins University.

Your endorsement of this idea in general and our effort in particular will be of great value, will you assist us in this way?

With every good wish,

Sincerely yours,

Mary B. Dixon Cullen
Chairman Publicity Committee

Mrs. Thomas S. Cullen,
20 E. Eager St.
Baltimore, Maryland.

Executive Committee:

Miss M. ADELAIDE NUTTING, Chairman; Mrs. ISABELLE STEVENS HUNNER, Vice-Chairman; Mrs. MARY B. DIXON CULLEN, Assistant Treasurer; Miss YSSABELLA WATERS, Secretary; Miss ELSIE M. LAWLER, Superintendent of Nurses; Miss EFFIE J. TAYLOR, Associate Superintendent of Nurses.

Advisory Council:

Dr. FRANK J. GOODNOW, President of The Johns Hopkins University; Judge HENRY D. HARLAN, President Board of Trustees of Johns Hopkins Hospital; Dr. WILLIAM H. WELCH, Director of School of Hygiene and Public Health; Dr. WINFORD SMITH, Superintendent of Johns Hopkins Hospital; Dr. JOSEPH AMES, Dr. LEWELLYS BARKER, Dr. HERMAN BIGGS, Dr. THOMAS S. CULLEN, Dr. JOHN M. FINNEY, Mr. JOHN M. GLENN, Dr. JOHN HOWLAND, Dr. HENRY M. HURD, Dr. WILLIAM G. MACCALLUM, Dr. ADOLF MEYER, Dr. WILLIAM S. THAYER, Dr. WHITRIDGE WILLIAMS.

Treasurer:

Mr. JOHN C. THOMAS, Treasurer Johns Hopkins Hospital.

Finance Committee:

Mrs. MARY B. DIXON CULLEN, Chairman; Mrs. C. N. ATHEY, Miss ELSIE M. LAWLER.

Class Organizing Committee:

Miss HELEN CRAWFORD, Chairman; Mrs. C. N. ATHEY, Mrs. J. H. FOARD, Miss AMY P. MILLER, Miss HILDA MILLER, Mrs. KARL WILSON.

Regional Committee:

(This Committee is being formed.)

Publicity Committee:

Mrs. MARY B. DIXON CULLEN, Chairman; Miss ADA M. CARR, Miss ELIZABETH G. FOX, Miss EFFIE J. TAYLOR, Mrs. MARIE DE MONTALVO.

Alumnae General Committee:

Mrs. C. N. ATHEY, Mrs. H. F. BAETJER, Miss HELEN C. BARTLETT, Miss MARY C. BEAN, Miss HELEN F. BOYD, Miss MARGARET S. BROGDEN, Mrs. HELEN H. CAPLES, Miss HELEN H. CRAWFORD, Miss NANCY P. ELLICOTT, Miss DOROTHY FILLER, Miss ALICE FITZGERALD, Mrs. RICHARD H. FOLLIS, Miss MARY A. GOLDTHWAITE, Mrs. AGNES C. HARTRIDGE, Miss ALICE HILLMAN, Miss HELEN T. HOLLIDAY, Miss ANNA C. JAMMÉ, Miss MARY E. LENT, Miss ANGELE MITCHELL, Mrs. J. F. NORRIS, Miss CLARA D. NOYES, Miss FLORENCE M. PATTERSON, Miss ANNAH C. WINN, Miss ANNA D. WOLFE.

Women's Committee:

(This Committee is being formed.)

Please make all checks payable to the Treasurer of The Johns Hopkins Hospital, Mr. John C. Thomas, and address all communications to Miss Y. G. Waters, Secretary of the Endowment Fund, Johns Hopkins Hospital, Baltimore, Maryland.

Baltimore, 807 N. Paul Street, December 3 1920,

Dear Mrs. Cullen,

I consider the endowment of training schools for nurses one of the most urgent needs of the present day not only for the better education of nurses for the sick but also ^{to meet} the crying need for the training of public health nurses, in which our hospital training schools must play an important part. Modern medicine and public health will suffer greatly unless such endowment be supplied.

Our training school at the Johns Hopkins Hospital should take the lead in making every effort to secure adequate endowment to meet these pressing, modern needs. Surely no school is in position to make a stronger appeal for generous support by such endowment than the Johns Hopkins Training School for Nurses. It cannot retain its leading position without such aid.

It is amazing that the need of the school for endowment should have remained so long without adequate recognition and its claims so long without more than the most meagre response from the public. The time is not far distant when the unendowed training school for nurses will be as much of an anomaly as the unendowed medical school, and as little capable of meeting its responsibilities to its pupils, the medical and sanitary professions and the public.

I am glad of the opportunity which your letter affords me to express my heartiest sympathy and support for the efforts of your committee and to wish you all success,

Very Sincerely Yours,
William H. Welch,

Mrs. Thomas S. Cullen,
20 East Eager Street,
Baltimore.

MCGILL UNIVERSITY
PRINCIPAL AND VICE-CHANCELLOR
L. W. DOUGLAS

31st January 1938

My dear Mr. Jordan,

I have received your letter of the 24th January concerning a matter which is increasingly engaging the attention of all those who have to do with the education of the young, and I am sure that one engaged as you have been in teaching in schools for a long period of years must be exceptionally well qualified to know the need of such instruction as you now advocate.

With all kind wishes,

Yours sincerely,

E. John Jordan, Esq.,
4195 W. 15th Avenue,
Vancouver, B. C.

Onion Skin

FRANK-MFG. CO.

MADE IN U.S.A.

4195-W-15th ave. Vancouver B.C.

1/26/38

Dear Mr. President:

I have sent to each of the Universities of Canada, 100 reprints from the Reader Digest, July, 1936, hoping that some useful discussion may be started or stimulated among the Canadian students as among those of U.S. See Literary Digest Jan 1938.

Of the 4,000,000 U.S. recruits for the Great War, 13% had Syphilis & 40% sometime had gonorrhea. Total 53%. While still on U.S. soil. Mostly young men, (infective percentage among older men, to ignore this plague, seems to me a crime).

But only those knowing the suffering can fully realize this. My neighbor has five blind children! Another - father dies of paresis. & his young son also goes insane. Another man aware of the existence of the disease for 22 years, detects it ^{at age of 44} by a blood-test; treats it faithfully 12 yrs, in vain, violent suffering ^{for years} - Death - Preventorium established in every city would cost less than cure of results -

The high-school curriculum should contain a sex-instruction course as that of B.C. Even one hour per year would be useful. Text-books on Sex-Knowledge in the school libraries. My experience with many classes in every high school in Chicago informed me that not over 5% had instruction from their parents. Parents know not, & are sensitive -

Children listen anxiously to a sincere & earnest teacher. Hence it becomes the duty of the teacher -

Let us not stick our heads into the sand.

I see no merit in ignorance.

Please do what you can

Sincerely yours

John Jordan

Teacher, retired
age 72. P.E.D.
U. of Dalhousie
U. of Chicago

Visiting Vancouver -

DOCKET STARTS:

JOSHI, S. h.

November
Twenty-fourth
1922.

Dr. Stephen P. Duggan,
419 West 117th Street,
New York, N.Y.

Dear Dr. Duggan:-

I beg to thank you for your letter of November 20th with reference to Dr. S. L. Joshi who is exchanging with Professor P. M. Buck, Dean of the University of Nebraska. The Institute is to be congratulated on the success which has crowned its efforts.

I have already been in communication with Dr. Joshi and hope to have him at McGill about the time mentioned in your letter.

Yours faithfully,

Principal.

The Institute of International Education

419 West 117th Street, New York

Telephone: Morningside 8491

Cable Address: "Intered"

ADMINISTRATIVE BOARD

HERMAN V. AMES
L. H. BAEKELAND
MARION LE ROY BURTON
NICHOLAS MURRAY BUTLER
STEPHEN PIERCE DUGGAN
DR. WALTER B. JAMES
HARRY PRATT JUDSON
ALICE DUER MILLER

PAUL MONROE
JOHN BASSETT MOORE
HENRY MORGENTHAU
DWIGHT W. MORROW
E. H. OUTERBRIDGE
HENRY S. PRITCHETT
AURELIA HENRY REINHARDT
ANSON PHELPS STOKES

STEPHEN P. DUGGAN, PH.D.

DIRECTOR

MARY L. WAITE

EXECUTIVE SECRETARY

BUREAU DIVISIONS

Europe
Far East
Latin America
Scholarships and Fellowships
International Relations Clubs

STEPHEN P. DUGGAN
PAUL MONROE
PETER H. GOLDSMITH
VIRGINIA NEWCOMB
MARGARET C. ALEXANDER

November 20, 1922

Sir Arthur Currie
McGill University
Montreal, Canada

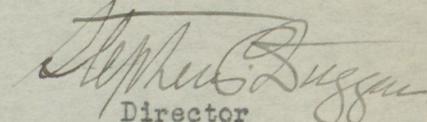
My dear Sir Arthur:

May I draw to your attention the fact that the Institute has arranged for the first exchange between India and the United States? Professor P. M. Buck, Dean of the University of Nebraska, who was born in India and who speaks both Hindi and Hindustani, is exchanging with Dr. S. L. Joshi of the College of Baroda in one of their native states. We have been able to make this exchange because of the remarkably fine series of lectures that Dr. Joshi has given at several of our universities upon Present Day India. The letters that I have received indicate that his exposition of conditions in India are marked by unusual vision, objectivity and restraint doing justice to both the English and the Indian attitudes.

I am speaking of this because Dr. Joshi will be in the neighborhood of McGill University during the second week of December and he has three days free for lectures; namely, December tenth, eleventh or twelfth. I am wondering whether you would not wish to make use of the opportunity to have him address your students? In addition to his lectures on India, Dr. Joshi has worked up a lecture on the Near East which he delivered before one of our colleges with great success.

I do not know what honorarium Dr. Joshi would expect but I know that my experience with him this year justifies my belief that he is a most reasonable man in every respect.

Sincerely yours


Director

SPD:EL

The Institute of International Education

419 West 117th Street, New York

Telephone: Morningside 8491

Cable Address: "Intered"

ADMINISTRATIVE BOARD

HERMAN V. AMES
L. H. BAEKELAND
MARION LE ROY BURTON
NICHOLAS MURRAY BUTLER
STEPHEN PIERCE DUGGAN
DR. WALTER B. JAMES
HARRY PRATT JUDSON
ALICE DUER MILLER

PAUL MONROE
JOHN BASSETT MOORE
HENRY MORGENTHAU
DWIGHT W. MORROW
E. H. OUTERBRIDGE
HENRY S. PRITCHETT
AURELIA HENRY REINHARDT
ANSON PHELPS STOKES

STEPHEN P. DUGGAN, PH.D.

DIRECTOR

MARY L. WAITE

EXECUTIVE SECRETARY

BUREAU DIVISIONS

Europe
Far East
Latin America
Scholarships and Fellowships
International Relations Clubs

STEPHEN P. DUGGAN
PAUL MONROE
PETER H. GOLDSMITH
VIRGINIA NEWCOMB
MARGARET C. ALEXANDER

February 3, 1923

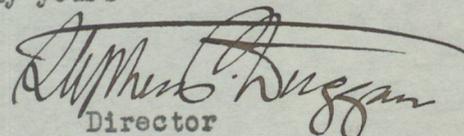
General Sir Arthur Currie
Principal McGill University
Montreal, Canada

Dear Sir:

It has been my good fortune to have originated exchanges between professors in this country and in other countries of the world. There has been no difficulty in the past in making exchanges with Europe but few have been made with other countries. I was able last year to make the first exchange between India and the United States, arranging for Dean Buck of the University of Nebraska to go to the College of Baroda in exchange with Dr. S. L. Joshi who was to spend a year at Nebraska. Dr. Joshi's work was so effective that I also circuited him about our country to lecture among our colleges and universities, and he has been uniformly successful. I have received a good many letters attesting to his fine work.

I think it is an admirable thing for as many people as possible on our continent to know more about India because we are dreadfully ignorant concerning it and I should be very glad to keep Dr. Joshi here. He told me he had a conversation with you while in Canada and that there was a possibility that McGill University and some of the neighboring theological schools might be able to make use of him for ~~the short~~ term. *first* I think if that were arranged we might be able to make another connection for him in an American university for a second term. I should be very glad to hear whether this matter interests you and meets with your approval.

Sincerely yours


Director

SPD:EL

February
Sixth
1923.

Stephen P. Duggan, Esq., Ph.D.,
419 West 117th Street,
New York, N.Y.

Dear Sir:-

Let me acknowledge your letter of
February 3rd with reference to Dr. S. L. Joshi.

The possibility of Dr. Joshi being
available for the first term of the session 1923 -24
to give a course of lectures at McGill interests me
very much. Dr. Joshi created a very splendid
impression while in Montreal and I am sure his lectures
would be appreciated and would form a valuable con-
tribution to the University's work. Will you please
inform me just how much we would have to pay for
Dr. Joshi's services from October 1st to the end of
December or the middle of January, when the first
term ends?

Yours faithfully,

Principal.

JOHN BONSALL PORTER, E.M., D.Sc.,
MEM. INST. C.E., ETC. PROFESSOR.

JOHN W. BELL, M.Sc.
ASSOC. PROFESSOR.

WILLI ERLBORN, M.Sc.
LECTURER.

DEPARTMENT OF MINING ENGINEERING
MCGILL UNIVERSITY
MONTREAL

Feb. 19th. 1923

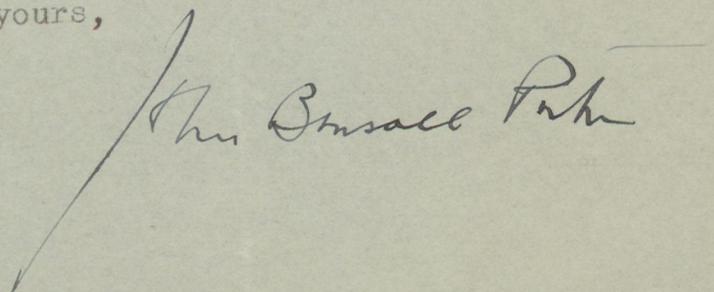
Sir Arthur Currie,
Principal McGill University.

Dear Sir Arthur:

I hand you with this a belated letter which arrived on Saturday from Professor Joshi. He asks me to see you and I shall be very glad to do so if you want me to come up, but I imagine it will suffice for me to say that Joshi impressed me as being well informed and very much in earnest and I think his lectures would benefit not only University students but also students of the affiliated Theological Colleges.

If it comes to a question of taking up a subscription to meet the expense of Joshi's lectures I should be very glad to do something, but my gift would of course be a mere drop in the bucket.

Very truly yours,

A handwritten signature in cursive script, reading "John Bonsall Porter". The signature is written in dark ink and is positioned below the typed name "Very truly yours,".

February
Twentieth
1923.

Dear Dr. Porter:-

I am returning herewith Professor
Joshi's letter.

I have heard from the Institute of
International Education of New York with reference
to Dr. Joshi coming to McGill for half of next year.
I am trying to find out just how much it is going
to cost.

Yours faithfully,

Principal.

Dr. J. B. Porter,
Chemistry & Mining Building.

Copy for General Sir Arthur Currie.

UNIVERSITY OF NEBRASKA
LINCOLN

February 20, 1923



Dr. Stephen P. Duggan,
Director, Institute of International Education,
419 West 117th St.,
New York City

My dear Dr. Duggan:

It will indeed be a great pleasure to me to work at McGill University during the first half of the academic year 1923-24. I shall welcome a chance to demonstrate the cultural and instructional value of my lectures and incidentally become a link between the intellectual life of Canada and India. It will, of course, be open to the authorities of McGill to give permanence to my services, if they should desire to do so on the strength of the merits of the work I shall have done by the end of the first semester.

I should like to propose two courses of study dealing with the history, institutions and culture as well as some of the present day problems of India and also of the Mohammedan world, and to suggest that a sum of \$2000.00 be given me as compensation.

Dr. Rexford, the Dean of the combined Theological Seminaries of Montreal, had a conversation with me last December about the desirability of my giving a special course on the history of Islam and of the other religions of India during the period of my proposed work at McGill University. It has been my impression that these seminaries form, in a sense, the theological department of McGill and that it is open to the theological students to attend my lectures at that institution. In view of the extra work connected with the proposed lectures on the history of Religion, however, it would be necessary to add \$500.00 to the amount suggested above as my remuneration.

Yours very sincerely,

S. L. Joski

Prof. S. L. Joshi

93 Seward Ave
Detroit

Telegram received

Will give definite
answer next week

A. W. Currie

G. N. W. TELEGRAPH CO.
CANADIAN NATIONAL TEL. CO.
Exclusive Connection with
WESTERN UNION TEL. CO.
Cable Service to all the world
Money Transferred by Telegraph

TELEGRAPH
CANADIAN NATIONAL TELEGRAPHS
AND CABLE
1923 MAY
TELEGRAM

CLASS OF SERVICE	SYMBOL
Day Message	
Day Letter	Blue
Night Message	Nite
Night Letter	N L

If none of these three symbols appears after the check (number of words) this is a day message. Otherwise its character is indicated by the symbol appearing after the check.

HEAD OFFICE, TORONTO, ONT.

GEO. D. PERRY, GENERAL MANAGER

RA54 43 4 EXTRA NL

3726
DETROIT MICH 3

GENL SIR ARTHUR CURRIE

PRINCIPAL MCGILL UNIVERSITY MONTREAL QUE
TRUST YOU RECEIVED LETTER PROPOSING TWO THOUSAND DOLLARS REMUNERATION
FOR LECTURES ON HISTORY CULTURE AND PROBLEMS OF INDIA AND MOSLEM
WORLD DURING FIRST HALF NEXT ACADEMIC YEAR AND FIVE HUNDRED FOR
LECTURES ON INDIAN RELIGIONS FOR JOINT THEOLOGICAL COLLEGES
JOSHI 93 SEWARD AVENUE.

THE DAILY NEBRASKAN

LINCOLN, NEBRASKA, THURSDAY, MARCH 22, 1923

VOL. XXII—NO. 117.

DR. JOSHI LEAVES NEBRASKA AND WILL CONTINUE HIS WORK IN EAST

Will Make Addresses in St. Louis and Detroit Enroute to New York Where Plans Will Be Made for Rest of His Stay in This Country—May Return Here This Summer.

