The United Press

A romantic episode in the progress from fable toward truth. Its 750 young enthusiasts. Its $8,000,000 budget.

By Stephen Vincent Benét

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United Press International

GENERAL OFFICES
NEWS BUILDING, 220 EAST 42ND STREET
NEW YORK, N.Y. 10017

H. L. STEVENSON
EDITOR
VICE PRESIDENT

February 27, 1974

Unipressers:

"To a press association the world is a local assignment," Stephen Vincent Benét wrote 40 years ago. He spoke of the unusual *esprit de corps* that binds Unipressers and he told of the struggle to get started and the men who put our logotype in newspapers on every continent.

Today, as we embark on revolutionary technological transitions in news and pictures, telling the world what it is doing is still predicated on accuracy and speed and what Benét described as our "utter impartiality."

Lewis Lord found Benét's FORTUNE article in a Tennessee flea market and Bill Lyon and I thought it worthy of reprinting.

Sincerely,

Steve

H. L. Stevenson

HLS:JL
Enclosure

The United Press

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A PARAGRAPH FOR THE *NICHI NICHI*

Carroll Kenworthy, son of an Indiana Quaker preacher, could have been a Rhodes scholar. Instead, he studied international law at Columbia, got a job on a Richmond newspaper. From paper to paper he worked his way to Tokyo; there joined UP. Now, one of thirty-five Unipressers in Washington, he covers the Japanese Embassy. The path of his routine on March 26, 1932, crossed the body of a girl clubbed senseless. There had been a Communist demonstration in front of the Embassy . . .

By Stephen Vincent Benét

A DOG gets its news from its nose and the nearest fence post, an ant from the touch of antennæ, a plant is the perfect egoist, interested in nothing but itself. But man is the Grand Inquisitor of the universe, born, like the Elephant's Child, with insatiable curiosity, pointing fingers and asking questions from the minute that he is born. Impertinent and searching, he runs sniffing about the world.

"What's up? What's new? What's doing? Who's that? Where did they come from? Why?" If he can't find out himself, he hires other people to do it for him. His curiosity goes deep as sex and hunger and will be extinguished only with his breath. Most of all he is fascinated by himself and his neighbors, but anything new will stir him from the clothes on the next-door washline to the death of a distant czar. And when he gets hold of such a titbit, he loves to discuss it, bark at it, chew it over in the company of his fellows. The old-fashioned sewing circle and the locker room of the golf club are both, in essence, amateur news exchanges, specializing in rapid transmission and a high degree of local color. The whole elaborate fabric of modern journalism springs from the bones of the village gossip and the seeds of the grapevine telegraph. As it has developed, it has changed beyond recognition. But it feeds as simple an appetite as the tribal chatterbox fed in the days of the cavemen.

We still have our tribal chatterboxes but we depend on them, in the main, for news too small and too libelous for our newspapers to print. For man is an animal with a double mind. He loves tall stories but there are occasions when he demands the exact, unshakable truth. The prices of the goods he buys and sells, the plans of his rivals, the spelling of his own name—if you sell him these as news, for your profit, you must be right.

When Marco Polo, greatest of medieval travelers, described the spirits in the haunted desert of Lop, he was telling a feature story so vivid and adventurous that none of his readers cared greatly whether it was true or not. But it was his account of markets, produce, trade routes that made his manuscripts thumbed and rethumbed by canny merchants seeking the wealth of the Orient. As the world shrinks and nations jostle one another, far neighbors become important. Correct and rapid information about them is at a premium. The

LA PRENSA

EDICION DE 20 PAGINAS

BUENOS AIRES, LUNES 13 DE FEBRERO DE 1933

DIARIO DE LA MAÑANA

MAÑANA SE INICIARAN EN LONDRES LAS NEGOCIACIONES COMERCIALES ANGLOARGENTINAS

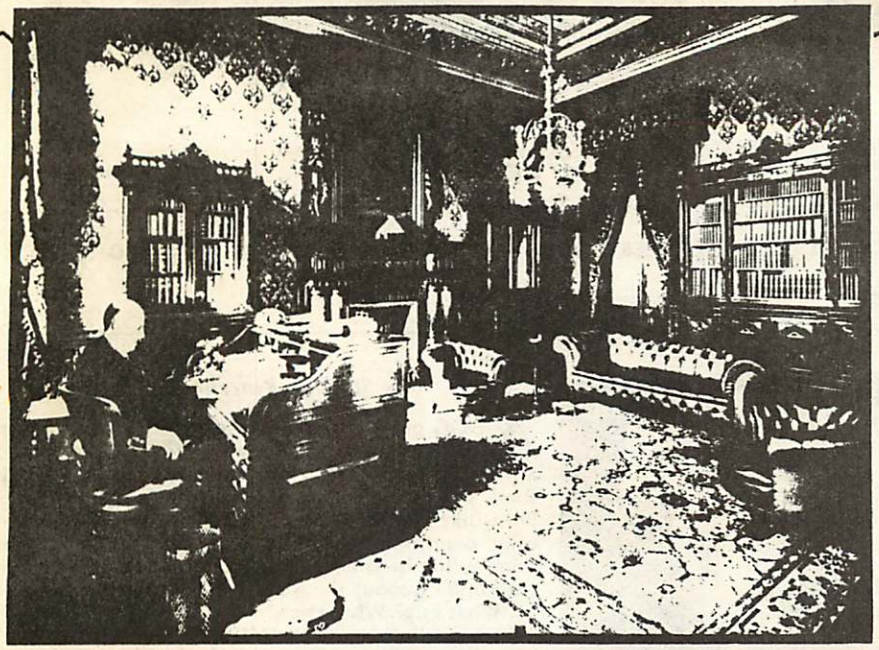
Serán discutidos los principales problemas financieros y comerciales que interesan a ambos países — Las instrucciones impartidas a la delegación argentina — Forma en que serán distribuidos los trabajos entre los miembros de la embajada especial. PAGINA 6

EL CONCEJO DELIBERANTE INICIARA EN EL DIA DE HOY EL PERIODO EXTRAORDINARIO DE SESIONES

Deberá considerar los proyectos de la Intendencia Municipal que se relacionan con la temporada del teatro Colón y con una emisión de 30.000.000 de pesos

LA SOBERANIA DE CHINA EN MANCHURIA

MUEBLES SUELTOS y MENAJES



ARGENTINA

Don Ezequiel P. Paz, director (publisher) of *La Prensa* of Buenos Aires, is UP's biggest South American customer and pays UP thousands of dollars every week. His office may be ornate but his newspaper is solemn and heavy. Because cosmopolitan Argentina (UP supplies B.A. papers printed in Spanish, German, English, Italian, Yiddish) prefers foreign news to any other and because cable tolls are high, Señor Paz spends more money on foreign news than any other paper in the world. Head of UP's Buenos Aires bureau, more important to UP as a news market than as a news source, is Armistead L. Bradford, always called Al. He was bureau head in Paris until 1928, when UP needed a new man in B. A. Bradford, being an expert on foreign affairs and—just as important in the Argentine—a complete gentleman, was drafted.

whole progress of journalism is a progress from fable toward truth. This statement may be disputed by any newspaper reader but it is true.

The systematic gathering of world news for individual clients, not states or governments, began in modern times with the great merchants. The Fuggers of Augsburg, international bankers in the 15th and 16th centuries, by means of a regular system of letters from their agents in other countries kept in touch with the chief contemporary events of the world they knew. Such news was sometimes trivial, often greatly delayed in transit—but now and then of vital business importance. It was the property of the great and the privileged, the king's minister and the millionaire. In 1781 there had been regular newspapers, of a sort, in England for 160 years. But it took forty-nine days for the news of Cornwallis' surrender at Yorktown to reach the environs of Bath and then the diarist wrote: "It was not authenticated sufficiently, being only mentioned in a morning paper from London." And in 1815, 5,000 copies a day was a good circulation for the London *Times*.

After that, the great web spun out rapidly. The Machine Age needed a voice; it found it in the press. New inventions succeeded one another, the flat-bed steam-press, the Applegarth, the Hoe type revolving machine. In 1849, Julius Reuter founded a news agency and shortly thereafter the wholesale merchandising of news to British newspapers began. During the Civil War, regional newspaper owners pooled funds to get expensive but essential dispatches from the front. After the war these regional pools were maintained and ultimately merged in the Associated Press, as now known.

