Opportunities in Country Journalism

Edward A. Harrigan

Follow this and additional works at: https://epublications.marquette.edu/bachelor_essays

Part of the Journalism Studies Commons
Opportunities in Country Journalism

Thesis

Opportunities in the field of rural journalism are frequently overestimated. Schools and colleges of journalism are turning out annually large numbers of students, both men and women, who have been fitted for reporting and editing as well as other forms of writing. Many of these obviously do not intend to be merely reporters all of their lives. Again, there are scores in the ranks of city newspaper work, who are tired of the grind, and yearn for something...

Edward A. Harrigan
Senior in the Marquette University College of Journalism

Candidate for the degree of Bachelor of Literature

Submitted, in partial fulfillment of the requirements for graduation.

April 5, 1924.
Opportunities in Country Journalism

Opportunities in the field of rural journalism are frequently overlooked. Schools and colleges of journalism are turning out annually, thousands of young men and women, who have been fitted for reporting and editing as well as other forms of writing. Many of these obviously do not intend to be merely reporters all of their lives. Again, there are scores in the ranks of city newspaper work, who are tired of the grind, and nerve wracking rush.

Clearly, all cannot be managing editors, general managers and publishers in the cities. The longing to be "one's own boss" is common to every human. The smaller field of the country weekly or daily offers a splendid opportunity for independence and satisfactory service. These opportunities should not be let out of sight. Many a man, be he cub or veteran, who finds himself a little short in the mad pace of metropolitan journalism, would find himself a howling success on a small town paper.

The big town man delights in poking fun at the small-town editor and his problems. He calls him provincial, narrow, out-of-date. He laughs at the long column of "personals." The politician sarcastically exalts him as a mighty "moulder of public opinion." The comic papers portray him as an egotistic clown. The country editor's honey of a few eulogies and laudatory paragraphs, has been overwhelmingly alternated with the gall of sneers, ridicule and deprecations.
He is thrown in the same category with the mythical farmer "Hi," which exists only on the vaudeville stage.

But the country editor needs no defense. He has complacently and serenely come through it all, and today is undoubtedly one of the important factors in the scheme of things that makes up our local, state, and national life. He may write a paragraph or two to the effect that Timothy Jones has put up a silo, and risk the consequent ridicule of his city brother who runs the "column" in the morning paper. But he knows that the same paper with the quip about his silo item is running on the society page a column or two to the effect that Mrs. Van Profiteer wore a pink gown at Mrs. Morgan's afternoon tea.

He also knows that Jones' neighbors are vitally interested in knowing that Jones has at last been won over to the idea of progressive farming, and that perhaps not five-hundred of the several thousand city paper's total circulation ever heard of Mrs. Van, and that if they have, they care less.

The country editor needs no pity. He gets along.

Having seen that there is ample justification for the country newspaper man's existence, let us examine some of the reasons why a man should seriously consider this field for his life work. There are several. Not the least of these are: The country newspaper is a sound business proposition; it offers a field for originality; it offers equal opportunity with the city editor for the exercise of judgment, diplomacy, and all the other attributes of the true journalist; it offers a chance for the exercise of power; it is a splendid field for rendering true service; its reward in satisfaction cannot be...
overestimated. The country editor gets much out of life.

Little money is needed for the founding of a country newspaper. Indeed, some say it does not require any. Of course, it is understood that it cannot be done on nerve alone, yet the implication that persistent energy is as essential as financial resources is a good one. It is to be admitted that many country papers with little money and poor plants are not ideal, but it is not fair to judge the country editor by these parasitical sheets any more than it would be giving reputable metropolitan journalism a square deal by judging them from the yellow few who exist merely to purvey scandal and fatten their purses with fake medicine advertisements.