EXPECTS TO VISIT HENRY FORD WHILE IN DETROIT

Lectured for Courses on Social and Economic Conditions in India and Religion—Dean Buck Expects to Return to This Country Sometime in May After Completing Work in India.

Dr. S. L. Joshi of Baroda, India, who has been at the University for the past six weeks leaves early today for St. Louis, where he will deliver a lecture Sunday under the auspices of the Ethical Culture Society. From there he will go to Detroit, and on to New York where definite plans for the remainder of his stay in this country will be made.

There is a possibility that Dr. Joshi may return to Nebraska this summer, and if he does, he will probably teach regular classes. "Many friends seem to want me to return," said Dr. Joshi last night, "and the Chancellor seems agreeable. After Dean Buck returns from India, there will be a conference and it may be decided then as to what I am to do."

In Detroit, which he will visit after he leaves St. Louis, Dr. Joshi has an arrangement to see Henry Ford, to "chat" with him about conditions, chiefly economic, in India. The Indian educator will reach New York about April 6, and while he is there definite plans will be completed as to the disposal of the time before him previous to his departure for his native land.

Dr. Joshi has conducted classes at the University of Nebraska for six weeks, beginning February 5. His program included courses on the following subjects: Social and Economic Conditions in India, Religion of India and Hindu Culture.

These courses were given in connection with the philosophy department. Visitors were invited. Dr. Joshi's classes were well attended, and many townspeople as well as students have availed themselves of the opportunity of hearing his lectures.

In addition to his regular classes, Dr. Joshi set aside regular hours for conference with students wishing to ask questions on any subject regarding India.

Dr. Joshi has also lectured before other classes and various local churches and meetings. He spoke to the freshmen of the Arts and Science College several weeks ago. In every instance his subject has been connected with India.

Dean Philo M. Buck, who has completed his work in the India University where his exchange professorship took him, will return to Nebraska in May. He expects to offer classes in the first session of the summer school.

It is with sorrow that Nebraska students, members of the faculty, and people of this community bid goodby to our distinguished visitor from the heart of Asia. When Professor Joshi of Baroda College, India, starts on his return trip to the Orient, he will leave behind him in the minds of all of us many pleasant memories of his visit and many worthwhile thoughts given in the course of his lectures.

For six weeks, students have had a splendid opportunity to learn of present-day conditions in India and the cultural, social and political background leading up to those conditions. The addresses by Dr. Joshi have been scholarly, full of interest, and well received at all times. The contact with some one outside our own country has had broadening influences, the effects of which should be lasting.

The Carnegie foundation has done a fine thing in making possible the exchange of professors between institutions in this country and others. New viewpoints are in this way obtained and provincialism banished. Nebraska may count herself fortunate in having one of so eminent as Dr. Joshi as lecturer of her campus this year.

The Institute of International Education
407 West 117th Street, New York

INTERNATIONAL RELATIONS CLUBS

MARGARET C. ALEXANDER, Secretary
BERNICE SANBORN, Assistant Secretary
MARY E. WALSH, Assistant Secretary

Telephone, Morningside 7583

STEPHEN P. DUGGAN, Ph.D.
DIRECTOR

BUREAU DIVISIONS

Europe	STEPHEN P. DUGGAN
Far East	PAUL MONROE
Latin America	PETER H. GOLDSMITH
Women's Colleges	VIRGINIA NEWCOMB
International Relations Clubs	MARGARET C. ALEXANDER

April 15, 1923.

General Sir Arthur Currie, K.C.B.
Principal, McGill University,
Montreal, Canada.

Dear Sir Arthur,

I enclose herewith a newspaper clipping which contains references to the work I have done at the University of Nebraska. This work having now come to an end I am naturally anxious to make my plans for the coming winter.

In writing to Dr. Duggan about my recent visit to Montreal, you were pleased to express a desire to have me on the staff of McGill University during the first half of the next academic year and to inquire about the amount of remuneration I shall expect. Dr. Duggan tells me he has forwarded to you my letter to him on this subject, but has not heard anything in reply.

If there is any further information about myself that you would like me to supply, I shall indeed be very happy to do so. During my periodical visits to Canada I have been overwhelmed by the kindness and hospitality of the Canadian people and I have set my heart upon serving them through McGill University if I am permitted to do so.

I shall therefore be grateful if you will very

kindly

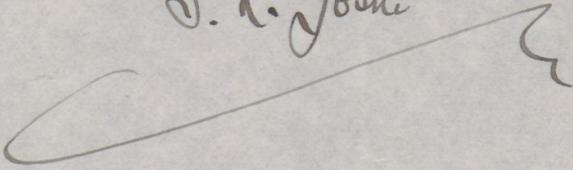
kindly let me know your decision in this matter at an early date to enable me to plan intelligently for the future.

I remain

Dear Sir Arthur

Yours respectfully

S. L. Joshi



April
Eighteenth
1923.

Dr. S. L. Joshi,
C/o. The Institute of International Education,
407 West 117th Street,
New York, N.Y.

Dear Dr. Joshi:-

I am in receipt of your letter
of April 15th.

The only correspondence I have
had with Dr. Duggan on this matter is a letter
from him dated February 3rd, to which I replied
on February 6th. I am attaching copies of both
letters. Since that time I have not heard and
would be glad to receive a copy of your letter
to Dr. Duggan, to which you make reference.

With all good wishes,

Ever yours faithfully,

Principal.

The Institute of International Education

419 West 117th Street, New York

Telephone: Morningside 8491

Cable Address: "Intered"

ADMINISTRATIVE BOARD

HERMAN V. AMES
L. H. BAEKELAND
MARION LE ROY BURTON
NICHOLAS MURRAY BUTLER
STEPHEN PIERCE DUGGAN
DR. WALTER B. JAMES
HARRY PRATT JUDSON
ALICE DUER MILLER

PAUL MONROE
JOHN BASSETT MOORE
HENRY MORGENTHAU
DWIGHT W. MORROW
E. H. OUTERBRIDGE
HENRY S. PRITCHETT
AURELIA HENRY REINHARDT
ANSON PHELPS STOKES

STEPHEN P. DUGGAN, PH.D.

DIRECTOR

MARY L. WAITE

EXECUTIVE SECRETARY

BUREAU DIVISIONS

Europe
Far East
Latin America
Scholarships and Fellowships
International Relations Clubs

STEPHEN P. DUGGAN
PAUL MONROE
PETER H. GOLDSMITH
VIRGINIA NEWCOMB
MARGARET C. ALEXANDER

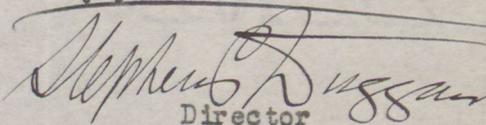
April 18, 1923

General Sir Arthur Currie
Principal of McGill University
Montreal, Canada

My dear General Currie:

On February third I wrote to you about the possibility of McGill University making use of the services of Dr. S. L. Joshi who as been at the University of Nebraska having exchanged with Dean Buck of that institution, the latter taking Dr. Joshi's place at the College of Baroda. In answer, you stated that though you could not at that time make any definite statement you were interested in the possibility of using Dr. Joshi. Dr. Joshi is in correspondence with some other institutions here and I think it would be helpful if it were possible to know whether there is any likelihood of McGill's wanting him at any time next year.

Sincerely yours


Director

SPD:EL

April
Twenty-third
1923.

Dr. Stephen P. Duggan,
The Institute of International Education,
419 West 117th Street,
New York, N.Y.

My dear Dr. Duggan:-

Let me acknowledge receipt
of your letter of April 18th.

If you will look up your correspondence you will see that in reply to your letter of February 3rd I wrote to you on February 6th. In addition to saying that I would be interested in having Dr. Joshi at McGill, I asked how much we would have to pay for his services from October 1st to the end of December or the middle of January. Since that time I have had no further word from you, although in a letter from Dr. Joshi to me on April 15th he stated that he had written you giving you the information that would enable you to reply to my request.

I cannot make any decision about him until I know how much he expects to get.

With all good wishes, I am,

Yours faithfully,

Principal.

The Institute of International Education

419 West 117th Street, New York

Telephone: Morningside 8491
Cable Address: "Intered"

ADMINISTRATIVE BOARD

HERMAN V. AMES
L. H. BAEKELAND
MARION LE ROY BURTON
NICHOLAS MURRAY BUTLER
STEPHEN PIERCE DUGGAN
DR. WALTER B. JAMES
HARRY PRATT JUDSON
ALICE DUER MILLER

PAUL MONROE
JOHN BASSETT MOORE
HENRY MORGENTHAU
DWIGHT W. MORROW
E. H. OUTERBRIDGE
HENRY S. PRITCHETT
AURELIA HENRY REINHARDT
ANSON PHELPS STOKES

STEPHEN P. DUGGAN, Ph.D.

DIRECTOR

MARY L. WAITE

EXECUTIVE SECRETARY

BUREAU DIVISIONS

Europe
Far East
Latin America
Scholarships and Fellowships
International Relations Clubs

STEPHEN P. DUGGAN
PAUL MONROE
PETER H. GOLDSMITH
VIRGINIA NEWCOMB
MARGARET C. ALEXANDER

April 24, 1923.

General Sir Arthur Currie, K.C.B.,
Principal, McGill University,
Montreal, Canada.

Dear Sir Arthur,

I was surprised to learn from your letter of the 18th instant that my letter of last February addressed to Dr. Stephen P. Duggan did not reach your office. In that letter I have suggested that as a remuneration for my proposed lectures during the first half of the next academic year, I should be given 2,000 dollars. The lectures will deal with the history, culture and present day problems of India and the Moslem world. It was further suggested that an additional sum of 500 dollars may be paid by the theological colleges in Montreal if I were called upon to deliver a course of lectures on the subject of Comparative Religion. Dean Rexford has doubtless spoken to you on this subject although I have not heard from him so far.

I am very sorry for the delay that has occurred through an oversight in Dr. Duggan's Office, and shall feel thankful if I can have your decision at an early date.

Yours very sincerely,

S. L. Joshi

Dr. R. Bruce Taylor - 2 -

I am not sure that his courses would be well attended by the students for three months unless they were given credit for attendance and I do not see how that could be done. I consider a course of twelve lectures given by him and extending over a period of three weeks or a month, to which the public would be admitted free, would be a great success. It has occurred to me that if Toronto and Queen's were agreeable we might share him during the first half of the 1923-24 session. We might have to pay him something in addition to the \$2,000. I have no doubt the courses would be interesting and valuable. There are a great many people now deeply interested in Indian problems.

I wired to Professor Joshi to-day to say that I would let him know definitely next week. What do you think of the suggestion I have made?

Yours faithfully,

Sir Robert Falconer,
University of Toronto,
Toronto, Ont.

May
Fourth
1923.

Dr. R. Bruce Taylor,
Principal, Queen's University,
Kingston, Ont.

Dear Principal Taylor:-

I daresay you know Professor S. L. Joshi, the Indian scholar who during the past year has been teaching in the University of Nebraska, where he exchanged with one of their professors who want to Joshi's university in India.

He has visited Montreal on more than one occasion and is very highly regarded by all who met him. He has a perfect command of English and is, no doubt, a very cultured man. It has been suggested to me that it would be a good thing if McGill would bring him to Montreal for the three months from the 1st of October to the end of December, in order that he might give a course of lectures at the University. I have met him myself, have lunched and dined with him and heard him address public bodies, and I have had some correspondence with him lately regarding the possibility of his coming here. He proposed to give two courses of study dealing with the history, constitution and culture, as well as some of the present day problems, of India and also of the Mohammedan world and suggests that he be given the sum of \$2,000. as compensation. In addition the Theological Colleges affiliated with McGill have had some correspondence with him as to a special course on the history of Islam and the other religions of India, which he would give while lecturing at McGill. From them he asks \$500.00.

President's Office.



May 7th, 1923

Sir Arthur Currie, G.C.M.G.,
Principal, McGill University.

My dear Sir Arthur:

Mr. Joshi was in Toronto the year before last I think, and at that time was anxious to arrange to deliver a course of lectures in the University. I should be glad to have him for three or four lectures, but I do not think we could go beyond that. We have so many visiting lecturers and our commitments are already so heavy that with our falling income we cannot venture on a large amount. I do not think we could go beyond \$250, say for five lectures at the outside. They should probably be on Indian History or something that would interest our Political Science people. I am afraid as you are that any course that is not part of the regular college curriculum would hardly draw continuously attendance from our students. But, it is probably a good thing for us to have an Indian give some lectures here. The fact of his lecturing may mean as much as the lectures themselves. You might therefore count on \$250 for five lectures some time in the autumn to suit your convenience as well as ours.

With kind regards, I am,

Yours sincerely,

A handwritten signature in cursive script, appearing to read "Robert Palmer".

President.

May
Ninth
1923.

Dr. Stephen P. Duggan,
The Institute of International Education,
419 West 117th Street,
New York, N. Y.

Dear Dr. Duggan:-

With reference to previous correspondence re Dr. S. L. Joshi and the possibility of his coming to McGill for the first half of the session 1923-24 I regret to have to say that I find it impossible to make the arrangement.

Unfortunately there is no course in McGill's curriculum where the lectures suggested by Dr. Joshi would fit and therefore a student could not receive credit for work done in them. Under these conditions I doubt if students would continue attendance at lectures over a period of three months. Of course, the public might very well be admitted, but if so, the lectures would then more properly come under the Extension Department, which Department I find will not have sufficient funds at its disposal to set aside \$2,000. for Professor Joshi's lectures.

This decision, I know, will prove a great disappointment to many students at McGill and others in the city of Montreal, but in these days of so many increased demands the University Principal must watch very closely the balancing of his budget.

I do not know just where Dr. Joshi is at the present time, but no doubt he keeps in touch with you. In communicating to him this

Dr. Stephen P. Duggan - 2 -

decision please say to him that, personally, I
regret very much not being able to complete the
arrangement.

Yours faithfully,

Principal.

McGILL UNIVERSITY
MONTREAL.

FACULTY OF ARTS.
OFFICE OF THE DEAN.

May 23, 1923.

Sir Arthur Currie,
Principal, McGill University.

Dear Sir Arthur,

After our conversation about the
Hindoo, Professor Joshi, I wrote to a member of the
Faculty in the University of Nebraska where Joshi
has been giving lectures and asked him to let me have
a confidential statement of his impressions of him.
Yesterday I received a letter of which the enclosed
is a copy. The writer is a former student of mine
and is now classical professor there.

Sincerely yours,

Gordon Laing
per J.

Dean

Encl.
MDF/GJL

COPY

The University of Nebraska
Lincoln
Greek History and Literature

May 18, 1923.

My dear Mr. Laing,

My delay in replying to your letter is due to the fact that I had but slight acquaintance with Prof. Joshi and I have had to make inquiry as to the impression he created here.

First as to his scholarship. Those of my colleagues most competent to judge think that he is more a Chautauqua lecturer than a scholar. He seemed ready to discuss any topic before any gathering. The one man here who knows most about Indian life doubts whether Prof. Joshi is capable of giving an unbiased account of the life of his country.

In the few conversations that I had with him I got the impression that underneath all of his activity was a carefully concealed antagonism to the British, and some think that he has an ulterior motive in trying to find a place on some faculty in this country. As one man expresses it, he is a "downy bird". This is, however, only an impression and nothing could be adduced to prove it true.

I hope this is an adequate answer. If not, let me know and I will try to get the sort of criticism that will enable me to be more specific.

Yours truly,

(Sgd.) J. L. Rice Jr.

June 6th, 1923.

Dr. R. Bruce Taylor,
Principal, Queen's University,
Kingston, Ont.

Dear Principal Taylor:-

I have your letter of the
4th instant re Joshi.

I have decided not to make any
further efforts to bring him to Canada next Fall.
A few lectures from him would have been very
interesting, but I do not believe the students
generally would have attended a course by him
unless they could get credit for such attendance.

I have also made some inquiries
from Nebraska, where he was an exchange professor,
and from what I am told I do not think they would
be willing to take him on again.

With all good wishes, I am,

Yours faithfully,

R. BRUCE TAYLOR, D.D. LL.D.
PRINCIPAL
W. E. MCNEILL, M.A. PH.D.
REGISTRAR AND TREASURER
ALICE KING
DEPUTY REGISTRAR



QUEEN'S UNIVERSITY
KINGSTON
CANADA

June 4th, 1923

Sir Arthur Currie
Principal
McGill University
Montreal, P.Q.

re Professor Joshi

My dear Sir Arthur,

I have a little difficulty about this suggestion regarding Professor Joshi. We find it here an extremely hard thing to induce students to attend a series of lectures which are not going to count as part of a course. The curriculum is loaded and over-loaded already and I have often been ashamed at the poor audience which assembles to hear an outstanding man.

The trustees give to an Art and Lecture Committee \$1200. a year and this money has already been allocated for next winter for a course of lectures upon history and art and for two concerts. The money difficulty, however, is not the main one. I have no doubt that an application to the trustees would secure any reasonable sum I might ask for. The real difficulty is the interjection of the extra partial course in view of the arrangements already made for the course on Art.

With kindest regards,
Yours sincerely,

R. Bruce Taylor
Principal

April 13

Prof Joshi (Dartmouth)

Called. Advises to lecture Hindu
and modern culture, for
travelling expenses only, £ 100/-
Simultaneously w. his Dartmouth
course.

April 30, 1931.

Professor Joshi,
Dartmouth College,
Hanover, New Hampshire,

Dear Professor Joshi,

I am sorry that I did not return from India when you called on April 13th. I had a wonderful trip and received the most kind consideration from everyone in India, British and native. More than ever do I appreciate how valuable lectures would be on Hindu and Muslim culture. My difficulty lies in the fact that owing to the severe financial depression and falling revenues, I am unable to add in any way to the burdens of the budget. Perhaps the future will be more kind to us.

Yours faithfully,

Principal

DEPARTMENT OF COMPARATIVE RELIGION AND
INDIAN PHILOSOPHY

S. L. JOSHI
PROFESSOR IN CHARGE

DARTMOUTH COLLEGE

HANOVER, N. H.

May 2, 1931.

Sir Arthur W. Currie., G.C.M.G., K.C.B.,
The Principal and Vice-Chancellor,
McGill University,
Montreal, P. Q., Canada.