When United Press was founded in 1907 the world news situation was this. The great European news agencies, Reuter, Havas, Wolff, Westnik, Stefani, etc., divided the world among them, with the exception of the U.S. All these agencies were either frankly subsidized or powerfully influenced by their home governments. Stefani was and is the spokesman of the Italian Government; Wolff has semiofficial status in Germany; Havas, serving France, the French Colonies, and South America, is supported by the Quai d'Orsay;* Reuter (British) enjoys considerably more freedom at the hands of its government than do any of the others. In Russia, Westnik, later Rosta (now Tass), derived all its revenue from the government. The reports of all, loaded with propaganda, might be accurate; they might not. A gentleman's agreement prevented any agency from infringing upon another's territory.

In the U.S., Associated Press, reorganized in 1897 after a period of factional disputes and lax management, dominated the field. Abroad, it was in working agreement with Reuter, Havas, and Wolff. Each one of these agencies was bound to deliver its general news budget to AP for the selection of news of interest to the U.S., and AP reciprocated. To obtain independent news sources, AP had also established bureaus at London, Paris, Berlin, Rome, Vienna, and St. Petersburg. Melville Stone had convinced Czar

**In the 1933 budget submitted to the French Parliament was an appropriation of 33,000,000 francs for "special funds for French information sent abroad," which largely means Havas.*

WASHINGTON

Old men make the news; young men gather it. The jubilant juvenile with Brigadier General Pelham D. Glassford is William Alexander Bell Jr., twenty-two. Since his twenty-first birthday, when he joined UP, he has covered Father Cox's "misery march," trailed the routed B. E. F. out of Washington, got back to cover the Communist "hunger march." But Bell's regular beat is Agriculture, Post Office, occasionally Customs. Much of your local home-town news is gathered by even younger lads.

DID YOU KNOW

CENTERVILLE DAILY IOWEGIAN
AND CITIZEN

THE WEATHER

UNITED PRESS FULL LEASED WIRE SERVICE | CENTERVILLE, IOWA, SATURDAY, MARCH 25, 1933 CITIZEN ESTABLISHED 1864—IOWEGIAN 1883 | VOL. 49, NO. 73

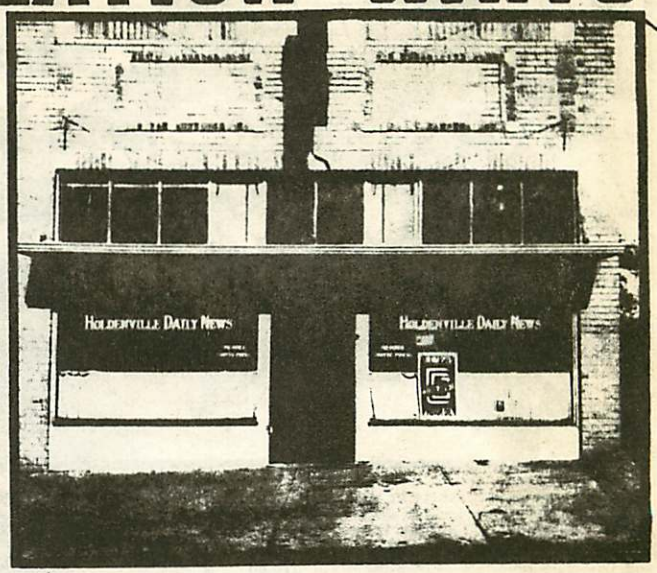
LIQUOR LEGISLATION WAITS

Berenice Abbott

HEADQUARTERS . . . of UP is where President Karl August Bickel is, and Karl Bickel is likely to be almost anywhere—in his New York office, the Paris bureau, aboard a Shanghai-bound liner. Like most Unipressers he came from a small town—Geneseo, Illinois—and he has been called "the only real international journalist in harness."

Acme

ATLANTA When a newshawk stays in the business until his hair is gray he is rarely jubilant. Instead he is likely to be skeptical, quietly fearless, generally reliable—fond of beer and poker, disdainful of wastebaskets and cub reporters. He may cover city hall or federal courts. A few of the ablest become editors and sub-editors. A newspaper can use only a few sub-editors; UP can use many. Typical is Bureau Chief Foster Eaton, who handles Atlanta. The job of interviewing Al Capone excites him no more than interviewing the warden at Capone's prison.



HOLDENVILLE This newspaper in the Oklahoma prairie typifies a large number of UP's smallest customers. For his 3,000 readers Publisher Tom Phillips buys a "mailer" service from UP in New York, a mailed "state letter," and a daily half-hour telephone message of spot news from the Oklahoma City bureau. Probable cost: $20 a week.

Nicholas II of the benefit of abolishing censorship on AP dispatches just prior to the outbreak of the Russo-Japanese War. It seemed a well-working system—an invincible one for AP. Exchange with foreign news bureaus saved it the expense of maintaining a world-wide network of independent correspondents. On the other hand, the Americans in its offices abroad could filter the foreign coloring matter from the news before it went to the U.S.

In the U.S., AP held its empire in a tight grip. Coöperative, non-profit-making, its memberships stood at a premium. They were valuable not only for the service involved but because most memberships carried with them a right of protest. These members could protest the admission of any applicant in their territories. The newcomer occasionally found a franchise for sale—at a high price.

So far it had successfully defied or eliminated competition. But 1907 marked the end of its unchallenged supremacy. For in 1907 E. W. Scripps, already a vital and original figure in American newspaperdom, organized into United Press Associations the two small newsgathering agencies with which he had previously succeeded in keeping his Scripps-McRae newspapers outside the AP fold. He had been invited to join AP at the time of its 1897 reorganization, but had stayed outside in the rain. He had two motives, independence and business acumen. The bearded individualist who liked to walk on the faces of his advertisers resented, instinctively, the idea of a news monopoly. The Scripps papers had always been bellicosely independent—and he still had some of the contempt the lone wolf always feels for a meeting of the best minds. Also, he intended to extend his chain of journals wherever it suited him and he saw a fair chance of profit. Membership in the AP might hamper him. He wanted to be able to sell his news to anybody, at any place, at any time.

For ten years he had fought the AP and served his own papers with the Scripps-McRae Press Association, a consolidation of smaller Scripps wire services, and another organization, independently controlled and operating in the Atlantic seaboard states,

POLITIKEN

12 Sider + Magasinet 72 Sider

ABOVE: From Berlin, where he manages the UP office, Unipresser Frederick Kuh directs news coverage in nine European countries. When news broke in Manchuria, Kuh turned Orient correspondent and, like crack reporters all over the world, dashed to cover the Sino-Japanese War. He is Chicago-born, did special UP correspondence between Vienna and Constantinople after the World War, joined the New York office in 1923, went to Moscow in 1925, to Berlin in 1927. A good politician, he invests himself with a helpful air of importance.

RIGHT: Here Unipresser Kuh, in Berlin, matches his air of importance with that of General Wilhelm Heye, onetime head of the *Reichswehr*.

BELOW: The rise of Cal Tech added science to the field of the Los Angeles UP bureau, more accustomed to Hollywood trivia and the antics of Sister Aimee. Reporter Leicester Wagner (left, with pad), who would rather do a sports story than anything else, is interviewing Albert Einstein with the help of Physicist Richard Chace Tolman (seated). Wagner is a veteran of disaster reporting. He covered the wreck of seven U. S. destroyers off Honda Point in 1923, the Santa Barbara earthquake in 1925, the San Francis Dam flood in 1928, this year's earthquake.

called Publishers' Press. Expenses had been heavy. Publishers' Press management did not in many details mesh with Scripps standards. John Vandercook, London correspondent for the Scripps-McRae newspapers, who was far enough from the domestic scene to gain advantage of the perspective, had the vision of a powerful independent American agency. But he could not persuade Old Man Scripps by letter, so he returned to America. He finally persuaded Scripps to buy out the Publishers' Press and consolidate the two organizations into the UP. Vandercook died within a few months. Hamilton B. Clark, of the Scripps "Coast" group, came on as head and found Roy Howard already functioning in the New York office.

