

CHAPTER X.A GLIMPSE INTO THE FUTURE.

What of the future? Few writers on newspaper organisation or on any other aspect of the Press have attempted to deal with this difficult question, and the writer, in including this final chapter, does so with diffidence and with a ripe realisation that he is treading on extremely dangerous ground. Developments in all directions of modern life make it imperative, however, that the Press should also develop rapidly in order to keep abreast of the times. Of all institutions, the Press is the least static. Its development in the past has been phenomenal and it is probable that its future development will be still more spectacular. The question naturally arises, what form will this growth and development take?

It is fairly obvious that one of the matters to which primary importance will be attached is that of speed in production. With more up-to-date plant, increased communication facilities, keener competition, and better organisation, the presentation of news is likely to become so rapid that information regarding sensational happenings overseas will probably be available to the public within an incredibly short time of the occurrence, while crowds in the vicinity of a local accident or murder are likely to be able to purchase papers giving full details of the incident before their own enquiries have fully satisfied their morbid curiosity

The great strides that have already been made in this connection can be judged from an extract of an article contributed by Mr. Guy Gardner to the S. A. Railways and Harbours Magazine on "Twenty Five Years of Newspapers", October, 1930.

"In how many minutes after the last Derby was run" he asked "did the Johannesburg evening newspaper place the result in the streets? I think it was twenty! They had hardly "weighed in" the horse seven thousand miles when people in Johannesburg were actually reading of its exploit. In the newspaper office itself the result was known two minutes after the judge had given his decision. That is a spectacular example of how the news can whiz around nowadays!

"Nor is the tale of news transmission by any means yet told. Even swifter and more remarkable means will soon be available. Some of these are still in the experimental stage, but it is certain that, so soon as they are available, the progressive directorates of the greater South African newspapers will consider making use of them".

The question of costs of production and distribution is closely bound up with this question. If these advantages of greater speed are to be obtained "at a price" and if that price is to be passed on to the readers, then the efforts of newspaper directorates will largely have been rendered nugatory. If newspapers are to cost more in the future they will be read less. The writer is, however, convinced that, instead of the purchase price of newspapers being increased, they will actually be decreased, until a uniform charge of one penny per paper--excluding the weekly papers--becomes almost universal. Most overseas newspapers are now sold for a penny but the two-penny or even threepenny newspaper is much more common in this country. The decreased price will be made possible by increased sales, for there are indications that the "newspaper habit" is growing. Not only/

only does the reader increase his general knowledge with a minimum of effort through this medium but his ability to carry on topical conversations is also enhanced. A realisation of this fact, combined with a more attractive newspaper, will do much to stimulate the sale of newspapers in the future.

The first volume of "New Survey of London Life and Labour" revealed the fact that there had been "a reduction of illiteracy in London from 50% to 5% of the total population during the last 40 years". This fact has done much to fan the flame of interest which the masses have taken in newspapers in recent years. The rise of literacy has meant a rise in the number of newspaper readers, and it is forecast that this process will continue until the percentage of illiterates has been reduced to rock-bottom. The Press has done much to combat illiteracy and this factor will stand it in good stead in the future. The intensification of its activities in many directions will give it a far more universal appeal than it has enjoyed in the past.

Developments in regard to the technical side of Press were lucidly surveyed by Mr. H. E. Godwin. His concluding remarks were as follows:

"Allow me to give a peep into the future by means of an example not of what may happen but of something that actually exists - a contrivance so remarkable that the wildest imagination of half a century ago could not have conceived it. There is at present in America an adaptation of the linotype called the Teletypesetter. The Teletypesetter, by the use of electric control, will operate no fewer than seven linotype machines in seven separate places. An operator at the keyboard of a Teletypesetter in Johannesburg would start similar machines at printing the same words in Capetown, Durban, Bulawayo, and other centres without the need of any operators in those places. By its means news of first-class importance in any of

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328. Extracts from which appeared in the "Christian Science Monitor", Boston, January, 1931.