Dear Sir Arthur:

I was delighted to get your letter of April 30th and to know that you have greatly enjoyed your visit to India. Lord and Lady Willingdon have received an enthusiastic welcome in a land where their names have already become household words and I am inclined to be very optimistic in regard to the final outcome of the second Round Table Conference which is to be held next autumn in London. I have always held the view that a hearty cooperation between the best elements in Great Britain and India will be able to find satisfactory solutions of the many tortuous and complicated problems which are still vexing the Imperial Government.

I am glad to note your enthusiasm regarding the desirability of introducing into the curriculum of McGill University courses of study dealing with the cultures of India and the Moslem world. I also appreciate your difficulties due to the present financial depression, but I am quite confident that there are wealthy citizens in Montreal, like Mr. Macaulay of the Canadian Sun Life Insurance Co., who would be glad to give favorable consideration to the question of making a specific endowment, as a memorial to Lord Willingdon in Canada, for the purpose of making it financially possible for you to realize this object. I have also other suggestions of a practical kind which I may bring to your attention sometime when we can meet and discuss this matter personally.

Last February I was invited to the University of Toronto to give a lecture on The Distinctive Traits of Hindu Thought in Relation to Social and Political Ideals and had, on that occasion, a splendid opportunity to note that the Canadian people are becoming more actively interested in the problems as

Sir Arthur W. Currie.

May 2, 1931.

between Great Britain and India. It will be very gratifying to me to have an opportunity to repeat this lecture in Canada in a center like Montreal. I am tentatively holding the third week-end of this month for a visit to Montreal and hope it would be possible to push this matter further through a personal interview with you and with other people likely to be interested in the question of finding the financial means to support the courses of study referred to above .

I am indeed very eager to meet you in order to learn of the impressions you have received from your visit to India and hope it will be possible for us to meet before the end of this month. I am planning to sail for England from Quebec on June 27th and I am looking forward to the prospect of meeting Lord Irwin, who has done so much to clarify the political situation in India.

Yours very sincerely,

S. L. Joshi

J:F

DEPARTMENT OF COMPARATIVE RELIGION AND
INDIAN PHILOSOPHY

S. L. JOSHI
PROFESSOR IN CHARGE

DARTMOUTH COLLEGE
HANOVER, N. H.

April 27, 1932.

General Sir Arthur Currie, Principal,
McGill University,
Montreal, P. Q.,
Canada.

Dear General:

During the last summer, I had the pleasure of being invited to the Congress of the Universities of the British Empire in Edinburgh and also of hearing a very interesting lecture given by Lord Irwin in London, on the entire subject of the present situation in India. I had some correspondence with Lord Irwin from the Continent and have come to form a very high estimate of his statesmanship.

I hear that Lord Irwin is invited by the University of Toronto to lecture under the new Massie Foundation next month, and it is quite likely that you would have him lecture at McGill University before he returns home.

My object in writing this letter to you is to suggest that the question of establishing, at McGill University, a Chair in the history and culture of India may be taken up with Lord Irwin, with a view to his cooperation in raising funds for this purpose from some of the leading princes of India.

I am planning to sail for England about the middle of June from Quebec, with a view to discuss this matter with Lord Reading. I am convinced that between Lord Irwin and Lord Reading the question of getting some of the leading princes in India interested in supporting the Chair on Indian History, can be satisfactorily solved. Under present financial conditions, I realize that no funds can be raised in Canada for this purpose; but there is no reason why the establishment of such a Chair at McGill should not be regarded by the princes of India as a symbol of cooperation between India and Canada, and as such, worthy of their hearty support.

With warm regards.

Yours sincerely,

S. L. Joshi

J:F

April 29th, 1932.

Professor S. L. Joshi,
Department of Comparative Religion,
Dartmouth College,
Hanover, N. H.

My dear Professor Joshi,

Thank you for your letter of the twenty-seventh. Lord Irwin made a very fine address in Toronto last evening on the Indian situation, and I am sure Mr. Vincent Massey is satisfied with the way in which the Massey Lectureship has been inaugurated.

I am not asking Lord Irwin to lecture at McGill, because he is speaking to the Canadian Club on the 9th and also broadcasting more here late in the evening of the 6th. For this latter broadcast I believe there has been a hook-up arranged to take in all of Canada and the United States.

The suggestion of the establishment at McGill of a Chair in the History and Culture of India is one which interests me very much, but there is no possible chance of my obtaining funds in Canada for that purpose at the present time.

I have here, as you know, a Professor of Chinese Studies and the Gest Chinese Research Library. I have what is called a Department of Oriental Languages, where Arabic and the Semitic Languages are taught, and I should like to add to that Department a professor from India, in order that I might have a real "Far East" Department, in order that we might have a translation of culture as well as a translation of the languages. I believe that the

influence of the Near East extended to the Far East
and that these are inextricably bound together.

How the interest of
the Indian Princes could be achieved, I do not know.
But I will discuss the matter with Lord Irwin when
he comes to Montreal. He is spending one evening
with me.

With all good wishes,

Ever yours faithfully,

Principal.

DEPARTMENT OF COMPARATIVE RELIGION AND
INDIAN PHILOSOPHY

S. L. JOSHI
PROFESSOR IN CHARGE

DARTMOUTH COLLEGE

HANOVER, N. H.

May 13, 1932.

Sir Arthur W. Currie, G.C.M.G., K.C.B.,
The Principal and Vice-Chancellor,
McGill University,
Montreal, P. Q., Canada.

My dear General:

It was a great pleasure to get your letter of April 29th. Several professors at Dartmouth College were delighted to hear the splendid address given by Lord Irwin on the radio in Montreal on the 6th. I have been having some correspondence with Lord Irwin and both of us are looking forward to the prospect of meeting in London at the end of June. I am planning to sail from Quebec on June 16th and would like to have the pleasure of meeting you in Montreal on the 15th, before I sail.

In a letter I have just addressed to Mr. Massey, I have said the following in regard to the desirability of founding a Chair at McGill University, dealing with the history and cultures of India.

respond to "I feel that some of the Princes in India may be inclined to a suggestion that might be made to them that the founding of such a Chair would constitute an important link between India and Canada. Before I sail from Quebec on June 16th, I shall endeavor to have a conference with Sir Arthur in Montreal on this subject and will also discuss the matter with Lord Irwin. If Lord Irwin and Lord Reading, the two ex-Viceroy's of India, were to write a private letter to His Exalted Highness, the Nizam of Hyderabad, and also to His Highness, the Maharaja of Mysore, urging them to contribute towards such a plan as an important step in strengthening the bonds between Canada and India, I have no doubt that the desired aid can be realized."

In your letter under reply, you were hoping to discuss the question of enlisting the interest of the Indian Princes, with Lord Irwin. I shall be glad to know whether Lord Irwin holds out any hope of success in this matter. With warm regards,

Yours sincerely,

J:F

S. L. Joshi

May 16th, 1932.

Professor S.L. Joshi,
Department of Comparative Religion
and Indian Philosophy,
Dartmouth College,
Hanover, N.H.

Dear Mr. Joshi,

I have your letter of the 13th. I saw a good deal of Lord Irwin during his visit to Montreal and on one occasion had a brief discussion with him regarding the project in which you are so interested.

I am afraid that writing a letter to Mr. Massey will not help very much the foundation of a Chair of Indian History, Philosophy, etc. at McGill. Mr. Massey is one of the Governors of Toronto University, was considered for the Presidency when Sir Robert Falconer resigned, has presented Toronto University with Hart House, a model of its kind; and if any Chair of Indian Philosophy is to be established in Canada, I imagine Mr. Massey would want it established at Toronto University.

I did not find Lord Irwin overly keen, nor had he much hope of interesting an Indian Prince in such a project.

While I should be glad to see you any time you come to Montreal, I am afraid the 15th of June is absolutely impossible. On that date my daughter is being married; I am afraid I cannot promise you an interview.

Ever yours faithfully,

Principal.

DOCKET ENDS:

JOSHI, S. H.

The JOURNAL of
HIGHER EDUCATION

THE OHIO STATE UNIVERSITY
COLUMBUS, OHIO



November 13, 1935

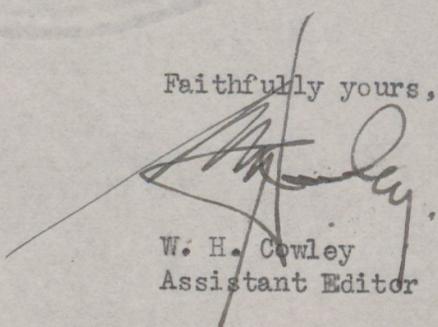
Chancellor A. E. Morgan
McGill University
Montreal, Canada.

Dear Chancellor Morgan:

I have just read of your election to the office of Chancellor of McGill University, and I am writing not only to wish you success in your administration, but also to call your attention to the Journal of Higher Education, a publication that should be of considerable assistance to you in your work.

The enclosed brochure describes our publication. I hope that I may look forward to your subscription in the near future.

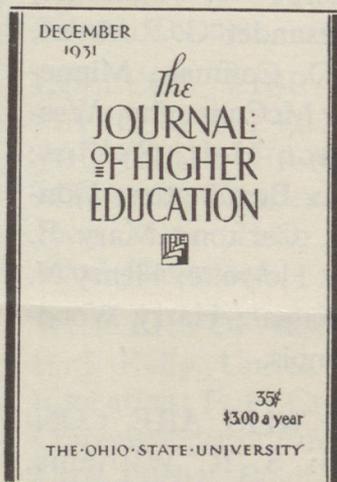
Faithfully yours,



W. H. Cowley
Assistant Editor

WHC:FL

The Educator's Vade Mecum



THE JOURNAL OF HIGHER EDUCATION is a professional journal for college administrators and professors which was established in 1930 under the editorship of W. W. Charters, Bureau of Educational Research, Ohio State University.

ARTICLES of historical intent and of critical appraisal, as well as reports of survey studies and experimental investigations, have appeared in the first two volumes of the JOURNAL. These articles have been contributed by college presidents and deans and by professors from many academic departments.

PRESIDENTS WHO HAVE CONTRIBUTED ARTICLES TO THE JOURNAL: A. Lawrence Lowell, Harvard; Robert Maynard Hutchins, Chicago; Ernest H. Wilkins, Oberlin; Glenn Frank, Wisconsin; George W. Rightmire, Ohio State; Alexander G. Ruthven, Michigan; L. D. Coffman, Minnesota; James L. McConaughy, Wesleyan; Hamilton Holt, Rollins; Robert D. Leigh, Bennington; Donald J. Cowling, Carlton; Mary E. Woolley, Mount Holyoke; Henry N. MacCracken, Vassar; Harry Woodburn Chase, Illinois.

PROFESSORS WHO ARE CONTRIBUTORS: S. R. Williams, physics, Amherst; Leon Burr Richardson, chemistry, Dartmouth; H. H. Newman, botany, Chicago; H. H. Whetzel, plant pathology, Cornell; Ralph W. Gerard, physiology, Chicago; W. C. Rappleye, Commission on Medical Education; L. L. Thurstone, psychology, Chicago; A. C. Krey, history, Minnesota; Charles R. Lingley, history, Dartmouth; John J. Coss, philosophy, Columbia; M. C. Otto, philosophy, Wisconsin; Algernon Coleman, French, Chicago; Ethel Hampson Brewster, Latin, Swarthmore; Alexander Meiklejohn, philosophy, Wisconsin; A. J. Klein, higher education, Ohio State; Elliot R. Downing, education, Chicago.

THE JOURNAL OF HIGHER EDUCATION is distinctive in that the great majority of its contributors are administrators and professors outside the special department of education. The Editors believe that the development of higher education is the interest and concern of all university and college departments rather than of a single group of specialists. The following incomplete list of contributors to the JOURNAL in its two years of life will illustrate the breadth and range of content which its Editors are seeking.

DEANS AS AUTHORS: C. S. Boucher, Chicago; Max McConn, Lehigh; H. E. Hawkes, Columbia; Harry Bigelow, Chicago; J. B. Johnston, Minnesota; Carl E. Seashore, Iowa; R. E. Buchanan, Iowa State; Douglas Waples, Graduate Library School, Chicago.

COLLEGE LIBRARIANS WHO HAVE WRITTEN FOR THE JOURNAL: Frank K. Walter, Minnesota; Charles Harvey Brown, Iowa State; Dean Putnam Lockwood, Haverford.

WRITERS OF BOOK REVIEWS: F. J. Kelly, United States Office of Education; F. P. Graves, New York Commissioner of Education; William Lyon Phelps, English, Yale; Henry W. Holmes, education, Harvard; Willard G. Bleyer, journalism, Wisconsin; A. E. Twentyman, London; Frederick Kappel, Carnegie Corporation; Tucker Brooke, English, Yale; E. C. Moore, University of California at Los Angeles; G. R. Mann, American Council on Education.

SUBSCRIPTION PRICE: The subscription price for the JOURNAL OF HIGHER EDUCATION is \$3.00 for nine issues. The JOURNAL is not published in July, August, and September. During the last academic year our subscription list grew 44 per cent. Such growth seems a recommendation of merit.

Comments of Our Readers

PRESIDENT E. C. ELLIOT, PURDUE UNIVERSITY. "Your JOURNAL OF HIGHER EDUCATION is about the best thing being published these days. I enjoy it every month."

CHANCELLOR S. P. CAPEN, UNIVERSITY OF BUFFALO. "May I express my great satisfaction with the JOURNAL OF HIGHER EDUCATION. The numbers thus far published have contained material that is both interesting and helpful. There has long been need of a publication devoted exclusively to this field."

PRESIDENT ERNEST J. JAQUA, SCRIPPS COLLEGE. "The JOURNAL OF HIGHER EDUCATION strikes me as a splendid magazine. Incidentally I want to congratulate you on the quality of the printing. It is one of the neatest bits of printing I have seen for a long time."

JOURNAL OF CHEMICAL EDUCATION. "Examination of the list of associate editors reveals men of recognized scholarship in fields other than education. The general format is dignified—without undue exaggeration, we might say distinguished."

DEAN W. P. BEHAN, OTTAWA UNIVERSITY. "Let me say how greatly I, as a college administrator and teacher, appreciate the splendid service your JOURNAL is rendering."

DOCKET STARTS:

JOURNALISM SCHOOL, COLUMBIA

Columbia University
in the City of New York
SCHOOL OF JOURNALISM

OFFICE OF THE DEAN

April 21, 1932

Chancellor Arthur Currie
McGill University
Montreal, Canada

Dear Chancellor Currie:

This school has revised its entire curriculum, raising entrance requirements and stiffening the course in an endeavor to meet the steadily rising demands of newspapers and magazines upon their personnel. We believe that the new plan, which takes effect July 1, will interest and challenge those of your students who have considered journalism as a career.

I enclose a copy of Dean Ackerman's recommendations to President Butler, and an interview in Editor & Publisher explaining this plan. The new program has been approved by the University Council and the Trustees.

This interview has brought the new curriculum before the newspapers of the country, where it has been received with enthusiasm. We desire now to bring it to the attention of a selected list of leading universities and liberal arts colleges, prior to publication of our official bulletin.

You will note that students who have made a satisfactory record toward an A.B. degree through the end of their junior year may become candidates for admission to the two-year course of the School of Journalism in September 1932. We greatly prefer students who already have their A.B. degree; but since only two years of a liberal arts course have been required in the past, we have not felt justified in requiring more than three years for the present. We desire, however, to encourage completion of the full four-year liberal arts course as a preparation for work here. Therefore we plan to admit students who receive their A.B. degree this June as candidates for our degree in one instead of two years. This applies to the academic year 1932-1933 only. If these students have had no previous writing experience while attending college, we recommend that they take our summer course in newspaper practice.

We shall be pleased to send you copies of the School of Journalism bulletin when it is ready in a few weeks. If meanwhile any of your seniors or juniors are interested in coming to this school, we shall be glad to hear from them.

Faithfully yours,

Herbert Brucher

Assistant to the Dean

COLUMBIA UNIVERSITY
in the City of New York
School of Journalism

Office of the Dean

February 2, 1932

President Nicholas Murray Butler
Columbia University

My dear Mr. President:

On behalf of the Faculty of the School of Journalism I have the honor to submit the following report, with recommendations:

On July 1, 1932 this School will have completed its first twenty years of academic service. It will have provided instruction for approximately 1,160 men and women, a majority of whom are actively engaged in writing and editing, or in managing and publishing newspapers, news reports, periodicals and books in the United States and several foreign countries.

Our experience, therefore, when combined with the results of a recent careful study of the professional and business needs of journalism, convinces us that this anniversary year is an appropriate period for us to reappraise and recast our curriculum. This is in accord, also, with the provisions of the Agreement of April 10, 1903 between Joseph Pulitzer and the Trustees of the University, wherein it is provided that:

"The University will establish ... and maintain the School ... with the highest degree of educational efficiency."

"The course and plan so adopted may be modified from time to time by the University as experience and changing conditions may render necessary and desirable as tending to increase the usefulness of the School."

The chief provisions of the plan which we respectfully recommend are the following:

1. That candidates for admission to the School of Journalism shall be eighteen years of age and shall be admitted after an examination and inquiry into their general intelligence, moral character and fitness for the work of the courses.

The Dean of the School of Journalism may require either a written or an oral examination of all candidates for admission;

2. That students admitted to the School of Journalism, who are candidates for the degree, must have completed three years of work in a college or university approved by the Director of Admissions of Columbia University;

3. That the course of study be limited to two years;

4. That one degree be conferred for the two-year course: namely, the degree of Bachelor of Science;

5. That the present graduate course leading to the M.S. degree be discontinued, without prejudice as to the future;

6. That the point system of academic work be abolished in this School;

7. That the appraisal of student work shall be upon one basis only: passed or failed;

8. That at the end of the first academic year only those students of ability and capacity be advanced;

9. That the courses be organized on a time basis, i.e., eight hours of work per day for five days each week during the academic year;

10. That the courses of study be of a timely character, i.e., adapted to the current news of the day, such as the presidential campaign in 1932 and the consequent reorganization of the government;

11. That the ability to translate at sight news articles or editorials from the press of at least one foreign country may be required of all candidates for the degree, and

12. That for the academic year, 1932-1933, college graduates may be admitted to the Second Year providing their previous academic or professional work and their serious interest in journalism are approved and recognized by the Dean.