The ambitions of this new enterprise were broad. It was to be a profit-making, non-exclusive organization, selling news to any client, anywhere, at any time. It must never be obligated to any financial, business, governmental, or political interest. It must never be dominated by any newspaper or group of newspapers. It must be colorful and enterprising but utterly impartial. It must be international in point of view.

THE first five years of UP were a struggle. Except for Scripps' own press, the newcomer served the weaker papers. It had to build up its own independent foreign bureaus for cable news. When James H. ("Barney") Furay, now vice president in charge of all the foreign services, went to work for it in Chicago, it did not have even a leased wire between Chicago and California. Copy had to be moved "overhead" by Western Union to Denver and the Coast.

Furay's territory included Denver, Reno, Butte, San Antonio, Mexico City and he doesn't know yet how he covered it. The San Francisco office smelled like a livery stable. In the first Denver office yellow flimsies littered the floor. A crowd of young, excited men, working longer hours than army ants, sacrificed everything to get the major news stories first and right. They didn't have money, they didn't have prestige, but they wrote the news of the day for the housewife in Omaha and the steel-puddler in Gary in terms they could understand. They ranked human interest first and conservatism nowhere. They were scooped a dozen times a day but they didn't have time to worry about it. Somehow or other they kept going. The stock started to pay nominal dividends—after arbitrary assessments had been made on the Scripps papers for the service.*

Then in 1912 Roy Wilson Howard, at twenty-nine, became president. He had come a long way from Gano, Ohio; he was to go farther still. Sartorially magnificent,

**Today Scripps-Howard papers pay as do any other paper; receive exactly similar service, ask for nothing and receive nothing more than any other client.*

LA VOZ

Redacción y Administración Calle de Larra, 8. Madrid. Diario independiente de la noche fundado por D. Nicolás M. Urgoiti en 1920 Precio: 10 céntimos Año XIV, Núm. 3.805. Martes 7 marzo 1933.

TENIA PRISA POR MORIR | EL MALEANTE CONTUBAZ

small and spruce, bursting with energy, he dashed about the country organizing UP service, selling it to hypnotized publishers, exhorting laggard correspondents to mighty feats of newsgathering, rushing coatless to excel them at their own jobs. By 1914 he had almost 500 clients.

Meanwhile, in 1909, UP export service had begun with a brief file of cable news across the Pacific to Nippon Dempo Tsushin Sha (Japanese Telegraph News Agency) and to the London Exchange Telegraph. The foreign bureaus were building up. But UP still remained, to all intents and purposes, a local U.S. agency, restricted to the evening-paper field. In the U.S. it was handicapped by the fact that the established AP enjoyed the best American news entrées and contacts. In Europe, UP could not compete with Havas or Reuter or Wolff. Why should any European newspaper buy a U.S. service? Then a Serbian student shot an archduke and the world flamed into war.

The War might have spelled ruin for UP. To Roy Howard it spelled opportunity. European news—War news—took the front page of every U.S. newspaper and stayed there for four years. Editors prayed for any and every kind of vivid, telling story to supplement the bald lines of the official *communiqués*. Readers fumbled for any scrap of truth in a welter of propaganda, rumor, and "inspired" statements. Independent of all foreign press bureaus (now frankly partisan), Roy Howard covered the War with the gusto he would have given a four-alarm fire.

His young men were everywhere, getting the news first, sending it first. They might be scooped, at the beginning, on such statements as "A reconsolidation of our lines

WASHINGTON, D. C.

Acme

EUROPE & S. A.

ABOVE: Washington newshawks once detested Lindbergh because they were convinced he had intentionally splashed them with mud when landing his plane. (Fact: it was not intentional.) Here is a rare moment of easy-going cordiality shortly before the Colonel and his lady flew to the Orient. The reporters in the middle are Unipressers Charles M. McCann (who returned from France with Lindbergh on the U. S. SS. *Memphis* and who has since left UP) and Ronald Glover Van Tine.

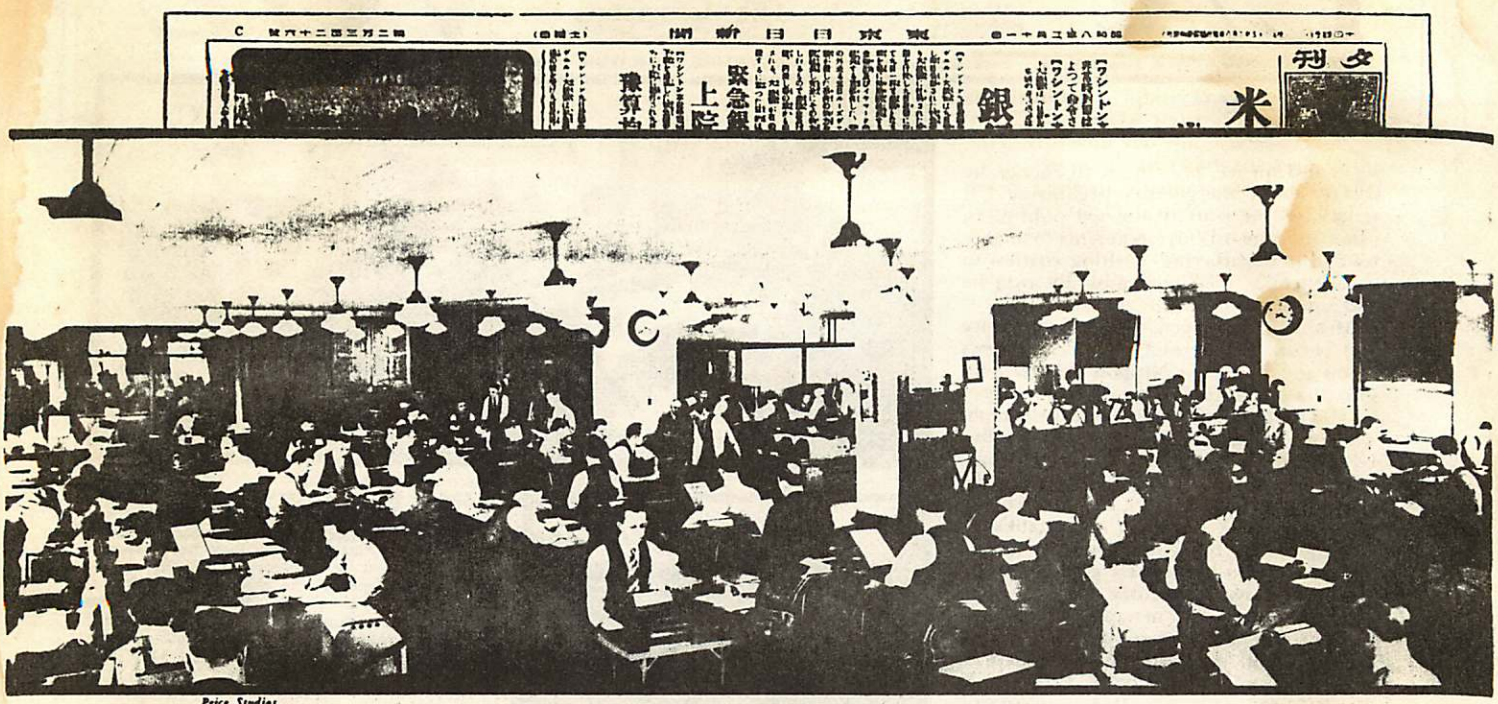
LEFT: The stout, pompous-looking gentleman is a salesman, not a newsman. He is Dr. Edward Bing, Ph.D. (Oxford), ex-captain of Turkish artillery, linguist, and amateur boxer. Every year he travels 30,000 miles, drumming up customers for UP service. The tall man is Jim Miller, UP vice president for South America, who was a civil engineer, a surveyor, a rancher. In 1916, UP's Buenos Aires man left his job suddenly and asked Miller to watch the office. Miller, who had never worked on a newspaper, obligingly did so, and was hired by Roy Howard who had come down to talk things over with the departed correspondent. The lady in the picture is Mrs. Miller.

BELOW: Two Scots. Escorting Scot MacDonald from his plane at Le Bourget (when the Prime Minister flew from London to Geneva) is Richard Devern McMillan (hat in hand) of UP's Paris staff.