329. Works Manager of the "Rand Daily Mail" and "Sunday Times" in a paper delivered before the members of the Scientific & Technical Club, Johannesburg, in 1929.

the centres would be set up in type simultaneously all over the country with great saving of time in transmission and with absolute precision.*

The revolutionary nature of this invention can well be imagined, and the Teletypesetter goes far to substantiate the claim made at the outset of this chapter in regard to the future speed of newspaper production. That the process of speeding up the Press is evolutionary was claimed by Mr.

330

R.A.Scott James, who stated :

"The pace is quickening year by year. Machinery must be periodically replaced to keep in line with the latest improvements. The speeding-up process, which begins in the Editorial Department, continues in the composing room, in the stereo room, and in the machine department, the colossal mechanism printing, cutting, and folding many hundreds of thousands of copies in a few hours. Important mechanical improvements are recorded every month. The evolution is ceaseless. It is shown, also, in ever improved devices for speeding up the packing, the loading of bundles of papers on cars, and entraining the bundles when the cars have completed their dash to the railway terminuses. Nor is delivery to the Continent neglected. Aeroplanes flying by night carry newspapers to Ostend, Brussels, Paris, and other French and Belgian towns." (331)

Not only do London newspapers rush copies across the Continent by means of aeroplanes, but they also annihilate space by publishing almost identically similar papers simultaneously at more than one centre. Thus the "Daily Mail", which "sky-rocketted" its way to the front rank in the newspaper world in 1896, is now published in London, Manchester,

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330. In an article, "Miracles that Speed the Press", "Strand Magazine", 1931.

331. It is noteworthy in this connection that until 1931 the "Daily Mail" actually brought out a Transatlantic edition on board the three big Cunarders, Berengaria, Aquitania, and Mauretania, keeping a journalist on board each of these ships for this purpose. The cost must have been tremendous and the experiment was abandoned in 1931. It serves, however, to show the lengths to which enterprising newspapers are prepared to go to capture the public imagination and to explore new fields. Full details of this venture are contained in J.C.Cannell's "When Fleet Street Calls", pages 119--131.

and Paris, while the "New York Herald" and the "Chicago Tribunes" both publish Paris editions for the edification of the more than half-a-million Americans now resident in France. Revolutionary Russia has not confined its upheavals to the social, economic, and political spheres, but has also introduced revolutionary ideas into newspaper production. Thus it came about that Mr. Carl Ketchum was able to tell his readers that a "travelling newspaper" had made its appearance on the Russian Railways. Under the picturesque name of "Struggle", it was produced by "editors, reporters, and printing presses travelling up and down the country and, remaining in each important centre for a week or a fortnight, publishing the first newspaper ever known to hundreds of thousands of the peasants".

In the same article Mr. Ketchum revealed further startling facts regarding the Russian Press. He stated, for example, that a woman who shot her husband in a fit of jealousy and was sentenced to two years' imprisonment, was the editor of the prison newspaper, was allowed to go home once a week, and to travel to town to see the newspaper publishers every day. She was an efficient woman who had had a University education.

Another feature of the Press of the future is likely to be the greater proportion of space taken up by photographs in comparison with printed news. "Every picture tells a story" is likely to become more than a mere catch-word in the journalistic world of the future and the advance of television will give impetus to this tendency. The "Daily Mirror" seems to give some indication of what form the newspaper of the next 50 years is likely to assume. "Pictures", said William Randolph Hearst "are of increasing importance.

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332. Special representative of the "Daily Express".
333. February 4th, 1931.
334. "W. R. Hearst", by Winkler.

Every picture should be a bull's eye". That more attention will in the future be given to the dictum of this American newspaper magnate than has been the case in the past seems most probable. An innovation into journalism requiring every journalist to carry a pocket camera, in addition to a pencil and notebook, is not beyond the bounds of possibility.

