

**Remarks of Louis Wiley, Business Manager  
of The New York Times, at Dinner of  
the Press Board of Connecticut College  
for Women, New London, Conn., Tues-  
day, May 27, 1930, 6:30 P. M.**

Your senior class will soon go out into the world and be confronted with the choice of a husband and one or more daily newspapers. I venture to offer you no advice concerning the former, but only concerning the important matter of your selection of a newspaper. I notice many learned books about the science or art of getting along with your wedded partner, but practically none about how to be happy for life with your morning newspaper.

If one were to stand at Broadway and 43rd Street in New York, one would see trucks going by to The New York Times Annex, loaded with great rolls of print paper. Each roll contains about five miles of paper, four newspaper pages wide. The Sunday edition uses up about 2000 of these rolls. Another truck goes by and thick black ink is pumped into the tanks in the press room below. More than 4 tons of ink are used a day.

But you could not see, as you see the paper and ink, the news and the brains which go into the making of next morning's newspaper. High overhead above The Times Annex is a radio aerial. Through that thin strand of wire comes news from all over the world to The Times own radio room. For months The Times maintained daily radio connection with the Adolph S. Ochs wireless station of the Byrd Antarctic expedition, put together with equipment hauled up on the Ross Sea Ice Barrier, assembled and kept at the highest state of efficiency in the Byrd huts by Malcolm Gould, the expedition's radio expert. A message from the North Pole, sent from the dirigible

papers are so accurate as they are. The important thing is for a newspaper to want to be accurate, to have that purpose and to put emphasis upon it. Many newspapers are not so careful.

Some of them fill their pages with trivial news and give little thought to its being authentic. Others build up their staffs with careful, competent men who know what they write about, who have a good sense of the probabilities of things and pride themselves upon building up for their newspaper a reputation for accuracy, instead of a notoriety for sensation. It is easy for you as readers to choose between the good newspapers which try to attract intelligent persons such as college men and women. The newspaper does its work in the public gaze and its printed record is there every morning for you to appraise. The paper and ink with which newspapers are printed are the same for all; but the brains, the standards of news values, accuracy and decency, vary widely. You have the good sense to choose your friends wisely; you owe an obligation to yourself to choose your newspapers intelligently.

It is not so many years ago that newspapers gave little thought to women readers. I doubt very much whether Henry Raymond of The Times, Horace Greeley, Charles A. Dana and such editors ever thought of their readers except as men, with an occasional woman among them. Then many newspaper men developed the idea of appealing to women readers and did so by putting in the so-called woman's page, devoted to the idea that the woman's place was in the kitchen or with her embroidery. Nowadays we know that intelligent women read the news, the important stories of public affairs, even of finance and investment on the financial pages. There is little distinction between the range of interest of the intelligent woman and intelligent man today, and I think that

Rome, and added the service of a Tokyo newspaper, so that all angles of the conference, all national interests, might be fully and authoritatively covered. The American newspaper reader received more news concerning the conference than the citizen of any other nation. It is difficult to see how any essential information concerning the progress of those internationally important negotiations could escape the correspondents. We may not yet have attained completely covenants openly arrived at, but we may thank both the new spirit abroad in the world and the enterprise of the newspapers. An interesting thesis could be prepared upon the difference between the meager news reports of the Congress of Vienna remaking the map of Europe and those which we received from Paris in 1919, and from London in 1930.

The educational value of a good daily newspaper is great. We are constantly aware of the interest of thousands of teachers anxious to train their students to be graduated from text books into the daily reading of good newspapers. The newspaper is the adult continuation school. One can find some newspapers in which the educational content is less than the legalized alcoholic content of beverages under the Volstead law. But the reader who is interested in keeping abreast of the progress of the world, in enriching her own mind, is never at a loss to find newspapers which faithfully and competently tell the worthwhile news of the world.