INDIA

LEFT: When news was breaking in Baluchistan and there was trouble in Afghanistan, Karachi, on the northwestern frontier, was India's most important channel of news and its most famous date line. Then Correspondent G. M. Dyce-Keele's job was exceedingly important and so was Mr. Dyce-Keele. He runs a local paper and, with his own correspondents scattered about, was a most efficient newsgatherer. But news from India now means Gandhi and the Nationalist movement and idle textile mills, so Mr. Dyce-Keele has more time to attend to his local paper. With him here is Editor Kotamraj Punniah of the Sind *Observer*. He happens not to be a Unipresser although many of his countrymen are, because UP has all controversial subjects reported by both native and Anglo-Saxon correspondents.

PARIS



Price Studios

THE HEART OF AN ARTERIAL SYSTEM 144,000 MILES LONG

Through this room every twenty-four hours flash 600,000 words of news. It is the main newsroom of UP in the New York Daily News Building. The battery of machines in the left foreground is the line-up of day wires. In the background at the left dispatches from Europe and South America are being rewritten by cable editors for U.S. consumption. The lay newspaper reader would have difficulty reading the gasping, elliptic jargon of the cables. Financial wires are at the right. The sports department does not appear because the photographer was standing on the desk of Sports Editor Lochiel Stuart Cameron.

has been effected at heavy loss to the enemy," but they told how the Lancashire coal miner felt his first night in the trenches, and what it was like in Munich with the men away at the front. People—people—people—gray helmets flooding toward Paris—taxicabs at the Marne—the race for the sea and the bitter winter that followed—and an editor who had decided, two years before, that "we must be frankly radical in the choice of subjects but painstakingly conservative in handling those subjects," and that "through an awakened interest, the subject of *people* has become the most interesting to the public mind." And UP was becoming conscious of itself as Unipress (cable name), and learning to call its correspondents, romantically, "Unipressers."

Unipresser Bill Shepherd covered the Eastern Front, the Western Front, the Balkan Front. Howard himself interviewed Lloyd George, was told "this war must go to a knockout." And scooped the world with the declaration, never fulfilled. Long-established press contacts melted—the first concern of every publisher was spot news of the War. AP would still dominate the American news, but more and more papers took UP service. They would have bought service from Mars to get accurate, colorful information. And UP now strained as never before for accuracy. Get the news but get it right. Be utterly neutral but never forget readability. Tell how people feel and look, as well as what they do.

In 1916 one of the most far-reaching changes in the history of international newsgathering began. *La Prensa* of Buenos Aires is one of the five most significant newspapers in the world. It has a national, political, social, and economic position undreamed of by any North American publication. It is as much a world institution as the Bank of England.

For two years *La Prensa*, serving the large cosmopolitan population (including Germans) of the Argentine as well as its own natives, had been receiving its War news from Havas, the official French agency. Such news was biased at the source. Germany's agency, Wolff, was cut off from the outside world—Reuter was admittedly subsidized by the British Government—AP as yet sent no news to South America. Other South American newspapers found themselves in the same boat.

They turned, after two years' discouragement, to UP. They didn't know a great deal about it and all North American journalism seemed to them rather childish—a small boy rattling a stick along a fence. But UP seemed to be getting an amount of unbiased news and where else was there to turn?

They asked it to set up a special European service for South America, written from an objective, neutral point of view. Howard went to Buenos Aires in 1916, the first of a series of trips which resulted in the establishment of the UP's South American service. Once organized, the service was bought by *La Prensa*, and UP leaped to its new problem with enthusiasm. Unipressers started flooding the South American wires with the drama, death, color, and romance of

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The United Press

[*Continued from page 72*]

the War—the tried product, gobbled by newspaper readers from Massachusetts to Oregon. There was only one difficulty. The South Americans didn't like it at all.

They might be romantic in their manners but they were not in the least romantic about their world news. Confronted by a story that had wrenched North American heartstrings, an old French peasant woman placidly milking her cow as the German drive swept on, they wired back: "Cow-milkings unwanted." They demanded terse truth, a truly informed international viewpoint, the underlying economic and social significance beneath the rainbow paint. They were willing to pay a stiff price for this. So UP reversed its policy and gave them what they wanted. With one hand it wrote and delivered the heart throbs and personalities for which North Americans clamored; with the other it filed an authoritative, sedate, and encyclopedic report for the countries south of the Canal.

It is a curiosity of world transmission circuits that the easiest way to send news from Europe to South America is via New York. And as *La Prensa's* authoritative news poured past the eyes of UP's wire editors, they themselves became interested. It wasn't at all the sort of report they were used to—but people paid money for it.

Hesitantly they began to try out some of this sort of news on their clients in the U.S. They began to stress economics as well as people, background as well as personalities, underlying significance as well as obvious drama. And, by the mere fact of so doing, they educated themselves toward a broader point of view. With the founding of the South American report UP, for the first time, began to be truly world-minded.

The Associated Press

Keystone

KENT COOPER

THE accompanying story is incomplete in one important particular. It does not attempt to evaluate the United Press by comparison with its principal rival, the Associated Press. Some day FORTUNE will tell the story of AP and with the information then secured will offer a factual basis of comparison.

As everyone knows, the AP is the senior American press association, is a non-profit-making membership organization, has an unexcelled reputation for accuracy and impartiality, serves 1,300 newspapers here and abroad as against UP's 1,200.

Kent Cooper, once a newsboy, has been general manager of AP since 1925 and a newsman ever since he was thirteen years old—in 1893, in his native Columbus, Indiana. After working on Indianapolis newspapers, he joined Scripps-McRae, UP's predecessor. In 1910 he went over to AP and reorganized its wire service. This he did so well that he effected savings of $100,000 a year for AP and became chief of its traffic department. Working closely with the late great Melville Stone, longtime head of AP, he became assistant general manager in 1920, then general manager five years later. Under his régime AP has departed from the staid Stone traditions. It places more and more emphasis on human interest, furnishes features and comics.

Premature

ON NOVEMBER 7, 1918, Roy Howard had every right to feel happy. His clients in North America had increased from 500 to over 700. His South American clientele was growing by leaps and bounds. UP's reputation for impartiality and accuracy was established. It had covered the War brilliantly and expected to cover the Peace. The wires went out to Canada and the Orient: the coming of peace was bound to bring fresh markets, fresh opportunities. On November 8, 1918, Roy Howard was attacked as one of the biggest frauds in the history of newspaperdom and the reputation of UP was in the dust.

Sitting in the office of Admiral Henry Wilson at Brest, Howard had been handed a slip of paper by the Admiral himself with permission to file it verbatim. It was an official dispatch from the Embassy at Paris —"Armistice signed at 11 A. M."

In a moment Howard was in the street—at the cable office. An amazed New York office received the announcement from its chief—amazed editors across the country bannered it, shouted it to the nation. Whistles, flags, parades, crowds dancing and shrieking in Fifth Avenue—crowds clotting the streets of Washington, pouring toward the White House. Once more UP had beaten the world.

Two hours later came the official denial. The armistice announcement was "premature." Instantly Howard flashed a correction which would have saved UP's face. It never reached its destination. Because of censorship it was delivered not to Unipress

[*Continued on page 97*]

Bernice Abbott

Price Studios

© *Sport & General*

FOUR OF UP'S VICE PRESIDENTS

Hugh Baillie is executive vice president, next in command to President Bickel. Like all UP executives he was once a reporter. He was born in Brooklyn and trained in Los Angeles. In 1915 he joined UP. After serving as Washington manager and general news manager, he shifted abruptly in 1925 to the business office, became sales manager, then business manager, then vice president.

Robert Jacob Bender, general news manager, is mostly concerned with news for U.S. consumption. His father published newspapers in Omaha, Council Bluffs, Iowa, and Springfield, Illinois. After working for his father Bender joined UP in Washington (1915), covered the White House, went to Europe with Wilson, returned to rise from Washington manager to general news manager.

"Barney" Furay, fifty-three, christened James Henry, is general foreign manager, which makes him boss of all the foreign service. He became a Unipresser in 1908, the year following UP's inception, when he was twenty-eight years old. Successively manager in Chicago, Denver, San Francisco, he was made foreign editor in 1918. He always keeps a firm grip on the reins in Europe, South America, the Orient.