Regarding this question, Wright A. Patterson is quoted in ideals, side lights and hints, in Robert Wilson Neal's "Editorials and Editorial-Writing," as follows: "To help itself attain the maximum of success, the country newspaper must be thoroughly representative of its community. To represent properly its community, to do credit to its editor and publisher, to achieve the desired financial success, it must be more than a mere compendium of the community happenings. Fully one-half of the newspapers that occur are failures only because the editors and publishers have failed to grasp the opportunities their fields offered. In making the kind of a newspaper that will win, in almost any town or city, it is not so much money that is needed, as energy and initiative."

Management of the country paper is a one man proposition. This has been pointed out as a problem, but may well be looked at in entirely opposite aspect.
The editor of the average country newspaper both gathers the news and writes it. He sets the type, or superintends the work. He reads copy and proof. He makes up his own front page, as well as the rest of the paper, or at least sees that it is done as he would wish. The press work is often his duty. He nearly always estimates job work, and many times actually sets up the job and runs it off. He not only estimates the advertising, but goes out and solicits it, and then comes in and writes the copy. Gathering subscriptions is no small part of his duties. Of course, he writes the editorials. Collecting bills, checking on the operating cost and the bookkeeping likely as not fall to him.

At first, it would seem that such a multiplicity of detail, to be attended to by one man, would make for inefficiency in getting out a meritorious finished product. But, upon second thought, it can be readily seen that the man who takes a part in every step in the production of the paper, will bend every effort to make that work as praiseworthy as possible. He has a chance for closer co-relation in the work of the various departments, and dovetails the parts into a pleasing and harmonious whole. Here is the chance for the aspiring journalist to learn more about the production of the newspaper in six months than he would learn on a large city daily in that many years.

Inroads of the city newspaper, with it’s world news of 1:00 A. M. at the farmer’s door at 10 o’clock the same morning, have caused the unthinking pessimist to decry country journalism on the supposed grounds that the rural daily or weekly could not withstand the competition of the great metropolitan press.
Nothing could be farther from the truth, as a little investigation and thought will easily show.

Indeed, the city newspapers go to all parts of the globe. They penetrate every nook, and the most remote spots. Today, there are some 2,500 daily newspapers in the United States, not including Alaska and the other possessions, such as Hawaii, the Phillipines, and other island holdings. More than half of the total are published in cities of over 25,000 population.

But what of the remaining 1,750 newspapers? There must be a concession to the fact that there are 16,277 weekly papers of all kinds in the country, and about 1,000 dailies printed in towns having less than 20,000 population. When nationally circulated weeklies, house organs, and trade journals are deducted from this number, there are still some 10,000 weeklies, which certainly must be considered typically rural.

And the numbers of the country newspaper are constantly increasing.

One example is typical. Here is what the National Printer-Journalist has to say regarding a paper in the middle west:

"More than sixty per cent of all the income of the Kossuth Country Advance, Algoma, north central Iowa - subscriptions, advertisements and job printing - comes from the country. Ten years ago it was one quarter of that.

"Kossuth county has grown from being merely a hay country into one of the richest dairy districts in the United States. The advance has helped.

"In return the paper has grown from a circulation of 1,000 to 3,000. Its gross income has advanced from $5,000 to $30,000."
These figures and facts would not seem to warrant the accusation that the farmer and the small town reader declare, "I have too many papers already. Can't afford to take the small town publication." No, indeed, although Farmer Appleseed may glance over the headlines of the metropolitan daily for ten minutes to keep in touch with the progress of current events, he buries himself in the personal column of his "Punkinville Blade," to see what is being done about the proposed new cheese factory, or whether Pat O'Sullivan or Bob White was elected chairman of the town board.

Although the city and country press may conflict in territory, that does not mean that there is not room for both. The fact that there is a central government at Washington, D. C., is no indication that there is no need for a state, municipal, and even family government. Both operate in the same territory, yet each functions in its own sphere. Each has duties to perform, and both are necessary. So with the city and country newspaper.

Certainly the farmer will read his city daily. He wants to keep abreast of the times. He wants to know what is being done at Washington, at the capitals of the world, and what the latest inventions are. He is as vitally interested in the progress of civilization as are his brothers in the city. He wants to be informed as to the latest developments in art, literature, science, religion, politics, business, and other movements of national and international scope.