"The tendency of the time is for people to look at pictures and headlines and to avoid as they would the plague, lengthy, closely reasoned articles," stated a writer in "The Journalist",³³⁵.

"The journalist of the very near future will have to qualify himself as a photographer if he wishes to get his stories before the public. Already in Johannesburg one of the big papers has given marked encouragement to its staff in the direction of publishing news pictures taken by reporters. Juniors in journalism, therefore, would be well advised to devote more than a passing thought to photography, and to cultivate it first as a hobby and then as a possible livelihood later on"

The inclination on the part of the present generation to do everything in a hurry-- an inclination which seems likely to intensify in the future-- will not be without its influence upon newspapers. Lengthy leading articles which are as dull as they are long will probably give way to short, brightly-written leaders. In place of one prosy leader, there will be two or three short ones, each dealing with vital topics and each pointing a moral. Prolixity, a common feature of early journalism, has survived in some quarters to the present day, in spite of the new school of journalism which has sprung up. This will no longer be tolerated. The public will want the facts, tersely and clearly stated, and shorn of imaginative colouring, vague speculation, and the other tricks of the journalistic profession. In the words of Mr. F.E. Gannett,
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335. The official organ of the South African Society of Journalists, June, 1931.

336
of the United States of America :

"An enlightened and better educated public will demand that to-morrow's paper shall be better in every way. It will be better and more succinctly written. Vivid and dramatic writing will be the practice. Important news will be made interesting. Gone will be the screaming headlines on crime and sensational news. These will have ceased to thrill as we have come to recognise the greater interest in news of accomplishment in the fields of science and invention, business and discovery. Already both in the United States and in England are there indications of a reaction against the sensational press. Just as the greatest plays and best motion pictures succeed without murder and crime, so will the newspaper of merit succeed, without emphasising what we find in the scandal sheets".

Mr. Gannett is supported by other authorities in the two main points he strove to make: (1) that prolixity will give way to succinct writing, and (2) that sensationalism will be relegated to a role of minor importance. In the first view he is upheld by Mr. W. R. Willis, who declared that the modern journalist had the capacity for succinct presentation highly developed, and that his efforts were far more readable than the prolix columns which filled newspapers 40-- or even 20-- years ago. In the second view Mr. Gannett has the support of Professor Frank Harris, of Elmira College, Elmira, New York, who stated that an exhaustive study of crime news in newspapers had led him to the conclusion that there was a decrease in the amount of crime news published in the Press.

Professor Harris deplored the wide-spread tendency of certain American newspapers to feature crime news to the detriment of constructive news. The time had come when the pendulum was beginning to swing away from that type of news, however, toward a more rational and a better-balanced selection and variety, coming from every part of the world.

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336. In a broadcast address, reproduced in part in "The Journalist", December, 1931.

337. Hon. Secretary of the Institute of Journalists, England, whose views, stated at York, were quoted in "The Journalist" December, 1931.

338 See next page.

He believed there had been a natural reaction of the newspapers to crime news, caused by the conviction of most of their editors that the time had come to call a halt.

Crime reports will not die out of the newspapers of the future, for if that were to happen the newspapers would have forfeited their right to the name they bear. Nor is it desirable that crime should be ignored. "There would be no less crime if all newspapers agreed to ignore its existence", said Mr. E. A. Evans. ³³⁹ "I believe there would be a tremendous lot more crime. But I think that good taste and intelligence demand that crime should not be given emphasis beyond its real importance". The signs of the present time seem to point to a growth of this "good taste and intelligence" and to the realisation that a proper perspective in all things is at all times highly desirable. If newspapers stress the seamy side of life to the detriment of the cultural and constructive elements, they will be doing their country a great ³⁴⁰ disservice. In the words of Mr. Hal O'Flaherty:

"The United States is known abroad by what is on the front page of its newspapers—consequently, it is known as a place of disasters, political corruption, financial depression, big business, gang wars. Only when newspapers select front-page news by some other standard than sensationalism, will the outside world have a better idea of American life".