Ed L. Keen is vice president for Europe and, at fifty-six, UP's oldest executive. He was a youthful managing editor of the Cincinnati *Post*, later went to the Philippines and scored a great beat on Aguinaldo's capture. UP made him London manager in 1911. He was chief of UP's Peace Conference staff. A picture of UP's other vice president, James Miller of South America, is on page 71.

but to Secretary of the Navy Daniels, who was absent from Washington and whose office held it until 10 A. M. the next day. Coincidentally, Admiral Wilson had sent a cable to Secretary of State Lansing assuming entire responsibility for giving out the armistice message. This was held by Lansing until President Wilson intervened, ordered its release at two o'clock on November 8, the day after the celebration. Howard, meanwhile, had discovered the source of the premature announcement. The story had been telephoned to the American Embassy in Paris by a man who said he was calling from the French Foreign Office. The Quai d'Orsay denied having made such a call.

But the American Embassy had been hoodwinked and in turn had misinformed Admiral Wilson at Brest. The call may well have come from a German agent, ingeniously seeking exactly what was accomplished—a demonstration for Allied statesmen of the longing for peace. But in any case UP had been hoaxed, innocently and by the most authoritative official sources, but hoaxed, and the world hoaxed with it.

Jeered by competitors, UP editors bitterly cursed their extras and their enthusiasm. Such a blow would have destroyed a lesser business, annihilated a less resilient man. There could be only one remedy, explanation for the present, unflinching, meticulous accuracy for the future. Roy Howard has lived to see that remedy so conscientiously and successfully applied that millions of newspaper readers who have forgotten the False Armistice of 1918 accept without question the UP stories of 1933.

Organization and control today

IN THE post-War years UP assumed its present form as a worldwide agency spending nearly $8,000,000 a year in collecting and distributing news twenty-four hours a day and making a profit.* It owns no buildings, no presses, no cables, no wires, no telephone poles. Its "plant" consists mainly of enough secondhand furniture scattered over the world to fill a warehouse. Its fifty-one bureaus in the U.S. and thirty bureaus in foreign countries and its headquarters in New York are all rented. The wires—144,000 miles of them—and 1,186 teletype machines are leased, as are 100 hand-operated Morse keys. Its estimated $10,000,000 worth of goodwill it carries at zero. Its sole tangible assets consist of a sheaf of contracts (average length five years) to serve news to 1,240 newspapers (900 in the U.S.; 340 abroad).

The United Press Associations is a New York corporation. Most of its principal operating executives either own stock or have some direct interest in the business. The three largest stockholders, two of whom are former presidents and now members of the

**With the AP insisting upon the dignity of no profits (AP merely builds up financial reserves), the UP is as reticent as any doctor about its "profits." Probably in the best years profits never exceeded $500,000.*

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board of directors, are Robert Paine Scripps, massive, serious-minded son of UP's founder; Roy Wilson Howard; and William Waller Hawkins. In 1920, Howard was called from the presidency of UP to help reorganize the Scripps-McRae newspapers. His able, longtime associate Hawkins, who had an important part in the sound building of UP, stayed behind as president until 1923 when he rejoined Howard. Now, as chairman and vice chairman respectively, Howard and Hawkins are moving figures of the Scripps-Howard enterprises. Fourth biggest stockholder, president, and operating executive of UP is Karl August Bickel.

KARL BICKEL'S bright blue eyes and pink cheeks, his enthusiasm for any new fact, and his strenuous manner belie his fifty-one years. Someone once called him "the only real international journalist in harness." That means that in his twenty-five years' service with UP (with five years out as publisher of the Grand Junction, Colorado, *Daily News*) he has come to know practically everybody of importance in the news world and what each adds up to. As president (since 1923) he has gradually relieved himself of routine. From his office in Manhattan—with its artificial fireplace, Italian carved cabinet, and Chinese beheading sword, a present from that greatest of War Lords, the late assassinated Chang Tso-lin—he has time to dictate lengthy letters to his London manager telling him just what the appointment of his friend Judge Bingham to the Court of St. James's may and may not mean. He has time to telephone his friends in the textile business for an interpretation of a sudden price rise in Oriental rugs. He reads, voraciously, current literature of politics and economics, judges it shrewdly because very likely he knows the author and the author's prejudices. On a hundred kinds of news story in five minutes he can give the newsmen on the job the equivalent of a week's digging. You will find him in a dingy Jersey hotel crowded with newshawks on a momentous kidnapping story, or at a birthday party for a newspaper in Iowa. You will find him at a radio microphone interviewing a premier across the sea, or aboard a steamer intent on sewing up a new contract in Spain.

Although there are five vice presidents, UP's spearhead is pointed with three B's—Bickel, Baillie, Bender—and that aforementioned pioneer of the old Denver days, Barney Furay.

Hugh Baillie, forty-two, executive vice president, is known as the "crown prince" of the organization, and looks the part. Lean, dramatic, with bristly, short-cropped blond hair, he raps orders like a top sergeant, wears a white carnation to work each morning, sits at a gigantic mahogany desk with a three-foot globe beside it and a naked steel bayonet as a paperweight. Robert J. ("Bob") Bender, forty-two, vice president in charge of news, was one of the few Washington correspondents whom Wilson trusted. Plump and good-humored, he is a shirtsleeve worker, a cautious, skeptical news general. Frequently he is awakened at 3:00 A. M. in his Pelham, New York, home to hear of some new crisis, drives madly down the Post Road before dawn to take command. No UP executive is long out of telephone reach, day or night.

Two vice presidents function in the foreign field—Ed L. Keen, vice president in charge of Europe, and James I. Miller, czar of all UP activities south of the Panama Canal. Headquarters of the internal European services, through which the press of Italy, Spain, Poland, Austria, Bulgaria, Switzerland, and Scandinavia receive their UP, are at Zurich in charge of Edward J. Bing, general European business manager.

Power, money, lure

THERE are four motives which can actuate publishers or other potent news executives. These are desire for power, desire for money, love of the game, interest in public service. How are these motives mixed in UP and in its chief executives?

Power: The UP has tremendous power. Its chiefs are invited to sit at speakers' tables of endless banquets. They can walk in on the President of the U.S. or the Shah of Persia whenever they feel like it. But actually, and by definition, they wield very little power. Some small propaganda Karl Bickel could send out—and get away with it. Some bits of scandal Bob Bender might "kill" for a friend—if the friend were not particularly newsworthy anyway. But any noticeable amount of partisanship or favoritism would ruin the business. So, for Karl Bickel and his aides, the motive of power is out. The power is theirs only so long as they do not use it.

Money: Few great publishers (except William Randolph Hearst) were born rich. The Unipressers, as a group, were not born to downright poverty, but all save Robert Scripps, heir to the founder, came from humble beginnings. Like Bickel himself, who was a small-town boy (Geneseo, Illinois) and as a schoolboy found cub-reporter work on the *Times* in Davenport, Iowa, across the Mississippi from his home. From Illinois he traveled West because he was "damned tired of living at home," enrolled at Stanford University in California, worked his way as a campus correspondent of the San Francisco dailies. After three years he took a job as city editor of Old Man Scripps' San Francisco *Daily News*, in lieu of a degree. Thence the newly formed UP hired him at $30 a week. Change the names of the towns, the schools, and the newspapers, and you have the career of many a Unipresser—the typical early years of many a newspaperman.

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From these beginnings there might have resulted several possible destinies, assuming a continued devotion to journalistic life. The reporter might achieve fame as fiction writer, sports expert, columnist. He might have a paper of his own (as Karl Bickel did in Colorado, until high altitude and low bank account prompted him to accept Roy Howard's proposal to return to UP). He might function for years as a reliable workaday newsman and wind up, gray and poker-playing, on the rim of a big copy desk. Slimmest possibility of all was what finally happened to Karl Bickel, to Hugh Baillie, Bob Bender, and others of UP headquarters staff. They became big businessmen at the head of a considerable business.