The modern newspaper would find it difficult to exist without advertising. It is no secret that the revenue from circulation and advertising helps to publish a better newspaper for the benefit of reader and advertiser alike. You can judge a newspaper's character, however, by the advertising it publishes, as well as by its news. A good newspaper not only endeavors to exclude

Norge in the air above the top of the world was also received through that same wire. Other news comes in by cable and telegraph from special correspondents in India, Shanghai, the capitals of Europe, wherever there is news, through wires underneath the city's streets. Dispatches come over leased wires from the special Washington and Albany Bureaus and elsewhere. Reporters telephone or bring in their news; the news editors inside assemble, edit, correct the stories, and the editorial staff interprets them. All this part of the paper, the news and the brains which make it, you cannot see on the street. You can witness the results of the staff's labors when the newspaper reaches you next morning, and determine whether the task has been done intelligently.

The speed with which the world-wide news of your morning newspaper is assembled and printed is one of the marvels of our fast-moving age. The newspaper in one sense is re-created every day. At 5 o'clock in the afternoon practically none of the next day's news is in type in the composing room. At about 6 o'clock a flow of copy to the composing room begins; a great many stories have had their final details covered. Reporters are out on others. A correspondent in Europe, knowing that it is five hours before press time, may still be interviewing a member of a cabinet and may not yet have begun to write his cable dispatch which will be on the front page of the next morning's edition. Within a few hours the news of the previous twenty-four hours will be in type, proof read, put into pages in its proper place, printed and begun on its journey to readers far and near.

The astounding thing, when we consider the speed of the operation, is that news-

the husband who handed his wife of 1930 a so-called woman's feature page from the newspaper and told her to be content with that, would be in trouble.

In a recent letter, Dr. Henry S. Pritchett, president of the Carnegie Foundation for the Advancement of Teaching, wrote:

The daily newspaper fills a place in the modern world quite impossible before the inventions of the last three decades. To gather the news fully and impartially, to discriminate between what is trivial and what is important, to resist the forces that make for commercialism or personal glorification or political advantage—to do these things is to render perhaps the greatest service any agency can render to civilization.

The newspapers today steadily enlarge the scope of their worthwhile news. They send competent correspondents to cover scientific and educational meetings; The Times sent its scientific editor across the Atlantic to report the meetings of the British Association for the Advancement of Science. Thoroughly trained men report the news of finance and business, the city, State and national governments, the arts and books and sports. The Sunday editions of the leading newspapers number among their contributors the outstanding literary men of the world, and are usurping the place of the monthly magazine, for which a more leisurely world was once content to wait.

The reporting of the London Naval Conference in our newspapers illustrated an interesting point. The Times news department ordered to London staff correspondents from Washington, Paris, Geneva,

false and fraudulent advertising, but constantly proclaims its purpose to do so. There is no excuse for a newspaper which is half good—that is, in the news columns, and half bad, in the advertising. Nor is there any basis for the assumption that advertisers exercise a control over a newspaper's news or views. Sensible advertisers know that the value of a strong, independent newspaper's columns is greater than that of one in which there is less public confidence.

It has been my privilege to work for more than thirty years under the leadership of the man who is universally regarded as the leader of the highest standards of journalism in the United States. Adolph S. Ochs, publisher of The New York Times, has been a pioneer of the great movements in the elevation of newspapers in the half century he has been a newspaper publisher. It is probable that some of you here tonight are thinking of entering newspaper work as a career. Let me quote you what Mr. Ochs said not long ago concerning the profession of journalism. He said that it "in its very nature makes its appeal for public service—to inform, help and aid mankind in gaining understanding and guidance in good citizenship. It is regarded as something underlying trade and commerce, as well as the professions, for it is impressed with a public interest of greatest importance. Men and women are attracted to journalism because it appeals to their better nature—to those qualities that are translated into self-sacrifice, courage, adventure, enterprise, vision, imagination and sympathy for the wronged, the oppressed and the inarticulate."

You can help yourselves and your communities by reading the best daily newspapers.