It is our considered opinion, Mr. President, that our courses of instruction must be more closely related to the current practices and requirements of the profession; that our students must take more general advantage of University classes and scholarship and that they must make wider use of New York City as a laboratory for reporting and editing. We believe, also, that we should endeavor to bridge the gap between the sheltered environment of education and the unsheltered environment of newspaper life and of the life of the country as newspaper men are compelled to see, record and interpret it.

The profession of journalism today makes exacting demands upon its personnel. It demands an increasing accuracy of knowledge. Editors and reporters must be able and willing to adapt themselves to organized discipline without losing their individuality. They must have the ability to obtain accurate information and the industry to interpret and report it within constantly shrinking periods of time. They must have the capacity to pursue a continuous process of education. They must have the ability to comprehend the developments in many specialized fields of human action. They must develop an international viewpoint without losing a domestic consciousness; and above all they must have idealism and a balance which can not only withstand the stress of experience but aid in strengthening the idealism of a profession which is repeatedly shaken by its intimate contact with the weaknesses and the failures of human institutions.

Under these conditions we must place a high value upon our responsibilities to the profession if we wish to expect our graduates to value highly their responsibilities.

By requiring three years of college work of all students admitted to the School of Journalism as candidates for the degree, our student body will be provided with a broader cultural foundation. Upon this we shall build a two-year professional course and assign our students to University classes in government, history,

economics, law, science, business, philosophy, international relations and other subjects as a reporter would be given assignments by his city editor. Our standard of judgment of the student's work would be a dual one: the report of the professor in each subject and the report of a member of our faculty of the student's ability to acquire knowledge and translate it into terms of contemporary writing.

It is self-evident in journalism, as well as in education, that there is a gap between knowing something and making that something of value or use to some one else. Knowledge, obviously, is of value only when it is used. The education of a writer or editor must not only be continuous but it must be used continuously to have value. The more it is used the greater its social and economic value because the primary function of this profession is to collect, interpret and distribute facts and ideas for the information of a discriminating reading public.

As journalism is essential to the development and the progress of the State, the Church, the Home, of Education and Business, as journalism is becoming more and more of a public service, our function must be to prepare men and women to assume increasing responsibilities; to discharge faithfully their larger responsibilities to Society and "to think in terms of tomorrow, to feel in terms of new human relationships," as you stated so forcefully in London last summer.

This may be an ideal beyond our reach, but inasmuch as it is an ideal which has been unfolding itself in the minds of many men in the profession and in education, we are obligated to report it and to make an attempt to realize it.

Upon this general plan, Mr. President, we wish to build the following specific program of studies:

The proposed new two-year course will be divided into four quarters:

First Quarter: (September to January) Organization of the first year class as a news staff which will begin the collection and reporting of news in New York City under conditions as nearly identical as possible with the best current news-

paper practice; assignment of University class work; orientation of individuals to current conditions and practices of the profession. The work and study of all students will be controlled and directed by members of the Faculty.

Second Quarter: (February to June) Continuation of staff organization. Beginning of courses in copy reading and editing; use of Associated Press, United Press and City News daily telegraph services and the radio services of the National Broadcasting Company and the Columbia Broadcasting System. Continuation of University class work and of intensive control and supervision by members of our Faculty.

Third Quarter: (September to January: Second Year) Continuation of staff organization, and writing courses. Use of press association services. Preliminary seminar work preparatory for specialization in politics, economics, finance, foreign correspondence, music, art and theatrical criticism, writing and reporting of religious and scientific meetings, etc., etc.

Fourth Quarter: (February to June: Second Year) Intensive specialization in various forms of reporting, editing and other activities of a newspaper, press association and periodical editorial room; training in executive thought and direction. Granting of individual liberty of study and writing as far as is consistent with organized effort. Research in news trends, news values and executive planning.

By beginning Professor Cooper's present thorough and thoroughly-tested course in reporting and editing in the first year and continuing it, with the additions contemplated in this plan, throughout the second year, our students will receive a professional education in journalism which should equip them, upon graduation, to hold responsible reportorial or editorial positions on any newspaper, press association or periodical in the United States.

Two new courses will be given by Professors Pitkin and Will. Professor Pitkin has foreseen and contemplated for many years the value and importance of a course on the development of the English language and the correct use of words. Under this plan, Professor Pitkin will develop for the first time in any school of journalism what we believe should be a basic course in our professional work.

Another course, equally significant and fundamental, will be given by Professor Will. It is recognized by all editors and writers that the reading of books and current magazines is today indispensable to editors or writers. This is essential not only because "the field of newspaper stories is as broad as all knowledge" but because reading is an inescapable obligation of all journalists. Professor Will, who is a distinguished author and critic, will develop this course for our students.

For the academic year 1932-1933, students of the School will be either required or advised to take the following University courses after consultation with the Dean and the professor in charge: (At this writing the number of courses to be required has not been determined)

1. The constitutional law of the United States by Dean H.L. McBain.
2. The development of an international community by Prof. J.T. Shotwell.
3. History of nationality and nationalism in modern Europe by Prof. C.J.H. Hayes.
4. Basic factors in international relations by Prof. P.T. Moon.
5. Public finance by Prof. R.M. Haig.
6. Contemporary American politics by Prof. A.H. MacMahon.
7. Great American political personalities by Prof. S.C. Wallace.
8. The business of journalism by Prof. H.P. Willis.
9. Milestones in social legislation, state and national by Prof. C.W. Pipkin.
10. Economic problems of the post-war period, with special reference to the part of the United States in the economic recovery of Europe by Dr. M.T. Florinsky.
11. Economic history of the United States by Prof. C. Goodrich.
12. The recent history of the United States by Prof. D.S. Muzzey.
13. A study of religions by Prof. H.L. Friess.

14. Radical, conservative and reactionary tendencies in present-day morals by Prof. W.P. Montague.
15. History of science by Prof. F. Barry.
16. Sources and materials for the study of economic geography by Prof. J.E. Orchard.
17. Contemporary dramatic literature by Prof. Hatcher Hughes.
18. Problems of authorship by Professor D.L. Clark.
19. Typography and the preparation of material for printing and publishing by John Clyde Oswald.

We seek the serious interest of young men and women who have an earnest and purposeful concern for the work and the responsibilities of journalism. We shall endeavor to provide them with a comprehensive understanding and working knowledge of the practices and the philosophy of the profession based upon the broad, cultural foundation of a liberal College and University education.

It is our intention to charge a fixed fee of \$150. per quarter for the First and the Second Year and to require all students to give their undivided attention to their studies and to professional work approved by the Faculty.

In conclusion, Mr. President, I wish to express, on behalf of our Faculty, our unbounded appreciation for your interest, your inspiration and your co-operation. Without the sympathetic support and understanding of the President of the University such a program as we propose would be nothing more than a lifeless report.

Feeling so keenly our own obligations and responsibilities under the circumstances outlined above, we seek your approval and the sanction of the University Council so that the new program may become effective on and after July 1, 1932.

Respectfully and sincerely yours,

Dean



EDITOR & PUBLISHER



1884 *The Oldest Publishers and Advertisers' Journal in America* 1932

Vbl. 64. No. 47

NEW YORK, N. Y., APRIL 9, 1932

10c. Per Copy

Columbia U. Reforms Journalism Teaching, Raises Standards, Limits Enrollment

Entrance Requirements Raised For Pulitzer School—Eight-Hour Work Day Planned For Students—50 Per Cent Drop In Registration Expected

MASS production of journalism graduates is at an end at Columbia University, New York.

Under a reorganized teaching plan to take effect July 1, enrollment in the School of Journalism is expected to drop to about half what it is at present. Addition of a third year of college work to the requirements for admission to the school, will cause part of the reduction, it is believed, and the rest will be brought about by an examination of candidates as to "general intelligence, moral character, and fitness for the work of the courses."

Those students who are admitted will be required to put in full time at their studies, do practically double the present amount of writing, and maintain high standards in background courses taken in other divisions of the university. They will be on duty, theoretically, at least, from 9 a.m. to 5 p.m. five days a week, and subject to assignments which may range from writing a report of a class in public finance to covering a New York political meeting. If a student goes to the library for required reading, he will account for his time to the faculty member acting as his news editor; if he goes to his room to study, he will be asked to leave his telephone number so he can be given a later assignment if necessary.

There will be frequent discussions of news of the day, and an effort to keep the students' attention focused on news developments from the standpoint of the newspaperman. The smaller classes, it is hoped, will permit more individual contact with the faculty members.

Besides concentrating the professional courses, the new arrangement will provide a broader academic background. In addition to the extra year of college study required for admission, the students will spend a good share of their time on background courses while in the School of Journalism. Although requirements are not yet definite, the following courses will be either required or advised for the academic year 1932-33: Constitutional law of the United States; development of an international community; history of nationality and nationalism in modern Europe; basic factors in international relations; public finance, contemporary American politics; great American political personalities; business of journalism; milestones in social legislation, state and national; economic problems of the post-war period, with special reference to the part of the United States in the economic recovery of Europe; economic history of the United States; recent history of the United States; a study of religions; radical, conservative, and reactionary tendencies in present-day morals; history of science; sources and materials for the study of economic geography; contemporary dramatic literature; problems of authorship; typography and the preparation of material for printing and publishing.

While Dean Carl W. Ackerman disavows any idea of attempting to reform

journalism teaching except in his own school, the step taken at Columbia University seems likely to mark the beginning of a new phase in the development of schools of journalism. Having passed through a period of indifference or hostility on the part of news-



Dean Carl W. Ackerman

papermen, followed by a period of rapid expansion, many of the schools have come to realize in recent years that the quality of work done had suffered from the presence of students only superficially interested. The business depression, diminishing the number of jobs available for graduates, has emphasized the problem. Despite this, most schools have felt it impossible, for internal reasons, to restrict enrollment radically.

"We seek the serious interest of young men and women who have an earnest and purposeful concern for the work and responsibilities of journalism," Dean Ackerman explained in a letter to President Nicholas Murray Butler containing the recommendations of the journalism faculty—recommendations which were later approved by both the University Council and the University Trustees.

The reorganization of the journalism course follows a year's study of the situation by Dean Ackerman, who took office July 1, 1931. The plans were formulated by the faculty of the School of Journalism after consultation with editors and publishers, alumni of the school, and Columbia authorities on education. Tentative proposals were then submitted to the advisory board of the school, and to twelve active executives of leading newspapers, periodicals, and press associations. Their criticisms and recommendations were considered in drafting the final outline of changes.

Under the new plan five years of college work will be the minimum for

a degree from the school. The degree will be Bachelor of Science, replacing the old degree of Bachelor of Literature. The present graduate course leading to the degree of Master of Science is discontinued, although it is probable that later there will be graduate work in some new form.

Students with three years of college work, either at Columbia or at any other approved school, will be required to take a two-year course in the School of Journalism. Students who have completed four years of college work, if they have had newspaper experience or show special aptitude, may be admitted directly to the second-year class.

Dean Ackerman, explaining the changed plan, cited provisions of the agreement of April 10, 1903, between Joseph Pulitzer, who endowed the school, and the Trustees of the University: "The university will establish . . . and maintain the school . . . with the highest degree of educational efficiency. . . . The course and plan so adopted may be modified from time to time by the university as experience and changing conditions may render necessary and desirable as tending to increase the usefulness of the school."

"The Pulitzer agreement requires us to train students for the profession of journalism," Dean Ackerman told *EDITOR & PUBLISHER*. "We are not giving a substitute college education, nor running a girls' finishing school.

"It has been obvious that the enrollment was too large, both from the students' standpoint and from the school's. Too many students have been taking journalism because they imagined they wanted to write—until they found that writing was work.

"Next year we expect to have our classes about half as large as this year, and to give more individual attention to each student. This year we have 165 students; next year we are counting on only 85 to 100. Thus far we have admitted only two or three students definitely for next fall. Other applicants have been asked to send in samples of what they have written and information about any writing experience they have had.

"We rather think that under the new plan we may attract a different type of student. For one thing, it seems likely that many will have not only three years of college work, but a full four-year course, before entering here.

"We think it would not be honest to encourage a large number of students to study for the profession of journalism if we know they can't get jobs afterward. We are trying to face realities. The reality is that there are jobs, but the market is selective and the standards are higher. We are placing men and women right along outside of New York City. Good graduates will always be able to get jobs. But we see a necessity to give all our students the best possible training for the profession as it exists today and as it seems likely to be for several years. Journalism will always need men with the capacity to carry increasing re-

sponsibilities as well as the ability to report and interpret events.

"Next year we hope to make the bachelor's degree the equivalent of the present graduate degree. We want to make all our work, from the examination of applicants to the conferring of degrees an individual matter. The period of mass production for the professions is definitely at an end."

Dean Ackerman, describing the emphasis to be given writing and reporting, said he expected in the course of the next year to arrange for some "satisfactory non-commercial medium" for printing some of the student material. He intimated that he did not refer to a newspaper which would require advertising or be given circulation outside the school.

Prof. Charles P. Cooper's second-year course in reporting and copy editing will be reorganized as a two-year course forming the foundation of the revised curriculum, the Dean said. Prof. Cooper will be the editorial director of the first-year class, occupying a remodeled office next the junior city room and acting as managing editor. Prof. Walter B. Pitkin will serve as editorial director of the second-year class. Under each will be a news editor in direct charge of assignments.

As Dean Ackerman described the proposed program for next year, it will run something like this, for a first-year student: Reporting at 9 a.m. in the news room, he will spend the first hour in a discussion of current news and its treatment, directed by Prof. Cooper, Prof. Allen Sinclair Will, or an active editor or writer from one of the newspapers in the metropolitan area. The second hour will find the student in a class in libel, or typography, or perhaps international relations or constitutional law. Returning to the news room, he may be assigned to write on the subject he has just heard discussed, on the theory that a newspaperman must "form the habit of interpreting what he hears in terms of the present." Other hours may be given to other classes, or to assignments to cover current news stories, or to talks by newspaper or magazine men two or three times a week. Each of the faculty members will be available at certain hours for individual consultation.

In the second year the work will be carried on similarly under the direction of Prof. Pitkin.

"The first year," in the words of Dean Ackerman, "will be one of strict control and discipline, on the theory that the student must be able to adjust his individuality to organized effort. In the second year, if he has demonstrated ability, he will be given an opportunity for individual development. Instead of a news story, for instance, he might be assigned to write a political column, if he has shown understanding of that subject."

The two-year course, divided into four quarters, is described as follows in Dean Ackerman's report to President Butler:

(Continued on page 37)

JUDGE DISQUALIFIED IN CONTEMPT CASE

Los Angeles Record Editors Win Second Victory Over Judge They Claim Is Biased

An important victory in a newspaper's two-year fight for the right to expose without interference what it believed was an unhealthy condition in municipal affairs was scored by the Los Angeles Record, March 31, when the California Supreme Court sitting in San Francisco granted a writ of prohibition restraining Judge Frank B. Collier from hearing contempt charges brought by himself against three executives of the paper. The executives are H. B. R. Briggs, publisher, Gilbert Brown, editor, and Rodney Brink, managing editor.

The ruling was the second to be handed by the Supreme Court in the case, and both have sustained the contentions of the newspaper and reversed Judge Collier. The first, issued some time ago, declared that no judge sitting in a constructive contempt case may pass on the question of his prejudice against the defendants. The second, handed down last week declared that a judge's own statement that he is not prejudiced cannot be accepted by any other judge as credible, after he has made a public demonstration of distrust and anger against those he is to try.

In its ruling, replying to the question: "Is it humanly possible for a judge who has stated under oath that, in his opinion, the particulars (the editors) had deliberately falsified, to pass on credibility at the trial with an impartial mind?" the court answered: "We do not think it possible."

The original contempt charge was brought by the Los Angeles Bar Association as a result of articles, editorials, and cartoons published by the Record in connection with the \$100,000,000 Julian Petroleum Company collapse. The paper's attacks were directed principally at the grand jury investigation of the case, urging the jurors to "get the real crooks." At a later date Asa Keyes, former district attorney under whose regime the indictments failed, was sent to prison on bribery conspiracy charges.

The contempt charges were scheduled for hearing before Judge Collier. Defendants objected on the ground he was biased, and at the June 2, 1930, hearing charges and counter charges flew. Judge Collier left the bench, had himself sworn as witness, and declared he was not biased. He challenged Mr. Briggs to "look him in the eye and say that," when W. G. McAdoo, the paper's attorney, charged he was prejudiced.

Objections were filed, but a year later Judge J. T. B. Warne held Judge Collier qualified to hear the case. His decision was appealed by the editors to the District Court of Appeals and denied, and then carried before the Supreme Court.

The editors charged Judge Collier was an active member of the Los Angeles Bar Association, which had filed the charges against them, and that at the time he was standing for reelection as the endorsed candidate of the association. Also that he was personally biased, this being shown by his "violent determination to hang onto the case"; that there were 49 other judges in the district qualified to hear the case and that they had no objections to any except Judge Collier; that no judge had the right to demand any specific case for trial and that if Judge Collier were permitted to proceed with the contempt case he would be "both judge and jury," and no appeal from his decision would be possible.

The court, in granting the writ of prohibition, said:

"The only reasonable conclusion to be drawn from the word of Judge Collier at the hearing on June 2, 1930, is that Judge Collier said and did charge the particulars (the editors) with having knowingly made false statements."

The editors still must face 13 counts of contempt, to be heard by some other judge than Mr. Collier.

TO STUDY PUBLICITY COSTS

Plans for a study of department stores' publicity expenses in 1931 were announced this week by Channing E. Schweitzer, managing director of the National Retail Dry Goods Association. The study would include a survey of the trend of newspaper advertising rates, also a study of the value of broadcasting to retail stores.

E. L. JAMES MANAGING EDITOR OF N. Y. TIMES

Former European Correspondent Succeeds to Title Held Since 1904

By Carr Van Anda—F. T. Birchall in Europe

The promotion of Edwin L. James to managing editor of the New York Times was made known late last week when the Times listed him as such in its semi-annual post office statement. No official announcement of the change in executive personnel has been made.

Mr. James succeeds Carr V. Van Anda, who has held the managing editor's title since 1904, although in recent years he has been in virtual retirement. F. T. Birchall, who has been acting managing editor, is in Europe at present.

Mr. James returned to the United States in December, 1930, after a long and distinguished career as a Times correspondent. He became assistant to Mr. Birchall on his return. The new managing editor's biography is carried in full in another article in this issue.