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NOR is their income (some $8,500,000 in a good year) anything at which even the most vested of interests could lift an eyebrow. From hundreds of small-town dailies UP collects between $18 and $40 a week for a comprehensive "pony" service (principally delivered by telephone and averaging from 1,000 to 3,000 words), plus UP daily mail service, the Red Letter, covering a full newspaper page of advance news, "canned cable," sport gossip, Washington letter, and a dash of fashion from Paris. With this and one local reporter, the editor can get *out his* paper. From big papers at the other end of the scale UP may get as much as $2,500 a week ($130,000 a year) for seven wires delivering daily 160,000 words or more at high speed—sport news on one wire where it cannot impede the flow of general news; financial news on another machine, etc., etc. But to the great bulk of its customers UP sells an eight-hour daily leased-wire service—28,000 words by teletype, affording a complete summary of the day's political and international news, births, deaths, scandals, stock-market prices, sports results. From papers in that group, in

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Budget for a Worldwide News Service

FROM the time he is promoted to be bureau manager, either at home or abroad, the Unipresser knows the meaning of budgets. There is, of course, a certain amount of unpredictable expense. No man can budget for coverage of a revolution which has not yet broken out or of the rescue of a ship which has not sailed. But United Press fortunes are by no means in the hands of pure chance, for three reasons. First: UP can estimate fairly accurately its income for the year. Second: UP executives budget their costs on the assumption that there is always one predominantly important story on the front pages. Example: when Baby Lindbergh was kidnapped, the Sino-Japanese story collapsed for news purposes. And down went cable tolls. Third: costs can be controlled. Cable and wire tolls are the heaviest item. Five cents a word is the press rate from London, $2.19 a word urgent rate from Shanghai. United Press contracts with the cable companies at the beginning of the year to pay for 3,300,000 words (actually they send about 10,000,000 words). After a bureau manager has used up a fat slice of his word budget on a hot story, he may be able to skimp for weeks to make it up. Some daily cable quotas:

	Words	*Approximate cost*
London to New York	3,600	$180
Paris to New York	3,000	150
New York to London	2,600	130
London and Paris to Buenos Aires	3,000	240
New York to Latin America	4,200	315
London to Reykjavik	300	15

¶Expense accounts include chartering steamers, hiring tugs, horses, taxis. They also include $500 to the charities of a snowbound Catholic church whose priest, at United Press's urging, persuaded sealers to cross dangerous drift ice to the *Bremen* on Greenely Island; fifty yen for a top hat in which to attend a diplomatic conference in Japan. An account submitted by Correspondent Bill Shepherd from Monastir had: "There's a new dress suit in this but I dare you to find it."

¶Covering the Japanese attack on Shanghai, which lasted about a month, cost $30,000. For much of the time cable tolls alone ran up to $1,000 a day.

¶The Lindbergh kidnapping cost UP an extra $16,000. There were private telephone lines from Hopewell and Trenton to New York, travel and hotel expenses for numerous reporters, heavy telegraph tolls from out-of-the-way points. Foreign newspapers took $15,000 worth of extra cabled words.

¶Expense of covering the two major political conventions runs to about $22,000, mostly travel and hotel bills for a large staff of reporters and special wire set-ups. Reporting a national election costs from $50,000 to $60,000.

¶Aviators are usually expensive, although Lindbergh's New York-Paris flight cost UP only $4,500. But when Admiral Byrd missed Paris and sent correspondents scampering halfway across France to Ver-sur-Mer, he ran UP's bill up to $12,000. And the *Norge's* polar flight, which involved sending a staff to Spitsbergen, cost $12,000.

If you should undertake to furnish adequate news coverage, outside their own cities, to a group of more than 1,200 newspapers in all parts of the world, your cost budget would be this.

	Per annum
Cable and wireless tolls	$1,400,000
Leased wires and telegraph equipment	2,100,000
Local telephone and telegraph tolls	550,000
Mechanical and administrative payroll	900,000
News payroll	1,600,000
Part-time correspondents and tipsters	500,000
Taxes (federal, state, and foreign countries)	200,000
Income taxes of American employees abroad	20,000
Rents	250,000
Travel	200,000
Supplies and stationery (including teletype paper)	250,000
	$7,970,000

Your income would come almost entirely from selling news and features (like comic strips, sport cartoons, serials) to newspapers, which would contribute to your income of something less than $8,500,000 in about this proportion:

350 "pony" clients (who pay from $18 to $40 a week)	10 per cent
500 leased wire clients (who pay from $60 to $300 a week)	50 per cent
40 multiple wire clients (who pay up to $2,500 a week)	20 per cent
350 foreign clients	20 per cent

For a single important bureau, your budget would be like that of UP's Washington, D. C., bureau (1522 New York Avenue; manager, Raymond Clapper).

	Per annum
Payroll (thirty-five correspondents, reporters, wire filers, operators	$124,000
Light and power for teletypes	3,000
Stationery and supplies	600
Postage	750
Private telephones and booths to ten important news sources	1,800
Telegraph wires to House of Representatives, Senate, White House, etc.	3,900
Expense accounts of correspondents on local stories	3,250
Local and long-distance telephone calls	600
Telegraph tolls	1,000
Travel expenses for staff writers with political candidates	10,000
Timed wire service	150
Gratuities given only at Christmas and only in the form of cigars or boxes of candy to doormen and private secretaries, policemen on beats, and other menial yet potent sources of information	150
	$149,200

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which is found the average U.S. daily, UP collects from $60 to $300 a week, depending on size and distance from wire trunks. If we take $135 a week as a very rough average and multiply this by 1,200 clients, we account for the $8,500,000 income UP would have in a very good year.

Thus, because he can organize the news nerves of the entire world and supply to your newspaper all its most important and exciting news for the extraordinarily low price of one good man's salary ($7,000), Karl Bickel, who spent most of many years in stuffy Pullman berths and grubby hotels as a traveling salesman of UP, today is a Manhattan diner-out, a White House visitor, a globe-trotter. He lives comfortably (when at home) in a house on Gramercy Park next door to his Players Club, and summers aboard a rather secondhand seventy-two-foot yacht with the unexciting name *Sunshine*.

BICKEL, Baillie, and Bender, then, have been forced to be businessmen as well as supreme news hounds. Since most newspapermen are not only poor businessmen themselves but are incredibly ignorant of business' simplest processes, the dual personality of the Three B's has been of greatest importance to the U.S. press. As businessmen they saw long ago the tendency of Big Business to spread corporate stockholdings broadcast through the public. That meant that the butcher and baker as well as the banker would be interested in stock and bond prices. Starting with a single financial wire, which many a client paper took without quite knowing why, UP stepped up its business news budget through the boom—not only by flashing price quotations but by reporting business as general news. By impressing UP with the importance of things economic it has given UP readers more penetrating and more intelligent business stories through the inflation of the late 1920's and through the deflation of today.

Love of the game

SO MUCH for the money. UP is neither a charity nor a philanthropy. It is a business concern and its members work for profit. But there is another motive which drives them quite as strongly. You can call it pride of profession or professional zest or enthusiasm or self-hypnosis. But whatever you call it, it is as common to the stockholding executives as to the lunch-money copy-boy—it is indeed the strongest of the bonds that hold UP together. And what it boils down to, when the sentiment and the wisecracks are both skimmed off, is an actual and genuine love of the game.

Unipressers are bound in an unusual *esprit de corps*, hard to define but nonetheless real. No doubt it has something to do with UP's fearless independence and with its leaning toward liberalism. Perhaps it is based on the fact that UP was the underdog and is now worrying the somewhat august AP. Other factors may well be that UP is an organization of young men—average age about twenty-eight—from small towns and mid-west colleges of journalism, plain fellows of Nordic stock with scarcely a Harvard B.A. among them, and that every UP executive has come from the ranks.

SALESMAN

Clem J. Randau, thirty-eight, is the general business manager. He left Stanford University to join the air corps, flew in Italy and France, came back to join UP in San Francisco. He developed into a star salesman, was made sales manager in 1929, business manager in 1931. He directs UP's corps of ten salesmen.

EUROPEAN NEWS

Webb Miller in one year covered thirty-three murders and three hangings for the Chicago *American*, was kidnapped by Salt Tycoon Mark Morton (when he asked about Mr. Morton's daughter's elopement with a jockey), covered the Western Front. He has been UP's general news manager for Europe since 1931.