But he wants his home-town paper, more than any other. It has something to give him that the city daily cannot. All persons are first of all interested in themselves.
After that they are interested in what pertains to their neighbors, associates, and acquaintances. The closer that news is to home, the more desirable it is. The very definition of news, as set forth by George C. Bastian, in his "Editing the Day's News," bears out the truth of the foregoing. He says: "News is the immediate record of the most interesting, important and accurate information obtainable about the things man thinks and says, sees and describes and does."

Showing that the small-town paper need have no fear of the inroads of the city daily, Adolph S. Ochs says that the requirements of a small community are greater than those of a large city. In a small town, he says, an all-round newspaper man is needed; no sailing under false colors; what is in him is soon known.

"The editors and publishers of the great daily newspapers are removed from the people," he points out, and continues, "they occupy a lofty place from which they gaze with cynical eyes upon the transactions of the world. Their personality is unknown to the people. Not so with those occupying similar positions on the smaller daily newspaper; they are in the same atmosphere of ideas and sympathies with the people; they reflect the sentiments of their communities, for they come in daily contact with almost every element of their constituency. Briefly stated, the small daily newspaper is representative of the people, the metropolitan daily seeking to be."

Not only does the city newspaper cut down the circulation of the country editor's paper, but it makes his task infinitely easier. It relieves him of the task of gathering outside news. He does not have to keep such a large and costly
exchange list. He saves much time and effort in reading and clipping the exchanges. He does not have to bear the expense of costly news services, in order to put before his readers that which they can get from their daily city paper. "Patent insides" and boiler plate have been eliminated from the country paper, to a large extent, and this makes for a neater, and more readable paper. The weekly editor does not have to use news that his city brother had run a week previous. Indeed, the city paper may well be termed an auxiliary to the country press.

But the rural paper's circulation is not limited to the country. Just as the city paper has a function in rural territory, so has the country paper a mission in the city paper's realm. The thousands of men and women, who were boys and girls in old home town, eagerly await the coming of the home paper, to see what has been doing since they left to make their way in the world of industry and business.

"The city daily may give the telegraph news of the world in quicker and better service, the mail-order house may occasionally undersell the home merchant, the glory of the city's lights may dazzle;" said a writer in Bleyer's "The Profession of Journalism" a collection of "Atlantic Monthly" essays, "but, at the end of the week, home and home institutions are the best; so only one publication gives the news we most wish to know, - the country paper. The city business man throws away his financial journal and his yellow extra, and tears open the pencil-addressed home paper that brings to
him memories of new-mown hay and fallow fields and boyhood. Regardless of its style, its grammar, or its politics, it holds its reader with a grip that the city editor may well envy. "Truly can it be said that the country field is a good one to look into and get into!

The chance for originality in writing is another phase of country journalism, that should interest sensitive writers, who know that they are not truly expressing themselves in matter or form on the hide-bound, iron-clad city daily.

The staff on a so-called great newspaper writes all its copy to order. The editor not only assigns the subjects, but he indicates the manner of treating what is gathered. Every sheet has a fixed policy on all important questions, and let the reporter or special writer beware, if he conforms not to that policy! It is known and respected by all who hope to hold their positions. There is no independence of thought.

And if this policy is not rigidly observed, the copy is rewritten. In many instances this is done anyhow. On some papers the man who gathers the news has no hand in its writing, this work being taken care of by a special employe named a "rewrite man." After this treatment, all manuscript is gone over by the city editor, the copy readers, and proof readers. All this tends to stereotyped treatment of all news handled, and dulls the writing. Revision of his writing represses the writer, rather than stimulates his enthusiasm. When he sees a great many changes, making his "stuff" conform to practice, policy and precedent, he chafes, and becomes unhappy under the imagined injustice.
Chester S. Lord, in "The Young Man and Journalism," tells us that in the small cities, and especially in the villages, these conditions are in exact reverse. "The editor owns his newspaper," he says. "He is known personally or by reputation to almost every member of the community. He may write as he pleases on any topic, about anything, about anybody. He may praise his friends or lambaste his enemies; may be brilliant-ly original or stupidly conservative or hopelessly imitative. He is of great community influence and importance. He is made much of at all gatherings and is welcomed wherever he goes."