It was largely under Mr. Van Anda's supervision that the present Times news organization was developed. Adolph S. Ochs, publisher of the Times, in his introduction to "History of the New York Times," by Elmer Davis, published in 1921, said that the paper's reputation for "the fullness, trustworthiness and impartiality of its news service" was principally due to Mr. Van Anda because of his "exceptional newspaper experience, genius for news-gathering and marvellous appreciation of news value and fidelity to fairness and thoroughness."

Mr. Van Anda was born in Georgetown, O., in 1864, and was educated at Ohio University, at Athens, O. He started his newspaper experience as telegraph editor of the Cleveland Herald in 1883, and in 1886 became night editor of the Baltimore Sun. He joined the Sun in 1888 and was with that paper 16 years, 11 of them as night editor, going to the Times in 1904 as managing editor. Mr. Birchall was for a number of years Mr. Van Anda's assistant.

Rollo Ogden is editor-in-chief of the Times.

A. B. C. BOARD TO MEET

Regular monthly meeting of the Audit Bureau of Circulations board of directors will be held April 29 in New York during A.N.P.A. convention week.

EDITOR & PUBLISHER CALENDAR

April 14-15—American Assn. of Advertising Agencies, meeting, Mayflower Hotel, Washington, D. C.

April 18-19—Pacific Northwest Circulation Managers' Assn., annual meeting, Benson Hotel, Portland, Ore.

April 19-20—New York State Circulation Managers' Assn., spring meeting, Hotel Kingsborough, Gloversville, N. Y.

April 21-23—Iowa Press Assn., annual meeting, Cedar Rapids.

April 21-23—American Society of Newspaper Editors, annual meeting, National Press Club, Washington, D. C.

April 22-23—South Texas Press Assn., annual meeting, San Antonio, Tex.

April 22—Outdoor Writers' Assn. of America, meeting, Hotel Sherman, Chicago.

April 22-23—Canadian Weekly Newspapers' Assn., meeting, Montreal.

April 22—Oklahoma Press Assn., annual meeting, Mangum, Okla.

April 25—Associated Press, annual meeting, Waldorf-Astoria Hotel, New York City.

April 26-29—American Newspaper Publishers' Assn., annual meeting, Waldorf-Astoria Hotel, New York City.

DENTIST'S LICENSE REVOKED

Heard by the Tennessee dental board and found guilty of inserting misleading advertising in the Chattanooga (Tenn.) News, Dr. Louis Prosterman, Chattanooga dentist, had his license revoked recently. The board held Prosterman acted unethically by advertising he had 20 years' experience in dentistry when he was not graduated until 1921, and otherwise misrepresented himself to "defraud the public." Prosterman is taking an appeal to circuit court.

RAILROAD WINS CASE

The Norfolk and Western Railroad was absolved of charges of violating the Elkins act in that the company allegedly made rebates to the International Paper Sales Company, Inc., on newsprint paper shipped between Norfolk, Va., and Atlanta when Judge E. Marvin Underwood directed a verdict of not guilty, in federal district court, Atlanta, March 29.

BROWN LEAVES N. Y. POST

Harry Brown, advertising manager of the New York Evening Post since 1923 has resigned that position, it was announced this week. No successor has yet been appointed, but it is expected announcement of a new advertising executive will be made next week. Mr. Brown was with the Post about 25 years.

NEWS AND FEATURE HIGHLIGHTS IN THIS ISSUE

Columbia University Reforms Journalism Teaching.....	5
Scope of United States Journalism Widening.....	7
Want A. P. Directors Chosen By Regions.....	8
A.N.P.A. Lists Wage Cuts in 60 Cities.....	9
Agency Letters Urge Rate Reductions.....	10
Warns Against "Selective Circulation".....	11
Coast Bank Using 300 Newspapers in Campaign.....	12
Student Editor Ousted at Columbia.....	13
Unusual Engineering Problems Solved in New Plant.....	14
Dutch Treat Club Holds Annual Dinner.....	16
Crusading Publisher Drama a "Fizz".....	18
Radio Station's Libel Liability Argued in Court.....	22
Editorial.....	24
Personal.....	25-26
This Retail World.....	27
Circulation.....	28
Our Own World of Letters.....	30
Santa Monica Daily Sold by Copley.....	32
"Society to Prevent Cruelty to Advertising" Needed.....	34
Advertising Agencies.....	36-38
What Our Readers Say.....	39
Obituary.....	40-41
Shop Talk at "Thirty".....	44

EDITORS WILL DECIDE RIGHT TO PUNISH

Society Will Vote on New Amendment at Washington Convention April 21-23—Will be Received by President Hoover

Consideration of the report of the board of directors recommending adoption of a compromise amendment giving the Society the power to expel members for due cause will be the most important matter of business to come before the annual convention of the American Society of Newspaper Editors in Washington, D. C., April 21-23. Sessions will be held at the National Press Club.

It is believed among leaders of the Society that the proposal of the board will be ratified, thus bringing to an end a discussion which has been kept alive for a number of years.

The program for the meeting is in charge of Fred Fuller Shedd, of the Philadelphia Bulletin, and president of the group, who will announce full details in a short time. Mr. Shedd expects to depart from the usual custom and the program will not be devoted so solidly to business and speeches as in the past.

Members of the Society again are to pay a visit to President Hoover at the White House on Thursday evening, April 21. The same practice which was carried out relative to last year's visit will be the rule. The meeting of the Society will open in the afternoon of the same day.

A. H. Kirchhofer, Buffalo News, secretary of the Society, has sent special invitations to state newspaper societies and to all schools of journalism to send representatives to the meeting. He reports that quite a few responses have been received, and that numerous teachers of journalism and representatives of state editorial societies will be present.

Unusual interest on the part of teachers of journalism has been shown in this plan, and the directors of the Society hope that it will be possible in the near future to build up a considerable body of such representatives to attend yearly and thus bring about closer understanding between newspaper editors and teachers of schools of journalism. Among those who plan to attend are Carl W. Ackerman, dean of the Columbia School of Journalism, President Walter Williams of the University of Missouri and H. B. Rathbone, chairman of the department of journalism of New York University.

There will be the usual shop talks at the annual meeting, and Saturday evening's closing banquet will be held in the New Willard. David Lawrence, United States Daily, and Paul Bellamy, Cleveland Plain Dealer, are members of the committee arranging for this affair. An outstanding official is expected to be the serious speaker, while Frank Crowninshield, editor of Vanity Fair, will contribute the wit. Ladies again will be permitted to attend.

ALUMNI DINNER APRIL 29

The twentieth anniversary of the founding of the Columbia University School of Journalism in 1912 with funds given by the late Joseph Pulitzer will be celebrated this year at the annual dinner of the school's alumni association, to be held April 29, at the Hotel Biltmore. Members of the school's advisory board, headed by President Nicholas Murray Butler of Columbia, are to be guests of honor.

FRANK JOINS LA PRENSA

Edward Frank former classified advertising manager of the New York Mirror, and for 18 years with the classified department of the old New York World has joined La Prensa, New York, as classified manager.

WON LOWER GAS RATES

Following a series of editorials demanding a lower gas rate for Akron written by Walter Morrow, editor of the Akron (O.) Times-Press, the city council drafted an ordinance providing lower rates.

SCOPE OF U. S. JOURNALISM WIDENING

E. L. James, New Managing Editor of New York Times, Believes Broadening Tendency and Retention of Objective Viewpoint Encouraging Sign that Newspapers Are Progressing

By JOHN W. PERRY

THE continually broadening scope of American journalism in its enterprising coverage of the news of the world and its co-ordination of that foreign news with the news at home is the most apparent and encouraging sign that the American newspaper as an institution is progressing naturally and wholesomely, Edwin L. James, the new managing editor of the *New York Times*, told EDITOR & PUBLISHER this week.

And still more indicative of the newspaper's inherent soundness, in Mr. James's opinion, is the fact that while striving for a comprehensive foreign report the American press generally has not lost its objective viewpoint, its emphasis on news as differentiated from opinion, its honest attempt to draw the line between interpretation and partisanship. With the present complexity of the international situation, and the gravity of affairs both at home and abroad, Mr. James feels that impersonality and completeness of news presentation, should now, as it has in the past, maintain its inviolable status. The demands of readers for unbiased news has remained unchanged, increasing, even, numerically in the face of universal economic depression.

Mr. James has come by his great esteem for news, not from watching circulations, as have many managing editors, but from a 22-year distinguished career as a reporter. Since the early days of the World War he has filed a steady and amazingly voluminous stream of copy from all sections of Europe to the Times, representing news of the great political changes that took place there in nearly every country, doings of world-known personalities, and all the other events that come under the definition of news. The authenticity of his foreign report had become a standard element in American journalism. His executive ability he had demonstrated in building up the Times' European news service which, together with the service from other parts of the globe, represents the largest foreign news service of any American paper. Although for more than a year he has been acting as assistant to his predecessor, F. T. Birchall, the former acting managing editor, who is now in Europe, it is safe to surmise that the new Times editorial executive is a reporter above everything else, one whose knowledge of news has come from intimate contact with events of world-wide significance, and whose ability as an editor has grown naturally with his appreciation of news values.

The emergence of the United States as a great world power since the war and the increasing interest of the American public in European and world affairs, together with the expansion in size of the American newspaper, have been the main factors in the increase of foreign news in the press of the United States, Mr. James said.

"Nowhere else," he said, "has the completeness of the foreign news presentation been so well accomplished as in the United States. The scope of some London papers may be even greater than our own, but they do not print nearly the amount of foreign news matter. Some German papers emulate the American method, but outside of these, Continental journalism is something rather different from what we are accustomed to.

"But there are several attractive features of journalism on the Continent. In some cases writers on European papers have attained international recognition for the manner in which they can interpret political happenings. Some of them—such as Pertinax of *L'Echo de Paris*—have become so expert that their views are of great importance and are reprinted everywhere. Their job is to take the facts and to tell what they mean—not merely to

present the news for what it is worth, as we most often do here.

"One of the most heard criticisms of foreign news writers for American papers is that they put their own inter-

that he holds, he talks readily and easily, without pomposity or fanfare.

He was born in 1890 in Irvington, Va., and educated at Randolph-Macon College at Ashland, Va., graduating in



Edwin L. James

pretation on certain news events. I think, generally speaking, that the criticism is not merited. Not, understand, that American writers are free from doing so. There is a great deal of personal interpretation in dispatches to American newspapers. But I feel that in some cases it is quite necessary in order to explain the situation for the American reader. The plain unadorned news from a foreign country may mean little to many readers unless the background and other salient data are supplied. Of course there is a great deal of difference between the kind of interpretation I am referring to, and that other kind that uses the facts to further the personal interests of the reporter or what he represents. I mean honest interpretation of facts, not partisanship."

Mr. James is of the opinion that the current wide-spread criticisms of the press do not indicate a growing disrespect for the profession among the public.

"I noticed in the papers this week," he said, "that nearly every newspaper in New York showed a gain in circulation over the past six months. And this, remember, is a time of depression. People are giving up other necessities, but they are not foregoing their daily newspapers. To me that clearly indicates an established demand for news. If the people of this country are still buying newspapers in increasing numbers, can anyone say that they are disrespectful of the institution that furnishes it to them?"

"I do believe, however, that the newspaper in broadening its scope so efficiently has scattered the interests of its readers so widely that there are fewer blind followers of the newspaper camp than there used to be, fewer who are willing to go all the way along on certain 'campaigns' or 'drives' of newspapers. With the news so well diversified, readers want to make up their own minds about things."

The new managing editor of the Times is a short, solidly built man, with dark hair and eyes and explosive speech. There is little formality in his manner, and no guf and ostentation in his make-up. With the multifarious duties attending the considerable job

1909. The following year he went to work as a reporter on the *Baltimore Sun*. In 1912 he was assistant news editor of the *Pittsburgh Dispatch*, leaving there in 1914 to become copy reader on the *Albany (N. Y.) Knickerbocker Press*. The following year he joined the *New York Times*, first as a copy reader and then as a reporter. In what regard his work was held at the Times is indicated by the fact that in 1918, three years later, he was sent to Europe as chief correspondent with the American Army.

His work as war correspondent was brilliant and exciting and intelligent, and his dispatches became a permanent feature on the Times' front page. After the Armistice he went with the American Army of Occupation to Coblenz, Germany, and from there to Paris, where he helped cover the last few months of the peace conference. From 1919 to 1925 he was the Paris correspondent of the Times, during which time he worked in building up the Times' European news organization. He became European correspondent in 1925, travelling throughout the Continent. He came to New York as Mr. Birchall's assistant in December, 1930.

Mr. James is a prolific writer. Going back over the Times' files of the years he was abroad reveals an unending stream of copy, day after day, covering nearly every important political event that occurred in that time, talking to statesmen, and finding important news everywhere he turned. There are many news stories written concisely, understandingly, authoritatively. There are innumerable feature articles on all phases of Continental life. For a number of years he has had a regular department in the Sunday Times where he interpreted the news of the week. It would be difficult to compute how many thousands of words he has written on armaments and reparations, the League of Nations, and other international problems. In one year, 1930, the Times carried dispatches from him filed from Berlin, London, Moscow, Paris, The Hague, Vienna, Warsaw, and other places.

At one time Mr. James came into the public notice as a part of what nearly

turned out to be an "international incident." That was when William B. Shearer, the big-navy propagandist, made the accusation in a letter, made public in September, 1929, that his jingo views on the Geneva Naval Conference in 1927 had been made public through Mr. James, Wythe Williams, Drew Pearson, and other correspondents. Mr. Shearer's boastful charges, made to those in the United States who were employing him, were completely discredited in the Senatorial investigation of the matter, and Mr. James' denial of the propagandist's irresponsible charges was printed in the Congressional Record.

One of Mr. James' most spectacular stories, and one that was read the country over, was his account of Colonel Lindbergh's arrival in Paris after his miraculous flight from New York. In telling how he tried to follow the Times' instructions to "isolate Lindbergh," he managed to pack in all the hysterical excitement and confusion of the event, and the story was widely reprinted. EDITOR & PUBLISHER carried it in full May 27, 1927. Mr. James said this week that that had been a "routine" assignment; the war and its political repercussions were to him his most engrossing work.

Mr. James closed the interview with a word on newspaper training. Although he is slow to give general advice to beginners, feeling that in some cases it would not be applicable, he believes that experience on a small newspaper is valuable. "On a large newspaper," he said, "reporters are liable to get in a 'path'—I do not say 'rut'—and they cannot climb up in the organization as fast as they might if they understood newspaper work from the press room, composing room, circulation, and other angles. On a small paper they can learn type and make-up, and then can learn how to talk to printers. Knowing this they have greater chances of advancement."

URGE CUT FOR MAILERS

Printers Ask Union to Follow Others—Big Six Sustains Hewson

Mailers' Union No. Six of New York has been requested by the New York Employing Printers' Association to arrange a supplemental agreement on wages similar to that undertaken by four other unions in the printing industry. In a letter to Charles Gallagher, president of the union, M. F. Hurley of the employers' conference committee said the other four unions had agreed to a temporary seven per cent reduction on all basic wage scales and to rotate the men on a basis of four days a week.

Typographical Union No. Six remains opposed to any suggestions of wage cuts from the printers' group, according to a general vote taken at a meeting of members April 3.

COCA COLA IN DAILIES

(By telegraph to EDITOR & PUBLISHER)

CHICAGO, April 7—First copy of the \$500,000 Coca Cola newspaper advertising test campaign in more than 50 dailies was released this week. The schedule totals 1,080,000 lines and is appearing in six large cities and surrounding community trading areas. The major cities on the list are Boston, Columbus, Atlanta, Baltimore, Pittsburgh and Salt Lake City. Eighteen newspapers in the six metropolitan centers will be used and 34 dailies in 32 surrounding towns are on the list. After an absence from newspapers for seven years with the exception of occasional local ads in cities where distributors are located, Coca Cola Company sees the need of stimulating sales in certain strategic points. The D'Arcy Advertising Agency, St. Louis, is releasing the campaign.

WANT A.P. DIRECTORS CHOSEN BY REGIONS

Montana Committee Starts Movement to Have Regional Plan Substituted for Population Basis

A movement for a change in the method of selecting directors of the Associated Press has been started by a committee of three Montana members in a circular sent to the membership this week. The proposed change is from selection by population density to selection according to definitely outlined regions. The committee sponsoring the move is composed of James P. Bole, *Bozeman Chronicle*; Warren B. Davis, *Missoula Missoulian*; and J. H. Dickey, Jr., *Butte Daily Post*.

Selection by regions would provide for attention to the special news interests of each region without impairing the present high quality of general service, he committee contend. In presenting their arguments, they state:

"The election of directors of the Associated Press under the present system concentrates an overwhelming majority of the board in the seaboard states and leaves a vast area of the United States without representation.

"The present system is unquestionably fair if we view the election of the directorate purely as a political proposition. The sections of the United States having the greatest population and the greatest number of members elect members from their own sections. It is furthermore admitted on all sides that the Associated Press directors are meticulously careful in their efforts to safeguard the interests of the outlying members.

"While recognizing the scrupulous fairness of the board of directors in all matters affecting what may be termed the smaller membership, there is none the less a growing feeling that the directors should be elected on a regional rather than a population basis.

"The news interests of the membership in, say, the New York area, are almost entirely identical. There are admittedly many members in this area, but their news needs are the same. On the other hand in the large area west of the Mississippi, which has a very small representation, there are many interests which have little in common."

The committee members did not state whether or not they would bring the matter before the general meeting in New York the week of April 25. O. S. Warden, of the *Great Falls (Mont.) Tribune*, is one of the nominees for election to the board of directors this year.

PRESS HELPS BLOCK AID

New York newspapermen who are voluntarily giving their time to the Block Aid Community Organization in its campaign for funds to relieve unemployment distress, include: Arthur Brisbane, R. H. Johnson and J. A. Grant of the Hearst Publications, who have been appointed Block-Aid executives; F. A. Walker, *New York Sun*; Col. Julius O. Adler, *New York Times*; Bernarr Macfadden, *New York Graphic*; A. J. Kobler, *New York Mirror*; R. C. Hollis, *New York Daily News*; Harry H. Schlacht, *New York East Side News*; Harry Goodwin, *Bronx Home News*; William F. Hofmann, *Jamaica Long Island Press*; Fremont C. Peck, *Brooklyn Times-Standard Union* and Harry T. Madden, *Brooklyn Daily Eagle*.