Price Studios

SPECIAL SERVICE

Thomas William Gerber, forty, takes care of non-newspaper clients who want special news (road conditions for an oil company's road maps, news flashes for a news-reel company) and information. He is also editor of newspapers published aboard U.S. Lines and Red Star Line ships at sea. He joined UP in 1916.

They talk a language all their own. Their address the world over is "Unipress." New York is NX. San Francisco is SX. Atlanta is AJ (which stands for the client Atlanta *Journal*). New Orleans is NE (a man named Neely was once bureau manager). SM stands for Cleveland, home of the old Scripps-McRae papers; CZ for Columbus (the *Citizen*). Their collective day's work is known as "the report." And they sign their personal letters with telegraphic symbols like "73" ("best regards").

At home 600 of them compose the full-time domestic army of newshawks, rewritemen, deskmen, ranged through UP's fifty-one bureaus. In size the bureau staffs range from thirty-five for Washington down to a scattered string of one-man-and-a-boy outposts like Reno, Austin, Phoenix (which get extra help when it is needed). They cover their territories pretty much as the staff of a newspaper but with "the wire service point of view"—in other words, a professional contempt for anything that may not interest the reader in the next state or the reader across the sea.

BUT it is in the foreign service that UP's professional pride is most brightly reflected. Webb Miller races from his London office to Croydon airdrome, catches a Karachi-bound airliner of Imperial Airways, dashes down the coast to Bombay to direct coverage of Gandhi's salt riots. From Berlin, Manager Frederick Kuh hustles across Russia to take a hand in the Manchurian outbreak. Eugene Lyons leaves his Moscow post long enough to slip down into Persia and interview the Shah on the oil-lease controversy. Measured by the dollar-and-cents value of their yield in cold facts which the provincial, uncritical U.S. public would not have missed, many of those exciting missions may not be worth the money and trouble. But to UP as an organization they are the breath of life. Besides, they do help to enhance UP prestige.

That picture of Webb Miller kiting across India or of "Peg" Vaughn wearing a white mess jacket in the evening at Shanghai's American Club is sharp in the mind of the UP youngster at home. He likes to fancy himself a foreign correspondent wearing spats and carrying a walking stick to conferences in the Quai d'Orsay, lolling over two-hour luncheons at a sidewalk table, week-ending on the Riviera. What he does not think of is Peg Vaughn stewing over contracts in his office in the Imperial Hotel in Tokyo and hustling up and down the East at the service of Oriental publishers. For UP abroad is not only an army of newshawks. In part, it is also an army of salesmen of UP's export business.

In South America its coverage is almost complete. Ninety-five per cent of the important newspapers of South America which can take and pay for a news service receive UP. Strong on the Continent, it serves not only a U.S. report but also news of the world. Due to the peculiarities of the French law it serves no important French newspaper directly except the Paris *Herald*, the European edition of the New York *Herald Tribune*.

It has no clients in Russia, but serves eight papers in Spain, twenty-three in Italy, eight in Scandinavia, nine in Portugal, two in Austria, twelve papers in Switzerland, three in Poland, one on the island of Majorca, a scattering in the Balkans. Through British UP its service is distributed to most of the important newspapers

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of Great Britain. South Africa, Ireland, Australia get UP through the same source. Its customers in the Orient include the famed Osaka *Mainichi* and Tokyo *Nichi Nichi;* Charles Fox's *North China Star;* the Semarang *Algemein Handlesblad* of Java. Also, in the far-flung web, five Icelandic newspapers which comprise the *Frettastoffa Bladamannafelagsin*, the Bangkok *Free Press*, and the Waxahachie *Light*.

So much for the regular force of UP newshawks and newshawk salesmen. But no 700 men can cover every potential news source in the world every day. Hence UP maintains a supplementary army of some 5,000 part-time correspondents and tipsters in the U.S. Practically all are local newspapermen. Generally they are employees of UP clients. Or they may not be working newsmen at all but alert village listening posts like the local hotel manager or druggist or barber—satisfied with a $10-a-month retainer and the fun of playing reporter. Abroad UP has another 3,000 part-timers protecting such remote news outposts as Midway Islands, Dar es Salaam, Quezaltenango, Fairbanks, Karachi, Iquique, Saskatoon. Even the Singer Sewing Machine agent in Indo-China, some day when a tribe goes berserk in the hills, may receive a telegram giving him what thrill may lie in being the UP.

Public service

NEWS agencies are little known or understood by the general public. Of news agencies, nevertheless, the public should be able to demand two things: first, that their news should not be colored at the source by governmental influence or subsidy; second, that the news agencies should not be used to further any individual private interest, political or financial.

UP (and AP as well) fulfills both these conditions. It is not for sale; it does not distort facts intentionally for anyone's benefit; the men who run it are honest and have pride. It has led, rather than followed, its clients in making the reader less village-minded.

It cannot reform or crusade and it does not pretend to educate. So long as the normal American is more interested in Lou Gehrig than in the Japanese finance minister, its wires will carry more words about Lou Gehrig. The men at its helm might like to dig deeper than they do. But they are tethered, somewhat by public demand, somewhat by the mere tense business of trying to get all the essential facts of a world day into the limits of a twenty-four-hour report.

It must also be remembered that world news, broadcast around the world with the speed of electricity, is in itself a new thing in history. There are premiers and kings and presidents and dictators, but somewhere near them stands a man with a wad of copy paper in his pocket. As soon as he gets to a telephone the cat is out of the basket. The system works good and ill, but in the last analysis, if the system be impartial, it can do this: it can give the average man some inkling of what his rulers are about. The facts will come to him mixed with what the ruler had for breakfast and the bloodstains of the latest hammer murder, but some facts will be there. If that seems small change, remember that for centuries he got no facts at all until they were accomplished acts and the armed men were at his door.

The UP day

TO a press association the world is a local assignment. The news travels from east to west on the great trunk lines of communication around the world. Most news from the Orient comes to New York through London via Siberia, though lower cable tolls now allow a good deal to be routed across the Pacific through San Francisco. The news of the world for America is woven by the New York office into two great reports, day and night. There is not a moment when all circuits are closed.

Three A. M., June 14, 1932. The first news is from Lausanne, Basel, Berlin, London—attitudes and statements of delegates on their way to the Reparations Conference. The former chancellor of Austria is ill in a Catholic cloister. A New York bird fancier is arrested for buying a wild pheasant—good for a box . . . The House seems set to pass the bonus bill. Slumberous Ascot arouses for Ascot Week. The President's health was never better, according to his physicians. Six are believed to be dead in the Splashdam, Virginia, mine.

It goes on, it never stops. The foreign cables flow in, talking a curt, special language like the gasps of a running man. This morning is "smorning" with them, and more important "importanter." Skies are "rainiest," smiles "glowingest." Brown "threeputted" on the "sixhole," and the Prince of Wales nodded "Earhartwards." In the strange, two-headed compounds you feel the hurry and a sort of desperate accuracy. The cable editor checks names, initials, professions. His reference library includes the *Almanach de Gotha* and Ruff's *Guide to the Turf*. Under the glass of his desk is a complete and accurate list of the new Greek Cabinet and a table for translating Bulgarian leva into dollars.

The rewritten cable soon will be reeling out on the great, endless bolt of yellow paper that is the report. The report goes on.

The Federal Reserve told UP officials today without reservation . . . BULLETIN—Editors: The UP has obtained a complete story from Captain James W. Wilson of the tanker *Circe Shell* describing the dramatic finding of Stanislaus Hausner adrift in his transatlantic airplane. It is now clearing and will be carried on these wires in a few minutes . . . The story comes in short paragraphs interspersed with baseball schedules and the opening of the stock market. After it comes the opening prayer of the Republican National Convention marked "Hold for release on delivery expected shortly after twelve noon EDT" . . .

Noon is a peak, between five and six another. Between midnight and 3:00 A. M. is the slackest period, but then the last news of the Far West and Southwest is coming in, going out. The day report is mostly hot news—spot news. From the time the day is well started it keeps on exploding like a string of firecrackers. The night report has to be a little more built up. But important officials resign at 6:00 P. M.—Presidents sign tax bills—crime works around the clock.