The desire for power is common to humanity. This trait finds satisfaction in the calling of the country journalist. Whitelaw Reid, of the New York "Tribune," says:

"The journalist's opportunity is beyond estimate. To him is given the keys of every city, the entry to every family, the ear of every citizen when he is in his most receptive moods, powers of approach and persuasion beyond these of the Protestant pastor or the Catholic confessor. He is no man's priest, but his words carry wider and farther than the priest's and he preaches the gospel of humanity. He is not a king, but he nurtures and trains the king and the land is ruled by the public opinion he evokes and shapes. If you value this good land the Lord has given us, if you would have a share in this marvelous salvation and the lifting power of humanity, look well to the nurturing and training of the king."

To be sure, Reid was writing of journalists in general when he penned the foregoing words, but they are as applicable, and perhaps more so, to the rural writer as to the city journalist.
For the people the country editor deals with are by no means fools, nor the seedy nincompoops many believe them to be.

In the first place they are engaged in the most important work of the world. They produce the necessities of life—food. They are men and women who are in daily communion with nature, as nature really is, not as man artificially makes her appear in the crowded city. The great University of Nature is their alma mater. They have learned, with the trees and the wild things of the land for their text books. Although perhaps not bookworms, they have the best of literature at their disposal, for the town library is available, and the state traveling libraries bring the best of books to their door. And no doubt they make better use of them than their city contemporaries.

It is a people of this mental caliber that the country editor has to deal with. Well may he be proud of his position.

The influence of the country press is no little factor to be reckoned with the halls of the state and national legislatures. A writer has said that the country paper is affecting things in legislation than the county conventions are.

"The power of the country press in Washington surprises me," a Middle West congressman is quoted by this writer to have said. He continues, "During my two terms I have been impressed with it constantly. I doubt if there is a single calm utterance in any paper in the United States that does not carry some weight in Washington among the members of Congress. You might think that what some little country editor says does not amount to anything, but it means a great deal more than most people realize. When
the country editor, who is looking after nothing but the county
printing, gives expression to some rational idea about a na-
tional question, the man of here in Congress knows that it comes
from the grassroots. The lobby, the big railroad lawyers, and
that class of people, realize the power of the press, but they
hate it. I have heard them talk about it and shake their heads
and say, 'Too much power there!' The press is more powerful
than money."

This congressman was not flattering his hearer. He spoke
as he did because he had seen heaps of country weeklies on the
desk's of his fellow delegates to the ranks of the lawmakers of
the nation. Every paragraph in these country papers point to
the expression of what those people, represented by some parti-
cular congressman, believe, and he is influenced by them to no
small degree. Many times, the country editor exerts a power of
which he is unaware.

The village editor is a worker in the laboratory of politics.
He is the creator; rather than the director. His city brother too
often but takes the materials of politics and puts them into fac-
tory production. A writer in the "Outlook" is authority for these
statements. He continues:

"If diplomacy wasn't required to get the Sedge Corners folks
to vote for a new brick consolidated school when there was hardly
a child of school age in that section of town, then our under-
standing of that much-abused word is very far from correct.

"Name your world problem and your village editor can produce
its parallel from his own back yard.

"No, indeed, the country paper is not a thing to be laughed
at by sophisticated cosmopolitans. Rather the dignity of its real function should be trumpeted abroad in the land." The country editor is the advisor of all.

The chance for service in the country newspaper field is unbounded. This quality, the true measure of success, in the common consent of the best informed, and the deepest thinkers, should not be lightly considered by the man who is going to make newspaper work his life vocation.