WISCONSIN MEETINGS

The Wisconsin Daily Newspaper League will hold its summer convention at Appleton, Wis., coincident with the opening of the new newspaper plant of the *Appleton Daily Post-Crescent*, in June. H. L. Davis, general manager of the *Post-Crescent*, is secretary of the league. The Wisconsin Daily Advertising Managers' League will also meet at Appleton while the publishers are in session.

NEWSDEALERS HELD

Four New York newsstand owners were held in \$500 bail each by Magistrate Michael A. Ford for trial in Special Sessions on charges of selling obscene magazines. The four all own stands in the mid-town section of Manhattan. They are Harry Roberts, Herman Harris, Nick Palumbo, and Percy Altschuler. Summons were served on them last January and February as the result of a campaign started by District Attorney Thomas C. T. Crain. The prosecutor entered as evidence 59 editions of about 30 different magazines, mostly weeklies and monthlies with a few annual editions.

I. C. C. CAN'T RULE AIR, EXAMINER REPORTS

Broadcasting Not Interstate Commerce, Under Transportation Act, He Says on Complaint of Unfair Rates and Rules

By GEORGE H. MANNING
(Washington Correspondent
EDITOR & PUBLISHER)

WASHINGTON, April 7.—Dismissal of a complaint brought by Sta-Shine Products Co., Inc., Brooklyn, against station WGBB, Freeport, L. I., H. H. Carman, proprietor of the station, and the National Broadcasting Co., alleging unjust and unreasonable broadcasting rates, charges, rules, regulations and practices, has been recommended to the Interstate Commerce Commission by Examiner W. M. Cheseldine.

The complaint is the first to be brought before the commission involving broadcasting companies.

In recommending dismissal of the complaint, Cheseldine said the Interstate Commerce Commission had no jurisdiction over charges or practices of broadcasting companies.

The complaint was brought under the provisions of the interstate commerce act which give the Interstate Commerce Commission jurisdiction over the "transmission of intelligence by wire or wireless."

The examiner pointed out these provisions were incorporated in the act in 1920, while the first attempt at public broadcasting was not made until the late fall of that year, about 10 months after passage of the transportation act. It was not until a year or so later that any attempt was made to broadcast on a commercial scale, Cheseldine said.

"It would therefore appear that the Congress could not have had in mind general broadcasting to the public, as performed by defendants, when the transportation act was passed," he said. "Since broadcasting was unknown at the time of the passage of the transportation act it is reasonable to assume that the Congress did not intend to pass any law to regulate the charges and practices of broadcasting concerns.

"It cannot be supposed that it was looking into the future and attempting to regulate a mere potential service, one that might or might not be developed, and particularly a service so distinct and different in character from the means of transmission of intelligence then known.

"What it had in mind must have been the transmission of messages by wireless from a definite sender to a definite receiver, that is, point-to-point wireless communication as was then being performed by the United States army and navy and commercial concerns which held themselves out to perform such service for the public as common carriers for hire by means of signals—an entirely different type of communication from that of ordinary broadcasting."

HEADS OKLAHOMA SIGMAS

R. Marsden Bellatti, son of C. R. Bellatti, publisher of the *Blackwell (Okla.) Tribune*, has been named president of Sigma Delta Chi, at the University of Oklahoma, Norman, following the resignation of William Moore. Moore has joined the *Oklahoma City Daily Oklahoman* staff, but will continue his university course until June, when he will be graduated.

A JOB TO ENVY

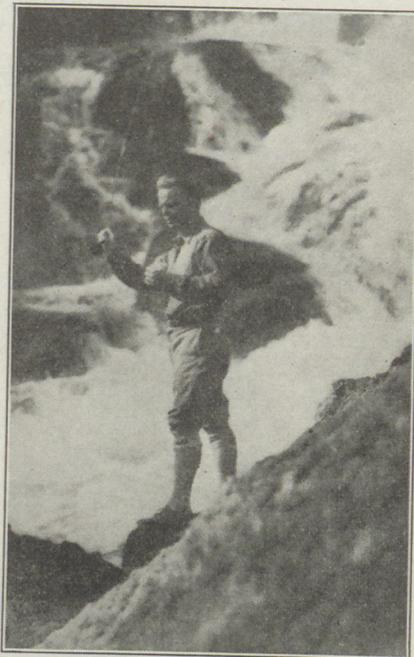


Photo shows Donald Stillman, "rod and gun" editor of the *New York Herald Tribune*, who is conducting a prize fishing competition for the daily. The contest opened April 2 and closes Nov. 10. Fishing tackle and equipment will be awarded those who capture the biggest fish in certain classifications. Mr. Stillman, here pictured in the act of pulling in a big one himself, was for several years managing editor of *Forest and Stream*.

POLICE FACE TRIAL ON REPORTERS' CHARGES

Brooklyn Detective and Two Police-men Ordered by Chief to Answer Charges of Beating Eagle and N. Y. Times Writers

Three members of the New York City Police Department were ordered by Deputy Chief Inspector Thomas J. Cummings this week to stand trial on charges of assault submitted by Frank Wilson, reporter for the *Brooklyn Daily Eagle*, and John McManus, reporter for the *New York Times*. The trial is expected to be held sometime next week.

The defendants are Detective John Croak and Patrolmen Anthony Gamble and Peter E. Cummings of the Classon Avenue station in Brooklyn.

Wilson and McManus filed their charges at the direction of Police Commissioner Edward P. Mulrooney after they complained of the actions of the policemen at the scene of a robbery on Classon Avenue. The reporters had gone with other newspapermen to the Waterbury Rope Works, where four armed men had held up five employees and escaped with \$1,158. They were admitted to the rope company's office but were denied any information by the policemen.

Following this, when Wilson protested this secrecy, Detective Croak is alleged to have hit him with his fist. McManus stepped between the two when the detective reached for his blackjack. The two reporters were then forcibly ejected from the office, and Patrolman Gamble is then alleged to have struck Wilson, loosening one of his teeth and cutting his lip.

Croak ordered the reporters taken to the station house and Gamble attempted to have them booked on charges of creating a disturbance, interfering with police officers and using indecent language, but the charges were ruled out by the lieutenant.

The reporters took their case to Deputy Chief Inspector Cummings, who was instructed by Commissioner Mulrooney to file formal charges against the policemen.

RESERVATIONS MADE AT THE WALDORF

Excellent Attendance Expected at A.N.P.A. Annual Convention—Editor & Publisher in Le Perroquet Suite

Reservations for the annual convention of the American Newspaper Publishers Association at the Waldorf-Astoria Hotel, New York, April 26 to 29 are now being received in numbers sufficient to indicate that the attendance this year, the first year in the new hotel, will be excellent.

EDITOR & PUBLISHER this year will be located in Le Perroquet suite at the hotel, where the recent Culbertson-Lenz bridge match was staged. Among the features at EDITOR & PUBLISHER's stand this year will be a television exhibit, staged with the cooperation of the Columbia Broadcasting Company. Publishers will be invited to go to the Columbia studios where they will talk before the apparatus and be seen and heard in EDITOR & PUBLISHER's suite.

The newspaper promotion copy that was entered in EDITOR & PUBLISHER's first annual contest will be on display. More than 50 newspapers competed in this contest, with the first award, a silver loving cup, going to the *Milwaukee Journal*.

Although there are to be no mechanical exhibits at this year's convention, space is being reserved by many concerns. The activities will center on the third (Ballroom) and fourth floors. EDITOR & PUBLISHER's suite is on the fourth floor, just off a foyer that leads from the upper part of the Grand Ballroom.

Registrations will be made in a large foyer adjoining the Grand Ballroom on the third floor. Other adjoining rooms will be used for meetings of various groups. The Ballroom will be used for convention sessions. The A.N.P.A. headquarters are also located on this floor.

SEEKS NEWSSTAND DISPLAY

Chicago Sunday Times Offers Papers to Dealers, Ends "Hustler" Plan

(By telegraph to EDITOR & PUBLISHER)
CHICAGO, April 7.—Notices were sent to newsstand owners today by the *Chicago Daily Times* that copies of the newly established Sunday Times will be furnished them Saturday evening and Sunday for display on the wings of their stands. Previously the Sunday Times has been handled by its own force of 2,300 men and boys to avoid conflict with the newsstand display of other papers.

J. F. Shanahan, Times circulation manager, stated that last Sunday, after notice to the other Sunday papers, the Sunday Times was displayed on ten stands without disturbing the display of the other papers, and that a city ordinance provides for the display and sale from the newsstands of all Chicago daily (including Sunday) newspapers. "Assuming, as we do, that newsstand owners will give our newspaper proper display, and will merchandise it as they do competing papers," he said, "we shall not maintain hustlers at your corner. Some newsstand owners may prefer to carry papers under their arms. You will have an unlimited return privilege on all unsold papers."

OKLAHOMA GROUP MEETS

Perry C. E. Hershberger, editor, *Medford Patriot-Star*, was elected president of Group Nine, Oklahoma Press Association, at its recent annual meeting at Perry. He succeeds Clyde E. Muchmore, editor, *Ponca City News*. Other officers are: Ira Williams, *Perry Journal*, vice-president, and J. C. Hopkins, Waynoka, secretary-treasurer. The autumn meeting will be held at Tonkawa.

SPONSORED COOKING SCHOOL

The *Memphis Commercial Appeal and Evening Appeal* sponsored a cooking school in the Ellis Auditorium, March 29-April 1.

NEWSPAPERS RELIED ON TO ACHIEVE UTILITY'S \$30,000,000 SALES GOAL

Pacific Gas & Electric Company Continuing 1931 Schedule With 85 Per Cent of Copy Going to Newspapers —Dealers Using Tie-Up Copy

ADVERTISING confidently expected to help in the sale of \$30,000,000 in gas and electric appliances by the company and dealers will be placed this year by the Pacific Gas & Electric Company, Northern California utility, officials of the corporation have announced. Eighty-five per cent of the advertising appropriation will be invested in newspapers.

The advertising total is the same as last year, when \$30,000,000 in sales resulted for the company and dealers. Experience in the past has been that dealers share in the results of the advertising in accordance with the tie-in copy they use, their sales volume in previous campaigns usually being more than twice that of the company's when a particular campaign is considered.

Details of the 1932 campaign were disclosed by A. L. Adkins, copy chief, who said that the main difference as compared to the 1931 advertising will be the use of larger advertisements at certain periods and smaller space regularly, and a coordination of selling campaigns and newspaper releases. There will be no reduction in the total linage used yearly.

The close of 1931 found the company with 40 per cent more electric refrigerators on its lines than in the preceding year and a record number of electric range sales. The gas heating sales also proved very successful, Mr. Adkins reported.

Continuation of the campaign to sell Wessix portable electric heaters marked January's copy. Offering \$2.50 for old heaters as trade-ins on \$12.50 heaters, the company has sold 4,000 of these appliances. The expansion in sales enabled by the dealer tie-in advertising is revealed by the company's figures showing that the manufacturer sold altogether 10,000 additional heaters in the territory receiving the Pacific Gas & Electric Company's and dealer tie-in copy during the time of the campaign.

Manufacturers and jobbers have been contacted by the company in a movement for a "United Industry Campaign" to sell 8,000 automatic gas water heaters in an advertising and selling drive which started Feb. 1. The use of copy stressing the automatic heaters will continue four months.

While the high mark of the company to date for sale of gas water heaters is 1,300 in three months, confidence is expressed that the goal of 3,000 will be reached in four months. The regular advertising quota will be increased one-third during the duration of the campaign, and larger copy will be used. A survey has revealed the automatic heater field one in which needs have grown out of pace with sales in recent years.

"We feel that we have something to offer and that the campaign will succeed," said Mr. Adkins. "The reduction in sales in recent years shows the need of sales work. The price of automatic gas water heater is 50 per cent under 1917 yet the quality is better. In addition, natural gas has cut the operating cost 40 per cent and the appliances are better built and more efficient than ever.

"Our experience with electric refrigeration and with the sale of gas heating appliances has been that if an article reduces the expenses in the home and can be offered at a real saving, it will be bought despite the depression.

"We feel that now is a good time to advertise in newspapers. In many ways it is a much better time than before. There is less advertising with which to compete. People have held off purchasing and are hungry for new merchandise. People are reading and studying the advertisements more than ever.

"In 1929 it was harder to get copy read. People had the money, and they were not particular how it was spent. Today is a day of values, and products of good value can be sold. It is a day of less ballyhoo, and hence of more opportunity to the man who has a practical object for sale.

"We believe if the seller keeps conditions of today in mind and tries to meet these conditions, he will succeed. If the merchant fits the public's wants in quality, price and advertising to meet the public's needs he will have good business.

"In our own case, our 1932 sales campaign can be expected greatly to help return \$30,000,000 in sales to ourselves and dealers. Dealers are advised and urged to tie-in on these campaigns with advertising and they can be expected to share more than us in sales. Additional amounts for wiring, labor, etc., will bring the total business created to a much larger figure than \$30,000,000."

Two other major drives are planned for this year. In April, an electric range sales campaign will get under way, accompanied by excessive newspaper copy. A similar move will mark the gas heating program this fall.

Instruction to farmers on how to use electricity will be undertaken this year. An advertising campaign in the rural sections will stress the profit in using electric feed grinders, pumps, motors and brooders, with special stress on the types of equipment designated for the best results in varied lines.

COOKING SCHOOL IN EASTON

The Easton (Pa.) Express conducted a cooking school last week. Miss Emma Hanko was in charge.

SCHOOL RAISES STANDARDS OF JOURNALISM TEACHING

(Continued from page 5)

"First Quarter (September to January): Organization of the first-year class as a news staff which will begin the collection and reporting of news in New York City under conditions as nearly identical as possible with the best current newspaper practice; assignment of university class work; orientation of individuals to current conditions and practices of the profession. The work and study of all students will be controlled and directed by members of the Faculty.

"Second Quarter (February to June): Continuation of staff organization. Beginning of courses in copy reading and editing; use of Associated Press, United Press and City News daily telegraph services and the radio services of the National Broadcasting Company and the Columbia Broadcasting System. Continuation of university class work and of intensive control and supervision by members of our Faculty.

"Third Quarter (September to January, second year): Continuation of staff organization, and writing courses. Use of press association services. Preliminary seminar work preparatory for specialization in politics, economics, finance, foreign correspondence, music, art and theatrical criticism, writing, and reporting of religious and scientific meetings, etc., etc.

"Fourth Quarter (February to June, second year): Intensive specialization in various forms of reporting, editing and other activities of a newspaper, press association and periodical editorial room; training in executive thought and direction. Granting of individual liberty of study and writing as far as is consistent with organized effort. Research in news trends, news values and executive planning."

A new course to be offered by Prof. Pitkin will deal with the development of the English language and the correct use of words. Prof. Will will give a new course in the reading of books

and current magazines. A possible requirement is the ability to translate, at sight news articles or editorials from the press of at least one foreign country—a requirement enforced in the early years of the school.

One effect of the limitation of enrollment probably will be a drastic reduction of the number of women students. Women applicants for admission to the school will be required to show a "serious and purposeful concern for this work." While no definite limit will be set in advance, Dean Ackerman said that "by no stretch of the imagination" should the number reach 40 per cent of the schools' enrollment.

"I know of no newspaper or press association with even 25 per cent of its editorial staff made up of women," he added. "I think the school should not encourage women to believe that there will be unlimited opportunities when we know the opportunities are limited."

DAN A. CARROLL

Publishers' Representative

NATIONAL ADVERTISING

Representing a select group of leading Metropolitan Evening Newspapers—Based on the idea of individual attention to a small grade-A list. Personal service.

Each CARROLL Newspaper leads in national advertising in respective fields.

110 E. 42nd St., New York

ALL RECORDS



For Cooking School Crowds

Advertisers say — "A Hit! Great Success! Best Ever! Well Done! Immediate Response! Many Direct Sales Resulted!" Not a single one was disappointed.

Once again the dominant PeoriaArea medium — The Peoria Journal-Transcript demonstrates its superior reader influence.

Plan now to use this vigorous selling medium in your next campaign. It will do a real job for you in The PeoriaArea!

PEORIA

JOURNAL-TRANSCRIPT

Read in 4 out of 5 Peoria Homes

Represented Nationally by Chas. H. Eddy Co. New York Chicago Boston Member Major Market Newspapers, Inc.



Brush-Moore Newspapers, Inc.

**NEW YORK
BROOKLYN
OUT OF TOWN
BACK NUMBER
NEWSPAPERS**
HOTALING'S NEWS AGENCY
TIMES BUILDING
NEW YORK CITY
Tel. BRyant 9-0344

BUSINESS ~
is good in ~
South Jersey

A 16-page Real Estate Section showing reasons for Camden County's prosperity published April 2nd.

Complimentary copies on request.

**COURIER-POST
NEWSPAPERS**
CAMDEN NEW JERSEY

National Representatives
GEO. A. McDEVITT CO.

OVER 800
NEWSPAPER
PUBLISHERS

are
convinced that
the only real solution
to checking
proof troubles is
the complete service
we render.

the ADVERTISING
CHECKING BUREAU inc.

79 Madison Ave. New York, N. Y.
536 So. Clark St. Chicago, Ill.
52 California St. San Francisco, Cal.
Executive offices at Chicago

AD-VENTURES

By ROBERT S. MANN

EARNINGS of George Washington Hill, president of the American Tobacco Company, considered the highest-paid advertising man, reached a minimum of \$1,018,000 for 1931, with more to come when the books of the company for that year were closed. This was disclosed when James B. Harvie, treasurer of the company, filed a report on bonus payments to officers, in connection with a stockholders' suit in U. S. District Court, in New York, to enjoin further bonuses.

Mr. Hill's salary was reported at \$168,000 for the year, plus a "conservative payment" of \$850,000 on Jan. 2, 1932, as a bonus based on preliminary figures, according to Mr. Harvie's statement. Vincent Riggio, vice-president and director of sales and advertising, received \$418,250 as partial payment of his bonus, while payments to other vice-presidents were made as follows: Charles F. Neiley, \$418,250; Charles A. Penn, \$350,000; Arthur C. Mower, \$250,000. Mr. Penn and Mr. Mower served as vice-presidents only part of the year.