NEWS shrinks as it travels west from the Atlantic. An event that rates a column and a half in a New York newspaper may only be worth two sticks to a San Francisco one. Chicago will take the report, cut it, supplement it for the territory it serves. Kansas City will do the same, and Denver and San Francisco. Each important client has special appetites which must be served. The big day's news to the Buffalo *Dziennik dla Wszystkich* will be anything connected with Marshal Pilsudski. The Chicago *Abendpost* yearns for any item from home that will interest its German readers. Local bureaus chef for their individual localities. Lisbon is still the most important world capital for Rio, Madrid for Buenos Aires. *La Prensa* may demand play-by-play on a chess match in the Casino at Havana, at eight cents a word. But the main world news, the spine of the news, remains on the general report . . . Senate vote on tax bill expected shortly . . .

A Unipresser sits in the press gallery of the Senate Chamber. In front of him is a typewriter keyboard connected to a short wire running to the Washington bureau. He is waiting for an event to happen. It happens. He clicks on his keyboard: "Flash—Senate passes tax bill." The operator at the other end of the wire stands up as he is still clicking. "Flash—Senate passes tax bill," he calls out. Another operator hits another keyboard. The punched tape makes electric contacts and in Philadelphia, New York, and Atlanta operators read it, stand up and cry: "Flash . . . tax bill." The news is on the wire now. Within seconds it will be in Seattle, San Diego.

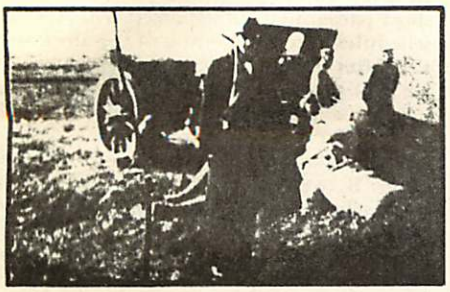
News is that—a score of bells ringing on teletype machines—a score of operators scattered all over the country standing up and saying "Flash!" There is always noise in the newsroom, the continual tat-tat-tat of one type of printer, the whirring, sewing-machine clatter of another, rattle of typewriters and tickers. But in spite of the noise the operators don't bellow; they just speak loudly as a rule. There is excitement enough when a big story breaks but it isn't Hollywood excitement. There's too much work to do. You haven't got a chance to think of the excitement till you get home.

[*On page 104: A Unipresser's letter home*]

A UP Man Writes Home

The captions under the pictures on this page are excerpts from a letter written by Herbert Roslyn Ekins, manager of the UP office at Peiping, to UP Vice President Bender in Manhattan. He had been covering last year's Battle of Shanghai.

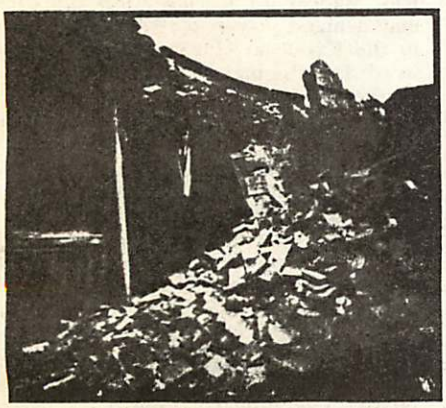
Not all Unipressers have such important or romantic rôles to play. But all are peripatetic. Herewith a brief note on their composite life.



DEAR MR. BENDER:

Somebody in your bailiwick has been yelling long and loud for pictures. No. 1 is yours truly with a 5.9 howitzer battery shelling Kiangwan the day Gen. Ueda's big push began. The upright and recumbent gentlemen, of course, are Japanese.

. . . No. 2 is before Gen. Tsai Ting-kai's headquarters at Nanziang.



No. 3 is myself hoping to Gawd I wouldn't get killed in what is left of the Bureau of Public Safety at Lazang. The town was being bombed at the time.

UNIPRESSERS come from Geneseo and Council Bluffs, from Albion, Michigan, and Ames, Iowa, and Springfield, Missouri. Nine-tenths are from Nordic stock. There are a good many German names and there never was a newspaper business without an Irishman, but the face is an American face. Ninety-eight per cent are college men—small colleges, state universities, schools of journalism. Few come from the great cities, scarcely any from Yale, Harvard, Princeton. Six hundred of them are spread over the U.S. as full-time newshawks; 150 more are scattered about the globe. Supported by 8,000 part-time correspondents and tipsters they *are* United Press.

It takes ten years to develop a really good Unipresser; if he's rightly developed he grows increasingly valuable each year. A typical case history: born in Cedar Rapids, Iowa; studies journalism at the state college; goes to work on his home-town paper. A year or so later he gets a job in the Des Moines bureau of UP doing chores for $30 a week and he now begins to learn the "wire service viewpoint."

From Des Moines he is shifted to Harrisburg—or Sacramento. Three years in one spot is a long time for a Unipresser, a year and a half the average. A wire-service man must know the needs, tastes, foibles of as many different sections as possible but he should also be able to think nationally by the time he is through, internationally at need. He must learn that while some news emanates from the White House pressroom, bigger news has come from the White House toilet, where Secretary Joseph Tumulty, shaking with excitement, accidentally met Bob Bender and showed him Woodrow Wilson's just-dictated message breaking off diplomatic relations with Germany.

The correspondents do a good deal of routine—a good deal of straight city editing and reporting. As bureau heads, at home or abroad, they are also disbursing agents, making and checking expense accounts, seeing where the money goes. They are also salesmen, caring for the interests of native clients. They are able to talk to premiers and janitors. They wear good clothes, work long hours, never know when their work stops and their holidays begin, seldom drink a quart of brandy a day. They have no more home than a preacher and their children go to school from Atlanta to Seattle.

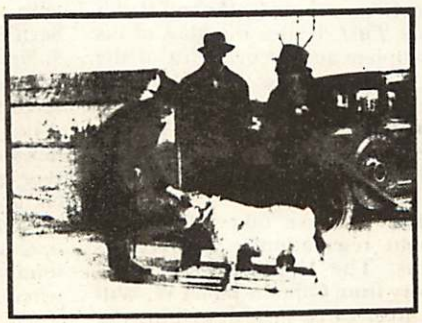
So much for their virtues. Their most *common* fault is a tendency to strive for entertainment value in reporting at the expense of thoroughness. Their most *shocking* sin is a too frequent lack of curiosity. Not every Unipresser who is sent to Washington, Paris, Moscow goes equipped with a thorough grounding in the economic and political problems affecting his new post. He might make up for his shortcoming by being extra-inquisitive, by taking nothing for granted, by making it his business to find out what he does not know. Instead he is sometimes content simply to "cover" only what news presents itself.

What becomes of our rising cub from Cedar Rapids? If he continues to rise he may end, like Roy Wilson Howard, chairman of Scripps-Howard, or he may end, like Jim Miller, vice president for Latin America, owner of 60,000 acres of South American ranchland. But it is hard to tell. United Press hasn't been going long enough. The oldest man in the outfit is fifty-six. Age runs from twenty-two to forty-five. Five, ten, fifteen years' service is by no means uncommon. The turnover isn't high for the newspaper business. And there's a great deal of loyalty, mixed with cursing. UP has never gone outside its organization for an executive, it has always grown faster than its man-power, and there has always been room at the top for men to rise.

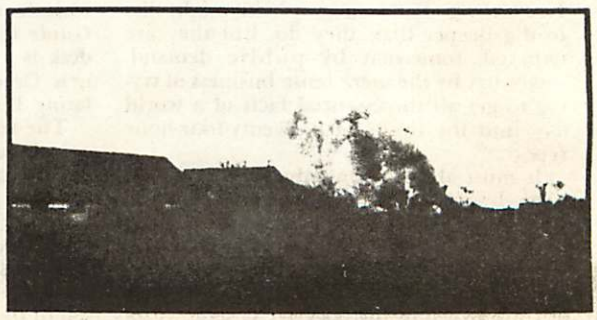
. . . and No. 7 is the poor devil after he had been thrown into a creek. The pix is not so good but it shows Japanese soldiers pointing their guns at my boy friend from the creek bank. Hastily but 73's.

H. R. EKINS

. . . No. 4 is in the ruins of the Temple at Lazang.



. . . No. 5 is a goat I rescued at Kiangwan and turned over for transport to Shanghai.



. . . No. 6 is the home of a Chinese farmer I tried to rescue after it had been set afire.