"It was the newspapers that brought about child labor reform," said Talcott Williams. "Newspapers have dealt with one great evil after another. Slowly the individual responds to the newspaper's information and reforms come about. Newspapers have established the fact that it is in the existence of evil and not the publication thereof that the wrong exists. We cannot exclude the foul air of the sewer from our house unless we clean the sewer."

The country newspaper is thoroughly representative of the community in which it exists. The chance for service under circumstances such as these are immeasurable. The paper not only represents properly its community, but does credit to its editor and publishers, in order to achieve the desired financial success. For money will come with service, dealt out unhesitatingly to the community.

The reason the country editor has such a chance to render service is that it is so close to the people. It has that personal touch so distant from the city editor of the metropolitan paper. The life of the community is reflected in that of the editor of the small town paper.
Bernard Finn, quoted in Neal's "Editorials and Editorial-Writing," gives excellent expression to the thought incorporating the idea of service by the country editor. He tells us:

"The editorial in the country newspaper has as its first care the promotion of those things which, though relatively small compared to some other things, are in the aggregate of such vast importance to the country as a whole. No great city paper can effectually promote the little things that need to be encouraged in every rural community. The big papers have problems of their own that they consider big. Greater than the problems of the city, however, is the problem of progression in the rural districts, and it is to this greater problem that the editorial space in the country papers should be devoted, in the main, so that the country papers may reach standards of service that will give them a cause and a reason for existence."

While the New York "Times" is dilating in a lengthy treatise on the situation in the Balkans, the country editor is putting up a stiff fight for a new sewer in main street. While the Chicago "Tribune" is printing daily news on the political and oily scandals of the White House, the "Colby Phonograph" is running a reference in every issue to the effect that the mud-hole in front of the school-house has not yet been filled up. Eventually, the persistent effort toward reform is fruitful, and the country editor comes to a closer fulfillment of his mission of service to his community. And in the meantime, the Balkans still are at each others' throats, and the scandals of politics merrily continue, despite the editorializing of thousands of city paper writers.
While the city newspaper is thundering for the reform of tariff laws, immigration acts, or politics in China or Italy, the country editor is being more charitable at home. He knows that the ordinary mortal is much more concerned with knowing whether the county bridge is soon going to be repaired, than he is with the king of Spain, or disturbances in Czecho-Slovakia. Has the town grown to the size that it needs a hospital? The editor says so. Are lights for the park desirable, or new ones needed? The country editor agitates for them. Would a few flowers, or a lawn about the depot make it a natural invitation for travelers to stop off, or possibly come for permanent residence? The editor goes after the idea. Is the city hall inadequate, or falling into decay? The country editor builds a new one in his editorial columns, and eventually a new edifice of brick and stone rises out of his dreams. Of course he makes enemies, but of the type of men who are not to be desired as friends. The shyster politician who has been defeated in his campaign for graft, makes dire threats, which he is incapable of fulfilling. Gamblers, who are exposed or arrested, for having wrecked the homes of some of the best families in the town, will cry for vengeance, but the country editor is serenely calm in the knowledge that he has helped to make his community a better place to live. He prints an attractive paper, with news and features of the best class, suited to every member of the family, be it large or small. His heart is near to the cause of the best in citizenship, and his mind is ever awake to every opportunity to further that cause.

"J. R. Watson, the first newspaper man in Seattle, has a
has a place in history because of the service he rendered his community by giving it, through the guiding of public opinion, a good road," said a writer in "Editor and Publisher."

"The basis of all editorial value is the future good that results for the community and nation. It might be a road, a park, a playfield, a school, or any one of a hundred other things that make the community a better place in which to live."

The country editor's service does not end with his interest in the community in general. His service is also personal. He has intimate relations with every one of his subscribers. He often sacrifices subscriptions, which mean his bread and butter, because he refuses to print a certain article that he knows would reflect on the character of someone who is in good standing in the community, but has possibly made a mistake in some particular instance. The editor's judgment knows that silence at the proper time may mean the reform of the sinner, rather than putting him on the direct and slippery road to disgrace and failure.