Mr. Hill's bonus was based on 2½ per cent of the company's net earnings over \$11,369,000. On the basis of the \$46,189,741 earnings recently reported, this would amount to \$870,518.52. For the year 1930 his earnings amounted to \$168,000 salary and a bonus of \$842,507, a total of \$1,010,507. In addition, he received an allotment of 13,440 shares of stock at \$25 a share, which was computed at market prices then to mean an additional bonus of \$1,200,000.

* * *

AMONG the requests for service being received by newspapers these days, is one for a survey of houses to be painted this spring. The idea is for carrier boys, as they make their collections, to ask each housewife if her house is to be painted. The resulting lists are counted on to produce prospects for dealers and contractors.

* * *

IMPROVED quality of merchandise, not merely lowered prices, must be emphasized by merchants to pull dollars out of hoarding, according to Kenneth Collins, executive vice-president of R. H. Macy & Co., New York department store. Explaining the Macy April display of merchandise sold seven or eight years ago in contrast with present-day counterparts, he said the public "seems to feel that there has been a cessation of all sorts of creative activity, that inventive ability has been stifled, that there has been a dearth of efforts to improve articles."

"This is not the case," Mr. Collins added. "Washing machines are becoming each year smaller, more compact, better looking, infinitely more efficient. Electric refrigeration has traveled a long distance since 1929. Gas ranges have been given heat controls, pilot lights and all manner of ingenious contrivances to make them more efficient. Radio sets are vastly improved, as millions understand. Literally thousands of small utensils to make housework easier have been either invented outright or simplified and improved. Women used to have vacuum cleaners so heavy they could hardly carry them up a flight of stairs. Today a good, efficient vacuum cleaner weighs only a few pounds. One is amazed when a department like toys is looked at. There are simply thousands of little diverting books, mechanical dolls, trains.

"What has happened to these articles has happened to almost everything else. The depression hasn't stopped the manufacturer for a minute. He has gone on improving all the time.

"Nobody will stop hoarding money out of altruistic motives. It is vital, therefore, to find selfish appeals that will force people to buy for their own selfish good. This is the challenge which the business situation gives to advertising."

* * *

NEW radio advertisers announced by the National Broadcasting

Company include the Sinclair Refining Company, which will present the Sinclair Minstrels, beginning April 11 (Federal Advertising Agency, New York); Thompson Products Company, auto accessories, which will begin a musical program April 13 (H. W. Kaster & Sons, Chicago); and the Texas Company, which will give a program yet to be decided beginning April 26 (Hanff-Metzger, Inc., New York).

William Wrigley, Jr. Company began a program April 4, presenting Mr. and Mrs. Ely Culbertson in bridge lessons. The program was arranged by Frances Hooper Advertising Agency, Chicago, and advertised in newspaper space in 48 key cities.

Radio Committee Appointed

Members of the radio department of Chicago Advertising Council for 1932 have been announced as follows: Morgan L. Eastman, National Broadcasting Company, chairman; Earl L. Hadley, Grigsby-Grunow Company, vice-chairman; Pat Barnes, Stack-Goble Advertising Agency; Leonard Erickson, Columbia Broadcasting Company; Frank Fuller, Commonwealth Edison Company; E. E. Mattson, Mattson Press Relations; T. W. Merrill, Westinghouse Electric and Manufacturing Company; Bruce Robertson, Broadcast Advertising; and Quin Ryan, WGN, Chicago Tribune.

Award Helps Unemployed

Dr. Paul M. Pearson, first civilian governor of the Virgin Islands, addressed the Philadelphia Club of Advertising Women at a dinner meeting April 6 at the Poor Richard Club. Leonard Ormerod, president of the Poor Richard Club, also spoke. Florence M. Dart, a former president of the women's club, announced that the 1932 Fame Award had been turned over to the unemployed business and professional women, following the precedent set by the Club in March, 1931.

Advertising Meeting May 19

The Chicago Advertising Council will hold its second annual newspaper advertising exhibit at the Medinah Athletic Club. The tentative date set for the Chicago-published advertising display is May 19. H. G. Schuster, Chicago Daily News, is chairman of the Newspaper Advertising Departmental committee in charge of arrangements. All copy that has been prepared in Chicago and run in any or all of the seven dailies will be eligible.

New Agency in Bluefield

Dixie Advertising Company, Bluefield, W. Va., has filed papers of incorporation with Secretary of State George W. Sharpe at Charleston. The new corporation, which plans to conduct an outdoor advertising business, has an authorized capital stock of \$5,000. Incorporators: Myles R. Foland, Fred M. Hawley, C. Ray Hawley, Beatrice Kincaid and E. Mark Kincaid, all of Bluefield.

Buffalo Agency Appointed

The Fedders Manufacturing Company, Buffalo, manufacturer of automobile radiators, unit heaters, and electric refrigeration specialists, has appointed Summers-Gardner, Inc., of that city, to direct its advertising.

Groceries Unit Sold

The Jewel Tea Company, Barrington, Ill., has acquired the Chicago unit of Loblaw Groceries, Inc., comprising 87 self-service food stores. The stores will be operated by a subsidiary company known as Jewel Food Stores, Inc.

Supertint Appoints

Winthrop & Company, New York City agency, has been appointed by the Supertint Corporation of Providence, R. I., to direct its account. Newspapers, magazines and car cards will be used in the campaign.

CAMPAIGN FOR BANKS

Chicago Agency Prepares Series of 12 Newspaper Advertisements

A confidence building program for banks, endorsed by the Financial Advertisers' Association, is now being released by the New Business Corporation, a subsidiary of Carroll Dean Murphy, Inc., Chicago agency, in the form of a series of 12 newspaper advertisements.

The program is the result of eight months of cooperative endeavor on the part of a group of men prominent in business, banking and public relations. The plan is to be sold to banks throughout the country for publication in newspapers as an aid to restoring confidence in the future of industry, commerce and finance. It is contemplated that the program will be published concurrently by leading banks. In some cases, two or more banks will sponsor the program together. In other instances, the plan will become a clearing house project.

The advertisements are 1,000 and 750 lines supplemented by a brochure, "Looking Ahead with Banking."

TRADEMARK SUIT

A suit for \$50,000 damages, charging infringement of trademark, was instituted in the New York County Supreme Court this week by the Clayton Magazines, Inc., against Harry Donenfield, Merle W. Hersey, Theodore Epstein and Joseph Burton. Prior to Dec. 5, 1931, the complaint states, the plaintiffs made arrangements for the publication of a magazine called *Bunk*. They bought manuscripts and cartoons for this purpose. It is charged that the defendants have published a magazine with a similar title.

RIGGS APPOINTED G.M.

C. E. Palmer, president of the C. E. Palmer Newspapers, has announced that E. Marion Riggs has resumed his position as general manager and secretary of the Southern Newspapers, Inc., publishers of the *Hot Springs* (Ark.) *New Era and Sentinel-Record*. He resigned several months ago. Francis W. Farris, who was appointed advertising manager at the time of Riggs' resignation, has resigned from the C. E. Palmer group.

MURPHY AND SAWYER MOVE

Charles E. Murphy, president of the Advertising Club of New York, and Joseph Sawyer, have moved their law offices to the Lincoln Building, 60 East 42nd street, New York.

Baer Agency Moves

Joseph E. Baer, Inc., has taken a lease on the entire seventeenth floor of 171 Madison Avenue, New York, and will occupy the new quarters this week.

Doughnut Machine to Ayer

N. W. Ayer & Son, Inc., has been appointed to handle the advertising account of the Doughnut Machine Corporation of New York.

CHICAGO AGENCY MOVES

Henri, Hurst & McDonald, Inc., Chicago agency, formally opened its new and larger quarters in the McGraw-Hill Building, 520 North Michigan Avenue, April 4. The firm occupies all of the 11th floor, part of the 10th and considerable space on the Grand Avenue level. A radio audition room for the benefit of clients is a feature of the new quarters.

AD TIPS

S. C. Croot Company, Inc., 28 West 44th street, New York. Secured the account of R. F. Simmons Company, Jewellery, Attleboro, Mass.

D'Arcy Advertising Company, Missouri Pacific Building, St. Louis. Again placing orders with newspapers in various sections on Anheuser-Busch, Inc., Budweiser Beverages, St. Louis.

Danielson & Son, 15 Westminster street, Providence, R. I. Again making contracts with newspapers in various sections on Cluot Club Co., ginger ale, Millis, Mass.

Grey Advertising Service, 128 West 31st street, New York. Placing orders on cash basis with newspapers in selected sections on Hotel Victoria, New York.

Wylie B. Jones Advertising Agency, Capitol Theater Building, Binghamton, N. Y. Again placing copy with newspapers in various sections on F. W. Clements Products Company, Allenrhu, proprietary remedy, Rochester, N. Y.

Lowell, Mortimer Company, 369 Lexington avenue, New York. Making contracts with newspapers in selected sections on Lavoptik Company, eye wash, St. Paul.

Murrill & Co., 405 Lexington avenue, New York. Again placing additional orders with newspapers in various sections on Simmons Company, Simmons mattress, Chicago, and New York.

Frank Presbrey Company, 247 Park avenue, New York. Secured the account of Regal Shoe Company, Whitman, Mass.

William H. Rankin Company, 342 Madison avenue, New York. Again placing copy with newspapers in various sections on General Cigar Company, Robert Burns cigars, New York.

Reimers & Whitehill, Inc., 295 Madison avenue, New York. Secured the account of New York Electrical School, New York.

Stack-Goble Advertising Agency, 8 South Michigan avenue, Chicago. Secured the account of Lady Ester Company, toilet articles, Chicago.

Sternfield-Godley, Inc., 280 Broadway, New York. Placing orders with some New England newspapers on Atlantic Grass Seed Company, Wonderlawn Grass Seed, New York.

J. Walter Thompson Company, 410 North Michigan avenue, Chicago. Again placing copy with newspapers in various sections on Swift & Co., Vigoro Fertilizer, Chicago.

United States Advertising Corporation, 370 Lexington avenue, New York. Secured the account of Eton Products, Inc., Yeastex and Magnesium Oxides, Newark.

Williams & Cunningham, 6 North Michigan avenue, Chicago. Using large list of southern newspapers on Paris Medicine Company, St. Louis, Missouri. The campaign began April 4 and will continue until fall.

World Wide Advertising Corporation, 11 West 42nd street, New York. Placing orders with some New England newspapers on Champlain Coach Lines (Fifth Avenue Coach Co.), New York.

ACE* VALUE

What we say about the Certified ACE is based upon the experience of hundreds of foundries throughout the country.

These publishers and their stereotypers have found that ACE quality at Certified price gives them the utmost for their money — the best value.

We invite you to verify ACE value for yourself.

*Registered Trade Mark.

CERTIFIED DRY MAT CORPORATION
340 Madison Avenue ~ ~ New York, N.Y.
For dependable stereotyping use Certified Dry Mats
MADE IN THE U.S.A.

Columbia University
in the City of New York

GRADUATE SCHOOL OF JOURNALISM

OFFICE OF THE DEAN

November 29, 1938

Dr. Lewis W. Douglas
Principal, McGill University
Montreal, Canada

My dear Dr. Douglas:

On Monday next the new Cabot Prizes in journalism will be announced. The project is explained in my annual report, copy of which I am taking the liberty of bringing to your attention because the press of Canada is included. Last May for the first time a special Pulitzer Prize was awarded to a Canadian newspaper. Under the Cabot plan the press of Canada is included on an equal basis with all other publications in the Western Hemisphere.

As this is sponsored by an educational institution, I trust that it may be of interest to you.

Faithfully yours,

Carl W. Ackerman

Dean

L.

CWA:C

30th November 1938

My dear Dean Ackerman:

Thank you for your letter of November twenty-ninth, enclosing advance copy of Report of the Dean of the Graduate School of Journalism, of Columbia University.

I shall read the entire report with interest, and especially that part dealing with the Cabot Prizes.

Very sincerely yours,

Dr. Carl W. Ackerman, Dean
Graduate School of Journalism
Columbia University
New York, N. Y., U.S.A.

Confidential Advance Copy
For Publication Monday December 5, 1938

Columbia University

IN THE CITY OF NEW YORK

Report of the Dean of the Graduate School of Journalism

FOR THE PERIOD ENDING JUNE 30, 1938



MORNINGSIDE HEIGHTS · NEW YORK

PUBLISHED FOR THE UNIVERSITY BY
COLUMBIA UNIVERSITY PRESS

GRADUATE SCHOOL OF JOURNALISM

REPORT OF THE DEAN

FOR THE ACADEMIC YEAR ENDING JUNE 30, 1938

To the President of the University

SIR:

I have the honor of submitting the twenty-fifth annual report of the School of Journalism.

For a quarter of a century this School has been exploring new opportunities of serving the profession of journalism, inspired by Joseph Pulitzer's (1847-1911) high ideal that "the power to mold the future of the Republic will be in the hands of the journalists of future generations." For a quarter of a century we have been seeking the new frontiers of journalism with each incoming class of young men and women. Our first educational objective has been to pioneer and thereby to enlarge the horizon of each generation of students.

Today it is our good fortune to begin the second quarter of a century of service in the field of education in journalism with the announcement of a new project. Through the generosity of Dr. Godfrey Lowell Cabot, a public-spirited citizen of Boston, Massachusetts, from two to five prizes will be awarded annually by Columbia University to publishers, editors, or writers in the Western Hemisphere who, by their professional achievements, shall advance sympathetic understanding among the peoples of South, Central, and North America.

The project is conceived and will be administered on a broad foundation and has been drawn up in the light of our experience with the Pulitzer Prizes. Its purpose is to encourage and to recognize the services of the press as an agency of public education. Publishers, editors, and writers on any newspaper, press association, news service, or syndicate serving the profession of journalism in the Western Hemisphere are eligible for awards.

The agreement between the Trustees of Columbia University and Dr. Cabot provides that public service in journalism shall be interpreted liberally. It may include material published in the news or editorial columns of a newspaper or may recognize an editorial or news policy

which promotes mutual understanding. Whenever possible the awards will be based upon exhibits of the material published which reveal that through reporting, exposition, analysis, interpretation, or friendly criticism the individual or the newspaper, press service, or syndicate has performed a public service in journalism by advancing public knowledge and understanding among the peoples of this hemisphere.

The awards will be known as the Maria Moors Cabot Prizes. From two to five journalists will be honored annually. Each prize will consist of a bronze plaque awarded to newspapers, press services, and syndicates and a gold medal with ribbon which will be presented to the individual journalist responsible for the editorial or news article or policy recognized as a public service. Each medal will be of 18 carat gold. A miniature reproduction of the statue of Alma Mater by Daniel Chester French will be the central figure on the face of the medal. A relief map of the Western Hemisphere will appear on the reverse side. Each recipient of the Maria Moors Cabot Medal will receive an honorarium of \$1,000 in order that he may appear personally at Columbia University in the City of New York to receive and accept the award either on his own account or as the official representative of the newspaper, press association, news service, or syndicate designated by the University. All prizes will be awarded by the President of the University at a public convocation in Low Memorial Library of Columbia University, and any recipient who shall fail to be officially represented shall automatically forfeit his right to a prize.

No newspaper having received one prize will be eligible for another award within five years. After the first year prizes may not be awarded to more than one newspaper published in any one country unless the Committee of Award unanimously vote that special circumstances so warrant.

For the first year the Faculty of the Graduate School of Journalism will serve as the Committee of Award submitting recommendations to the Trustees of Columbia University who will make all awards. Dr. Cabot has provided an adequate fund for the administration of this plan and for the prizes for a period of two years. If the results of this two-year experimental period are mutually satisfactory the donor hopes to be able to place the prizes on a more permanent basis.

The first awards will be announced early in 1939 for journalistic public service during the previous calendar year. Prizes will be awarded at Columbia University in April in order that the prize winners may have an opportunity of meeting publishers and editors of the United States at the time of their annual meetings in New York and Washington, D.C. This will also make it possible for publishers and editors in the United States to become personally acquainted with the leading journalists of South and Central America. The visitors will have an opportunity, also, of lecturing at Columbia University and at other educational institutions. Dinners in honor of our guests will be given in New York City and Washington. The directors of the American Society of Newspaper Editors voted at their recent semiannual meeting to invite one of the winners of the Maria Moors Cabot Prizes to address their convention which meets at the National Press Club in Washington, D.C., the third week in April, 1939.

While our Latin-American guests are in the United States they will be invited to cooperate with the Graduate School of Journalism in planning an International Committee of Award for the second year in order that the future recommendations to the Trustees of Columbia University may represent the judgment of South, Central, and North American journalists and educators.

By making all journalists in all of the American republics and Canada equally entitled to recognition, the University and the donor hope that from the beginning this project will be considered all-American rather than North American. Due to the broad basis for the awards journalists in any country may be recognized for their public service as between two neighboring countries, as for example, between Brazil and Chile, or between San Salvador and Mexico, or between Venezuela and Colombia, or between Canada and Peru, or any other groups of nations, providing the service rendered advances sympathetic understanding among the peoples of the Western Hemisphere.

The Maria Moors Cabot Prizes will be awarded on the basis of professional and educational excellence and achievement without regard for politics or political and economic ideologies. Neither Columbia University nor the donor has any financial, commercial, or political interests or obligations anywhere in South or Central America nor any political ax to

grind for or on behalf of any political party or group in the United States or elsewhere. The Cabot Prizes, accordingly, will be free from advocating or sponsoring any cause other than the advancement of sympathetic understanding among the peoples of the New World. By these awards the University and the donor seek to recognize the service of the press providing peoples throughout the Western Hemisphere with information and knowledge so that in this hemisphere public opinion may continue to be informed and articulate.

On behalf of the Graduate School of Journalism I wish to express our appreciation to Dr. Cabot, to the Trustees of the University, and to the journalists of South America and the United States for their coöperation in the development of this challenging and pioneering project. The Maria Moors Cabot Prizes will be the first international prizes in journalism in the whole Western Hemisphere. The Cabot awards should make it possible for the press of South and Central America to send a new type of unofficial envoy to the United States, a journalistic ambassador who may make an important and lasting contribution by advancing the information and knowledge of the people of the United States in regard to their Latin-American neighbors. It is the people of the United States who need to be made more aware of and more receptive to the educational, journalistic, and cultural resources of Central and South America. We need to enlarge our international perspective by recognizing that our horizon is not a line across the Atlantic Ocean or another line across the Pacific Ocean, or an arc including Canada, but a circle around the world including also Central and South America.