There are already signs of a change of spirit, even in the American Press which is admittedly the most prone to sensationalism of any national Press, and the effective censorship of public opinion—more effective and

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- 338. In a paper to the American Sociological Association at Cleveland, reported in the "Christian Science Monitor", December 30, 1930.
 - 339. In the "Columbus Citizen", quoted in the "World's Press News", June 11th, 1931
 - 340. Foreign editor of the "Chicago Daily News", quoted in the "World's Press News", May 21st, 1931.

more satisfactory than any that could be created by statute-- is gradually adjusting the telescope of the Press until it obtains its true perspective and is focussed upon vital issues. "Newspapers", stated the "Springfield Leader" "survive or perish according to the judgment of the people. To establish any other censorship is to strike a fatal blow at American Government and American freedom". With a future which shows signs of producing sane constructive newspapers, there is every reason why the liberty of the Press should remain unfettered. Any attempt to muzzle the Press would be undesirable and, in the present age of enlightenment and in the future era of still greater enlightenment, it is unlikely that any proposal for the unreasonable limiting of the powers of the Press will be forthcoming.

Indeed, the Press is likely to become greatly more powerful, to possess wider privileges, and to command more respect in the social life of the people. In the past the Press has been treated by many requiring its assistance and co-operation as a mere convenience, and little thought has been given to the welfare or comfort of those Pressmen who have ungrudgingly tolerated inconvenience in order faithfully to serve their newspaper and to fulfil the assignments delegated to them. No longer will any semblance of neglect of or disregard for the comforts of the Press be endured. There is a feeling, which is fast gaining ground, that if the services of journalism are required at public functions, these services merit the taking of precautions to ensure that the journalists present are not unnecessarily inconvenienced.

The following paragraph appearing in the

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341

columns of the "Yorkshire Evening News" serves to illustrate the point.

"Owing to the discourteous treatment of the Press photographers by officials of the pageant, following the mishap (342) the Pressmen decided to leave the function. Consequently no pictures of the event will appear in the Evening News, neither will any reference be made to the proceedings. The Evening News will not tolerate discourtesy to its representatives who are carrying out their duties, and until suitable redress is made by the officials of the club concerned, no further reference to its activities will appear in this journal".

A similar attitude was taken up by the "Sunday Express" at a ceremony of the Trooping of the Colours at which inadequate arrangements had been made for the Press. The paper referred to the ceremony in the following terms:

"The Sunday Express regrets that the arrangements made by the War Office for the Press at the Trooping of the Colour yesterday were so inefficient that it is obliged to deprive its readers of any description of the ceremony.

"Stands had been erected on the Horse Guards Parade with seats for thousands of spectators, but the representatives of the Press were excluded from these stands and from the seats on the ground. They were presented with tickets issued by the War Office for a "Press Enclosure" which did not exist.

"The War Office provided no officer to supervise the arrangements for the Press. The police warned them that the space allotted to them would be occupied by horses and horsemen, and they were constantly badgered by the police...

"The Sunday Express protests against the gross indignity inflicted on the Press by the War Office, and calls for an inquiry into the conduct of those responsible. It refuses to report a ceremony which the stupidity and incompetence of the War Office prevented its representatives from seeing".

These examples clearly demonstrate that the Press is rapidly beginning to take up a strong stand on its own behalf. In this country, too, the "Rand Daily Mail" has protested in the strongest possible language against the indignity of members of the Press being required by the
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341. June 1st, 1932.

342. The "mishap" referred to was an autogyro accident at Sherburn, Yorkshire on May 31.

Police to carry Press passes. Its remarks in this connection have been reported elsewhere in this work. A greater dignity will be given to the Press when the ideal for which it is now striving is attained, and greater respect for the Press as an institution and for journalists as representatives of that institution seem to be one of the most promising features of the journalism of the future.