He often sacrifices columns of valuable space that could, most justifiably, be used for important news or revenue bringing advertising, to please some of his friends, when he knows their cause is worthy. Churches and lodges are not the least of those who receive "free advertisements" for coming speakers or events. The high school puts on a play, and the editor runs a nice writeup in the paper the day before, to help them get a crowd. Semi-public entertainments are given at the town opera house, and of course, the editor is called upon to contribute to the cause.
He does, seeing the good that is bound to result. In the long run, he finds himself the only one who has not benefited by his labor. He truly follows the advice of Bishop Joseph A. Murphy, recently consecrated, who said: "Do all the good you can, to all the souls you can, in every way you can, as long as ever you can." But like the bishop, the country editor gets the satisfaction of self sacrifice and doing good to others as a reward, the only true reward.

The satisfaction of the country editor is perhaps the greatest opportunity to be found in the field of rural journalism. He delights in making others happy. He rejoices in service.

It is a well known psychological fact in the realm of journalism that people like to see their names in print, from the president of the mightiest bank in town to the lowliest janitor in the institution. The country editor knows this, and rejoices that he can satisfy this harmless vanity on the part of his readers.

The joys and sorrows of the community are gathered and printed by the country editor. He shares them with his people. He is part of them. Perhaps there is no other place in the world where the writer so intimately knows every soul and personality of his readers as in the country town. He knows their habits, their likes, their dislikes, and what pleases them and what drives them into a frenzy of fury.

When a baby is born into the family of a fellow townsman, the country editor is one of the first to be informed of the fact. The delighted father wants to see that birth recorded, and the country editor enjoys the satisfaction of broadcasting the news
of joy into the homes of the surrounding country. He is the recipient of cigars, gifts of all descriptions, and best of all, the privilege of being among the first to offer congratulations.

The editor watches the baby grow. He sees him blossom forth into boyhood, and writes of his pranks and escapades. When the lad graduates from the grammar school, the country editor takes special pride in running his name among the list of graduates. If he enters high school, the town is made aware of the fact, through the medium of the country press, and when the eve of graduation again comes, his commencement address is reproduced in part or in full, as the circumstances may warrant, in the columns of the home town paper. Should the young man go on to college, news about him is always welcomed by the small town editor, who has remained at his post, serving the community with that which they most desire "all the news that's fit to print." When the lad makes a speech at college, it is placed on the front page of his home town paper. Perchance, he may some day return to the place of his youth, and may be the one to write the obituary of the faithful country editor who watched his progress from the cradle to the grave.

Perhaps two of the young folks of the neighborhood surprise many of the associates with an announcement of their engagement. The editor had suspected it right along. Perhaps he had been made their confidant, particularly if he happened to be a personal friend of the young man concerned, for it is well known that the safest way to keep a secret is to tell it
to a newspaper man, with the injunction that it is confidential. The rule applies as rigidly to the country editor as to the city man; perhaps more so, for he has more at stake, even not taking the ethics of the situation into consideration.

When the date for the wedding is announced, the editor is one of the first informed. He prints a column or two of the affair, and is not afraid to comment on the happiness manifested by the couple. Verily, there is satisfaction for the country newspaper man.

But when sorrow comes! When the hand of death reaches for one of the town, and plucks him away! The country editor had watched the life of that friend, had written his birth, his achievements, his marriage, his triumphs and failures. He goes through his files to gather the material for an obituary, and many a dust covered page records the splash of a tear. He feels the loss of a beloved one, for aren’t everyone in the community one of his own family?

What a contrast the country paper’s obituary presents to the death notice of a citizen of the city, if the latter sheet deigns to notice it at all. Here is a story from the obituary column of a recent issue of the Milwaukee Sentinel, selected at random:

"Herman Backus, 79 years old, uncle of Judge A. C. Backus, and for several years supervisor of Washington county, died at 4 P.M. on Wednesday at the home of his daughter, Mrs. Fred Zacher, 2915 Grand Avenue. Death was caused by a cerebral hemorrhage which followed an attack of influenza.