At the time this School was opened in 1912, the foreign horizon of the people of the United States was generally restricted to Canada and Mexico, or to the continent of Europe. A decade later we were aware of a western horizon beyond the Philippines, including Japan, China, and Australia. Today, we recognize that our horizon extends around the world, including a northern horizon in Canada, an eastern horizon in Europe, a western horizon in Asia, and a southern horizon in Central and South America. Twenty-five years ago our horizon was a sky line of commerce and finance and of ancient educational institutions and an alert, active, and competitive press. Today the horizon in the East and the West is predominantly political and economic. Neither educational institutions nor

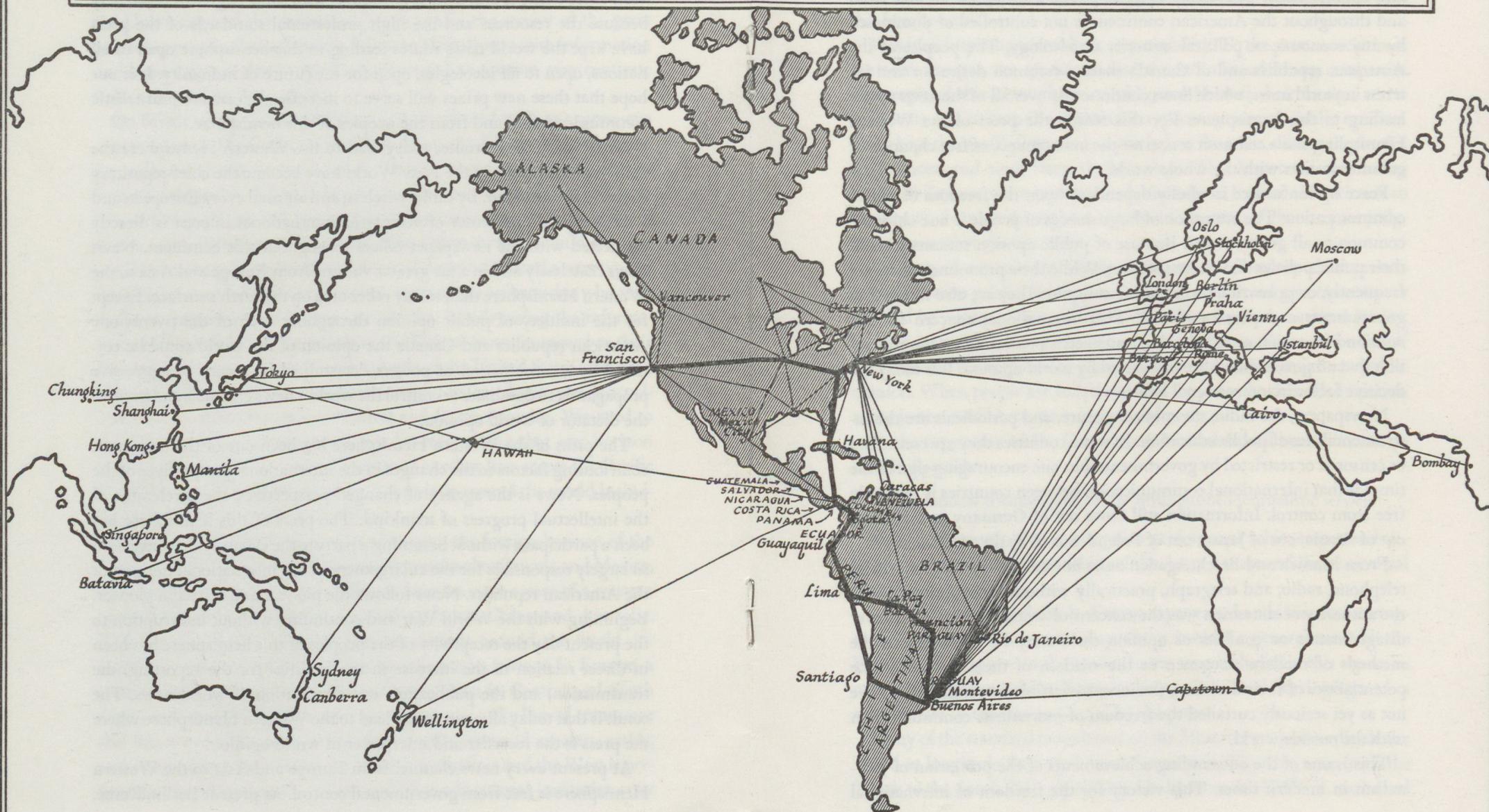
the press is the same. These changes since the World War and the aftermath of revolutions and crises have profoundly influenced all international relationships. Chiefly in the Western Hemisphere may the people view these changes and their implications with some degree of objectivity because the resources and the high professional standards of the press have kept the world news routes leading to this hemisphere open to all nations, open to all ideologies, open for the future of humanity. It is our hope that these new prizes will serve to increase all forms of journalistic communication to and from the peoples of this hemisphere.

As all world news routes today lead to the Western Hemisphere the archives of the press in the New World have become the chief repository of world information. By cable, wireless, and air mail every European and Asiatic capital and center of activity or international interest is directly connected with the newspaper offices throughout this continent. News flows ceaselessly and in a far greater volume from Europe and Asia to the Western Hemisphere than to any other area on the earth's surface. Except for the insatiety of public opinion throughout each of the twenty-one American republics and Canada the opinion of the world could be cornered by a combination of powers determined by means of aggressive propaganda to dominate or control the world's news channels and become the dictator of world opinion.

The press of the Western Hemisphere has been one of the important contributing factors to the changes in the international perspectives of the peoples. News is the agency of changed perspectives, the accelerator of the intellectual progress of mankind. The press of this hemisphere has been a participant without becoming a party to the events which have been so largely responsible for the enlargement of the international horizon of the American republics. News follows the pioneer and is itself a pioneer. Beginning with the World War and continuing without interruption to the present day the receptivity of the peoples of this hemisphere has been in direct relation to the increase in the facilities for the reporting, the transmission, and the publication and distribution of world news. The result is that today all news routes lead to the Western Hemisphere where the press is the recorder and interpreter of world opinion.

At present every news channel from Europe and Asia to the Western Hemisphere is free from governmental control. At present Berlin, Rome,

REFUGE OF WORLD OPINION



All News Routes Lead To The Western Hemisphere

This map illustrates the general direction of the main news channels of the world without including all the cable, wireless and air-mail routes.

and Moscow enjoy equal rights and equality of opportunity with London, Paris, and Geneva and other capitals in the field of communications to and from this hemisphere. Both China and Japan have the same rights and opportunities. The distribution of public information to and from and throughout the American continent is not controlled or dominated by any economic or political minority or ideology. The peoples of the American republics and of Canada share a common desire for and interest in world news, which flows continuously over all of the news routes leading to this hemisphere. For this reason the press of the Western Hemisphere has a common concern—the maintenance of free channels of communication with the whole world.

Peace by conference is wholly dependent upon the freedom of public communication. The education of large masses of people is one objective common to all governments. Because of public opinion statesmen mold their public policies and make speeches. While their pronouncements are frequently, or primarily, for home consumption they are also directed to governments and peoples abroad. This international concern for the opinion of a nation or of a foreign audience is predicated on the realization that all governments are influenced by world opinion. It is today the decisive factor in international affairs.

Newspapers, the radio, the motion picture, and periodicals are the instrumentalities of public education. In some countries they are controlled or censored or restricted by governments, but one encouraging sign of the times is that international communication between countries is relatively free from control. Information still flows out of Germany, out of Italy, out of Russia, out of Japan, out of Poland, out of Spain and China.

From Munich and Berchtesgaden news flowed to the outside world by telephone, radio, and telegraph, practically without interruption. Above the authority of statesmen was the concern of world opinion. Whatever disagreements or conflicts of opinion there may be in regard to the methods of modern statesmen or the wisdom of their policies or the potentialities of their decisions, the incontrovertible fact is that they have not as yet seriously curtailed the freedom of journalistic communication with the outside world.

This is one of the outstanding achievements of the profession of journalism in modern times. This victory for the freedom of international

communications could not and would not have been possible except for the newspaper readers and the radio audiences throughout the Western Hemisphere. If there be such a thing as "the balance of power" today, it rests with world opinion. And the largest reservoir of world opinion is in this hemisphere.

This is an inspiring journalistic responsibility. To the press associations, the news services, the syndicates, and the radio broadcasting companies the people of this hemisphere are obligated because their foreign correspondents are, in fact, the diplomatic representatives of public opinion. They kept the world news routes open before the crisis, during the fateful conferences, and since those decisive days. This imposes a continuing responsibility upon the profession of journalism. Its first obligation is to keep news channels throughout the world open rather than to pass judgment upon what statesmen do.

The duty of statesmen is to keep public secrets. The duty of the press is to make secrets public. Where news is free, peoples and governments are fortified by public opinion which is the bulwark of international justice. So long as world channels of communication are free, the contribution of the press and the radio to the peace of the world will be to inform public opinion. When people are fully informed they may be depended upon to relate justice and liberty to international peace.

At the suggestion of Dr. Cabot the gold medals will bear this inscription, in Spanish:

International friendship medal for distinguished journalistic service.

May these awards always recognize professional achievement and enlarge the international friendships of the Americas around their universal horizon!

It would be helpful, I think, if some experienced and interested cartographer would prepare a new map of the world for general use with the Western Hemisphere in the center. In the map included in this report an attempt has been made to illustrate the possibilities of developing such a map for use in the classroom and by the press.

Many of the standard maps based on the Mercator projection divide the world at longitude west 170° from Greenwich. This line runs from the North to the South Pole, separating Alaska from the U.S.S.R. mainland

in the Pacific and Arctic oceans. While this map, because of its international acceptability, serves many useful purposes, the nations of the Western Hemisphere could obtain a better perspective of their political, economic, and cultural relationships to Europe, Africa, and Asia if a new map dividing the world at longitude east 80° from Greenwich were developed and used. Such a map, as indicated by a special drawing in this report, places the Western Hemisphere in the center, as in the U. S. Hydrographic Office map No. 1262*a*.

The subordinate position of this hemisphere on most maps is the natural result of traditional cartographic factors. The center of the map has usually been that portion of the world in which power, trade, and travel are at the time concentrated. Consequently, the map has often overlooked many important points. As I. J. Curnow says in *The World Mapped* (Sifton Praed & Co., Ltd., 1930), the typical map is historical, designed to give a picture of the immediate past. The center of the map has moved with each shift in world concentration, from the Mediterranean, to southern Europe, to all Europe. Since its first appearance in Waldseemüller's map in 1507, our hemisphere has held an increasing, but nevertheless secondary, map position. It might well be that a map with this hemisphere in the center would accurately reflect for this part of the world the trend of first interest.

The map accompanying this report illustrates the general direction of the main news channels of the world without including all of the cable, wireless, and air-mail routes. News is the most important of all commodities in international trade. The Western Hemisphere is today the greatest consuming area of information on the face of the earth. The news traffic of the world centers here. If such a map as has been suggested were developed, the peoples of the Western Hemisphere would become more aware, I think, of the importance of considering their horizon in the form of a circle.

It is our earnest hope that the newspapers, press associations, and syndicates serving the peoples of this hemisphere, from Alaska and Canada in the North to the Argentine and Chile in the South will cooperate with us so that these awards may be one of the contributing factors in the advancement of a better knowledge and understanding between the peoples and nations of North, Central, and South America. Within this hemisphere

we need to know all of our neighbors. This is specifically true of the people of the United States. We do not know the peoples and institutions of the other twenty-one American republics as we should know their problems, their viewpoints, their culture, their ideals, and aspirations. As news by press and by radio is the carrier of information and knowledge between nations, the establishment of the Maria Moors Cabot Prizes should be an important means of advancing a better understanding among the peoples of this hemisphere and, eventually, among the peoples within the periphery of our international horizon.

During the academic year we recognized in the work of the School the growing importance of two relatively new agencies of communication—radio and news photography. In our estimation the essence of journalism is communication, or, more particularly, the transmission and distribution of information, interpretation, and entertainment. We have been receiving radio news broadcasts in our classrooms since 1931. The technical means by which the transmission and distribution of information are achieved, whether by the printing press or by radio, pictures, the screen, television, or facsimile, is becoming increasingly important to the journalist. Therefore, our courses of study must be more and more closely related to all of the new technical developments in journalism as they come into general use.

Accordingly, during the year under review the Faculty decided to introduce in the curriculum for 1938–39 experimental courses in radio, with particular reference to radio news and to newspaper relationships to radio. Also, in the Spring Session of the year under review, we introduced under direction of Professor Herbert Brucker a new course in news photography. This aspect of modern journalism is of incalculable importance as a factor in world opinion. Pictures of the expressions and actions of people in the news are frequently as informative as their words. Throughout the Spring Session we had the coöperation of the following leaders in this new field of journalism:

- February 4, 1938 "News Photography as a Career," a general introductory talk by Wilson Hicks, *Life*.
- February 11, 1938 "The Work of the News Photographer," including discussion of the newspaper darkroom, cameras, and equipment, by William C. Eckenberg, *Times Wide World*.

- February 18, 1938 "The Daily Newspaper's Picture Editor," by Hinson Stiles, managing editor, *The Daily Mirror*.
- February 25, 1938 "Preparing Pictures for the Engraver, Layouts, the Printing Processes," by Edward N. Dart, assignment editor, *Times Wide World*.
- March 4, 1938 "Outstanding News Pictures," by Martin J. McEvelly, *New York Daily News*.
- March 11, 1938 "The Picture Services," by James Crayhon, Associated Press Photo city assignment editor.
- March 18, 1938 "Pictures by Wire-Talk and Demonstration," by Garrett Dillenback, *Times Wide World*.
- April 1, 1938 "The Picture Magazines," by Otis Peabody Swift, *Life*.
- April 8, 1938 "The Picture Magazines," by Gideon D. Seymour, *Look*.
- April 29, 1938 "News Pictures and the Right of Privacy," by Jack Price.
- May 6, 1938 "Candid Pictures," by Caryl Mydans, *Life*.
- May 15, 1938 "Reporting with Pictures, the Photo Narrative," by Daniel Longwell, *Life*.

Continuing a policy of inviting specialists in journalism and public affairs and visitors to New York to speak to the students, we welcomed the following men and women during the academic year:

- October 1, 1937 Diana Hirsch, '37, *Newsweek*.
- October 8, 1937 Dr. Luis Miro Quesada, editor, *El Comercio*, Lima, Peru, and Dean of Letters, University of San Marcos.
- October 29, 1937 Stanley Howe, executive secretary to Mayor La Guardia, interviewed by students at City Hall.
- November 4, 1937 Katherine Emery, Shepperd Strudwick, and Helen Wynne (Mrs. Shepperd Strudwick), members of the cast of *As You Like It*.
- November 10, 1937 Dr. Hitoshi Ashida, Member of Parliament and editor, *Japanese Times*, Tokyo.
- December 2, 1937 Laura Vitray, *McCall's Magazine*.
- December 7, 1937 Shingoro Takaishi, editor-in-chief, *Osaka Mainichi*.
- March 2, 1938 Mrs. Winifred Willson, *Independent Woman*.

- March 9, 1938 Walter Hayward, Sunday department, *The New York Times*.
- March 11, 1938 William H. Gannett, '37, Transradio News.
Victor Pasche, secretary-treasurer, New York Newspaper Guild.
- March 21, 1938 George E. Sokolsky, '17.
- April 26, 1938 Mrs. Polly Daffron Miller, in charge of women's work, Richmond (Va.) *News Leader*.
- April 19, 1938 Women students invited to tea at the Pen and Brush Club by Mrs. R. H. Towner.

Looking forward to the next quarter of a century, we envision our educational objective to be the encouragement of further pioneering in the field of communications. The Western Hemisphere today is the refuge of world opinion because the pioneer spirit of the press and the radio has developed the facilities and the technique of communications and placed them within reach of everyone. By continuing to explore new possibilities of serving the public, the press and the radio will be the champions of the eternal right of mankind to know what is happening in the world and what it means to the individual, to the family, and to society.

Respectfully submitted,

CARL W. ACKERMAN,

Dean

June 30, 1938

...the ... of ...

DOCKET ENDS:

JOURNALISM SCHOOL, COLUMBIA

The Montreal Daily Star
"CANADA'S GREATEST NEWSPAPER"
MONTREAL, CANADA.

March 15, 1927

Sir Arthur Currie,
Principal,
McGill University,
Montreal.

Dear Sir Arthur:

I don't know how many months in advance you prepare your schedule courses for the next year, but in order that I may be in good time I am writing to you to urge once more by letter what I have suggested both to you and to Professor McMillan - the importance of establishing courses in Journalism at McGill. Certainly no University in Canada is in a better position to conduct such a course than McGill for you have your daily newspaper which would be an admirable laboratory as an adjunct to theoretical lectures. I believe desultory efforts have been made in the past to give a short course of lectures, but for the last two or three years even these have fallen into abeyance.

There must be more than one hundred men engaged in the editorial side of English journalism in this city while the number of correspondents outside is, of course, many times this number. The Star alone has more than two hundred correspondents on its regular list. Not a day goes by without four or five applicants for work coming to the editorial department and in 90% of the cases they admit they have had no training. We endeavour here, as far as the exigencies of time will allow us, to do something toward training the young fellows who come but it would be a splendid thing if we had a reservoir from which to draw. At McGill you have classes in everything - from part singing to banking - except training for newspaper work. Is it that the authorities of McGill do not regard such training as worthy of their efforts?

I am not suggesting that McGill should blossom out with a four year course right away, but couldn't something be done in the way of establishing a short course in Journalism next year? The Star will give you its support and there will be no difficulty in getting some of the trained newspapermen of this city to lecture.

May I urge you once more to consider this question. I am sending a copy of this letter to Prof. McMillan.

With kindest regards,
Yours truly,

George Thwait

March 17th, 1927.

George F. Wright, Esq.,
Associate Executive Editor,
The Montreal Daily Star,
Montreal, Que.

My dear Mr. Wright:-

This is but the briefest
acknowledgment of your letter of March 15th.

I fully sympathize with
your suggestion and will get together a group
of those interested in the very near future.

Yours faithfully,

Principal.