There is another reason why this respect will be commanded and obtained. A better type of man is being attracted to journalism. Higher wages are being paid for the better qualified men, and conditions of service, strenuous though they still are, are gradually being improved by means of pension schemes initiated by the newspaper proprietors, unemployment benefit funds built up by Journalist Societies, and a fixed programme of days off and hours of work. Editors are no longer prepared to take on any person applying for a situation on the off-chance that they will turn out to be a "find" and will succeed in the journalistic world. University graduates, who can write attractively and thoughtfully on the topics usually discussed in newspapers-- and these are legion-- are now being sought. When the writer applied for a situation as a senior reporter on the "Cape Argus" in March, 1932, he was told that "we take on as junior reporters men recently graduated from the Universities and train them ourselves. It is no use even placing your name on our waiting list".

This tendency will become more widely marked in the future in view of the gradually increasing number of Universities which are catering for instruction in Journalism. No such provision is made in this country, apart from the very elementary advice given by Correspondence Courses and by advertisers claiming to cater for "journalists, free-lances
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short-story writers, and novelists". Overseas, however, the London University has attached to it a School of Journalism at which a two-year diploma course may be taken. The lecturers are highly-placed men in London dailies, and students are encouraged to obtain as much practical experience as possible by obtaining positions as representatives or correspondents of London newspapers. Mr. Morley Stuart declared that Cambridge was unsurpassed as a training ground for journalism, and supported his contention by furnishing a list of prominent journalists in Fleet Street who began their careers in the newspaper world at Cambridge.

Other countries in which Journalistic instruction is given include Belgium, Germany, Italy and Switzerland, but it is in America that the idea has developed most. Among the associations which may be found there are the American Association of Schools and Departments of Journalism, the American Association of Teachers of Journalism, while Departments of Journalism are in existence in 38 State Universities, 19 State Schools, and 50 Private Institutions the oldest being that at the University of Missouri, founded in 1908 and endowed with one million dollars by Joseph Pulitzer. The objective of the Associations mentioned above are to co-ordinate policy so far as this is compatible with the retention by each newspaper of its own individuality, and also, to use the terminology of the Americans themselves of "gearing theory to practice, thereby making maximum contributions to 'public service journalism'".

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344. Editor of the "Cambridge Daily News", in a contribution to the "World's Press News", December 4th, 1930.
345. & 346. International Labour Office Report, "Conditions of Work and Life of Journalists", 1928.
347. Founder of the "New York World".
348. Report of Conference proceedings of American Association of Teachers of Journalism, Boston, published in the "Christian Science Monitor", December 30th, 1930.

India followed the good example set in this respect by the Western countries and negotiations are at present in progress for the establishment of a Chair of Journalism at the Calcutta University. A School of Journalism had previously been opened at Madras in September, 1927.

349

It is intended that the Chair should be a memorial to the late Mr. K.C.Roy, Founder of the Associated Press in India.

"The proposal of the Hon. Raja Sir M.W. Ray Chaudhury of Santosh, President of the Bengal Legislative Council, that the memorial should take the form of a Chair of Journalism, met with the approval of the greatest gathering of editors and public men that Calcutta has ever seen, and energetic steps are being taken to make it an All-India tribute to one who is everywhere admitted to have been the Father of Indian journalism".

Charles Chaplin, the world-renowned comedian, also found that to rebuff the Press was not in the best interests of publicity, when, during his visit to Nice last year, he invited 30 journalists to his Hotel to interview him, and then failed to make an appearance. Details of the incident were published in the "Daily Express" (April 7th, 1931) as follows :

"Thirty cosmopolitan and local journalists walked out of Mr. Charles Chaplin's hotel at Nice yesterday as a protest against the manner in which they had been treated. The corps of correspondents also refused to attend the opening performance of "City Lights" at Monte Carlo to-night.

"The correspondents received an invitation to be at the Hotel Majestic, Nice, as Mr. Chaplin desired to be interviewed.