"Mr. Backus was born in Wisconsin and lived here all his life."
He owned and operated a farm near Kewaskum and at the same time served as a member of the county board of supervisors.

"Surviving him are his widow, Mrs. Catherine Backus; two daughters, Mrs. Zacher and Mrs. Emma W. Backus.

"The remains will be sent to Kewaskum Sunday morning for services and burial in that city."

How cold and unfeeling do those words in black type stand out against the white paper! Indeed, had not the deceased person been the relative of a man prominent in the affairs of the city, he would not have been mentioned at all.

The country editor would have treated it differently. He would have pointed out the good the man had done during his life.

He would have shown the influence the dead man had wielded in the community. He would have said a few words regarding the survivors, instead of merely listing them. And he would not have been reticent about adding words of condolence of his own, as the spokesman of the community. But such is the difference between metropolitan and rural journalism. Many an age-yellowed clipping from the country paper is preserved between the pages of the family Bible. Another phase of country journalism remains to be mentioned. It applies particularly to the young man. There is no better journalistic laboratory in the world than the country newspaper office. If the young man is inclined to get on a large city daily, there is an excellent opportunity for him to do his apprentice work in the country office. Here he plays with the type, sets it up, runs the linotype, and closes up the forms.

From this acquaintance with type, he knows how the paper is to look, when he is in the front office.
He knows that metal will not contract, and that he can get only a certain number of units into a headline. He knows that a story must be written in a certain way, to provide for possible cutting after a bigger and more important story "breaks." He is the man most sought after in the large offices of the city, and his chances of promotion are far greater than those of the young fellow who has never seen the inside of a composing room.

Moreover, the country newspaper office provides an excellent workshop for the man with literary ambitions. Here he comes in contact with man and men. He sees cross sections of humanity that the uninitiated never knows to exist.

Many of the shining lights in literature have come from the ranks of the journalists. Dickens and Arthur-Quiller Couch are but two examples, although they were city men. Mark Twain had his experience in the country, and wrote books known and loved the world over. Walt Mason, who is read wherever newspapers go today, is a product of the country school, and of the country newspaper office.

"It would take a book of the customary 300 pages to chronicle my doings in the newspaper field," he says. "My career for many years was one of small triumphs and large vicissitudes."

Vicissitudes there are in the newspaper field. They are found in the quiet of country office as well as in the pandemonium of the city daily's newsroom. But the ultimate reward is satisfaction.

Life holds much for the country editor. He is the friend of all. He is the spokesman for the community. He is a power. He is a pastor, with a flock that takes in all political, economic and religious beliefs.
The country editor is among the most welcome guests at all gatherings. His table is spread with the rosiest of fruits from the larders of the community. Game from the huntsman is laid before him, and the gardener brings him the tenderest of vegetables his garden provides.

Not only is the country editor a business man, with a paying proposition, but he moves in the highest social circles of his constituency. He is cultured; reads much. He uses his power with intelligence and honesty, and does much admirable work. He sees that the rascal is given his due, and that reward is doled out to the meritorious.

But the greatest opportunity in the rural field is service to the community. That service builds up the community, and makes it a more pleasant place to live. The natives of the town stay. Outsiders are attracted. Best of all, the country editor receives that which he so richly deserves, and that which every man wants, if he is truly human - the love of the people.
Bibliography of references:

Robert Wilson Neal, "Editorials and Editorial-Writing."
Willard Grosvenor Bleyer, Ph. D. - "The Profession of Journalism."
H. F. Harrington and T. T. Frankenberg, - "Essentials in Journalism."
Phil. C. Bing, - "The Country Weekly."
Chester S. Lord, - "The Young Man and Journalism."
George C. Bastian, - "Editing the Day's News."
An address by the Rt. Rev. Joseph A. Murphy.