"When the correspondents arrived they were met by a Mr. Boris Evelinoff, who said he was the film star's representative, and that he was sorry Mr. Chaplin could not receive the correspondents at that time.

"The correspondents were then offered tickets to attend the performance to-night at Monte Carlo. They refused the tickets and walked out".

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There is abundant evidence, therefore, to support the claim that graduated men, possessed with a liberal degree of commonsense, knowledge, ability, and a profound sense of their public trust will form the personnel of newspaper staffs in the future. When such a brilliant coterie of men have replaced those who at present fulfil their journalistic functions, some well, others indifferently well, and others not at all well, the "talkie" thrillers such as "Scandal Sheet", and "The Front Page" that are produced in America and portray journalism in a sensational and unfavourable light will become still less appropriate and more ridiculous than they are at the present time. In this connection,

350

Percy Cutlipp wrote:

"I am much afraid that a succession of such films may tempt hordes of adventurous but otherwise unqualified young persons into the ranks of an already crowded calling. I seem to hear them asking the news editor, "Say, are you the guy that gives out the bullet-proof vests?".

This general levelling-up of the standard, quality and ethics of the newspapers of the future will not come about from outside as a result of the force of public opinion but will be a natural growth from within, springing from a realisation by the journalists of the future that there is need in some quarters for a change of heart, for a more zealous application towards attaining the high ideals for which every newspaper should stand, and for a clearer conception of their duties and functions as torch-bearers on behalf of the hundreds of thousands who, but for the printed word, would remain in the dark, mystified by, if not ignorant of, world conditions and recent developments.

One of the most significant developments in this connection during recent years took place last year

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351

when it was announced that a tribunal of honour for journalists, over which Dr. Loder, First President of the Permanent Court of International Justice would preside, was to be created at the Hague. "The tribunal, which will be inaugurated to-day week", Reuter's message continued "will try journalists who may have failed to conform with the ethical standards of the profession. A committee of honour is to be formed, and among those invited to become members are the Dutch Prime Minister and Foreign Minister, the president and ex-presidents of the Permanent Court of International Justice, the presidents of the First and Second Chambers of the States General, many deputies and representatives of the Dutch and foreign Press associations".

This is an admirable advance and it is hoped that the lead given by Holland will be followed without undue delay by other countries, although the likelihood of such tribunals of honour being called upon often to adjudicate in cases of suspected breach of trust, or inconformity with ethical standards, is remote if the future of journalism is at all along the lines predicted by the writer.

Most of the ideas which have been set out regarding the Press of the next 50 years have been fairly obvious developments of existing tendencies, and while due regard must necessarily be given to these developments, the possibility of new ideas being brought into the field of journalism should not be overlooked. The prediction which follows is not a wild speculation but rather the outcome of a thorough examination of possibilities lying latent in the newspaper world,— possibilities that are entrenched by existing features, although their relevance is not as clear and as obvious as have been those upon which the developments already predicted have been based.

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There will no doubt be many who disagree-- and they may possibly be right-- but it seems to the writer that the newspaper of the future will be essentially of the "institutional" kind. Amplification of the meaning of the word in this particular sense can best be given by reference to the only existing "institutional" newspaper in the world at the present time-- "La Prensa", one of the largest and most influential daily newspapers published in Buenos Aires.³⁵² "La Prensa" provides the services of doctors and dentists for its subscribers, who may be attended personally at the offices of the paper; staff lawyers may be consulted; books borrowed from the library; while a large hall is kept for public meetings. Other facilities for its subscribers include a commercial museum, chemical laboratory, a school in which Spanish is taught, a suite of rooms for distinguished visitors, a fencing school, and a restaurant".

The advantages to a family in poor circumstances, or to a family man who, until recently, had been earning good wages but had unexpectedly been put off his job are great. It is a commonplace that sickness is most prevalent where hygienic and sanitary conditions are least perfect. In other words, sickness is more common among the households of the poorer communities than among the wealthy elements of the population. Thus those least able to pay are ravished by sickness, and carefully saved earnings, put aside for holidays or to provide for the future, are swallowed up in meeting doctor's bills. Through the agency of the "institutional" newspaper, much of this misery can be avoided. By merely paying a newspaper subscription, subscribers will safeguard against the evils outlined above and obtain free

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352. See "Journalism and the Journalist" by J.A.Hammerton, Volume 5, page 4,451 of the Universal Encyclopedia.

medical attention, while the advantages accruing from the other facilities are self-evident.

Reasons for saying that the idea of the "institutional" newspaper will grow are not hard to find. Newspaper proprietors have strained every nerve in their efforts to increase circulation. They have tried to make their own particular newspaper one which no home should be without, something which becomes part of the family and without which the family life would be incomplete. In order to do this they have inaugurated Women's Pages, Children's Corners, Notes for Gardeners, Lovers of Art and Drama, Legal Notes, crossword puzzles, competitions and insurance schemes. What could better achieve their objects than the creation of an "institutional" newspaper?

But, it may be argued, this free medical attention, provision of legal advice free of charge, and lending of books, is beyond the scope of newspapers. It is, at present, but newspapers are almost daily increasing their scope. There is no matter on which some newspaper or other does not have its say, and there are few in which they do not have a great deal to say. The evolutionary process will find the Press extending its ramifications until there is little left in which it has not some interest. This day is fast dawning, and when it breaks, the objection that the "institutional" newspaper goes beyond the scope of journalism will no longer be valid. These free services will be adjuncts to its main object, which, to use once again the American expression already quoted, is "public service journalism".

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The "institutional" newspaper will relieve the State of much of its duties and anxieties in connection with health matters, and the State, far from taking action to prevent this extension of the power of the Press, should exult, sette voce, "For this relief, much thanks".

So far consideration has only been given to the Press of various countries as isolated and unconnected organs. What are the possibilities of a World Press? The march in most spheres of life in the present age is towards world-wide co-operation. Nationalism has been largely superseded by internationalism, and Geneva at present boasts the headquarters of 74 International Organisations. Is it possible to issue an international newspaper? The need for such an organ is a crying one, but anyone who faces the facts must realise that, much as it is needed, it cannot, in the near future, be considered as a matter of practical journalism. Geographic factors militate against the success of "The World's News" or any such similar project, but one of the greatest obstacles to overcome is the language question. Bilingual countries like South Africa and Canada, and trilingual countries like South West Africa and Switzerland, could bring evidence to show that language rights are considerations not to be trifled with.

The Bible has now been translated into 674 languages, and although it is not claimed that all of these, nor even a large proportion of them, should be included in any international venture in journalism, the number of languages claiming urgent consideration if the hypothetical paper is to bear a truly international character is large. If every item were to be translated into every language decided upon as "official", the paper would become unwieldy while if certain items appeared in one language and others in
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another, the amount of reading matter intelligible for any one reader who did not happen to be a linguist would be negligible. Only the bringing into being of an international-language-- such as has often been suggested-- will remove this cardinal difficulty, and make an international newspaper possible.

It is nevertheless interesting to find the International Labour Office taking an active interest in journalism in the 55 countries of the world which bear allegiance to that Office. In 1928 the Office issued a report on "The Conditions of Work and Life of Journalists".³⁵³ The report is a mine of information, some of which has been used earlier in this work; although the birth of an International Press does not at the moment seem feasible, it is hoped that both the International Labour Office and the League of Nations, through its Committee for Intellectual Co-operation will continue to take an active part in the welfare and progress of the various countries of the world. The fact that the League has set its face against secret diplomacy, and the further fact that it has provided as much accommodation in the League Assembly Chamber for Press representatives as it has for members of the League and their advisers both tend to demonstrate clearly that the League is alive to the value of the Press as a permanent institution in civilised countries, and is aware of its power and influence wherever it exists.

353. No.2 of Series L, dealing with Professional Workers.