

AGRICULTURE LACKS TRULY GREAT EDITOR

Real Farm Journalist Has Not Yet Appeared, Says Henry Wallace.

NO SCIENTIFIC TRAINING

None of Leaders in Profession Today Were Educated in Special Schools.

"When a dozen men, trained both in the new journalism and scientific agriculture, appear as editors of agricultural papers, they will rule the United States, take the leading places in the affairs of the nation and be the salvation of the country," said Henry Wallace, editor of Wallace's Farmer, of Des Moines, Ia., in the closing speech of Journalism Week at the University of Missouri Friday night.

"The really great agricultural editor has not yet appeared, for, as yet, we have not a single great editor of an agricultural paper who has received a scientific training in agriculture. Most of the great editors of agricultural papers, such as Orange Judd, Father Clarkson, W. D. Hoard and S. A. Napp, were men who ran county papers in the beginning of their careers.

"The reason these men succeeded in their work was because they had the farmer's viewpoint. They had been farmers themselves and knew just how the farmer felt about things. They knew that the farmer depended on the weather and seasons for his livelihood, that he never knows when he lies down at night just what he shall do the next day. They realized that he was a child of Nature and talked to him about the weather and things that he knew and understood.

Should Use Anglo-Saxon Words.
"Another reason of their success was that they wrote plain, simple, Anglo-Saxon English. No words were used that did not convey some meaning to the farmer and with which he was perfectly familiar from having read them in his Bible. Further, they had the confidence of their public. This was worth more to them than all their subscription lists or printing equipment.

"In order to know the farmer's heart and get his viewpoint the agricultural editor must, at some time, be a farmer himself. It is all well and good to go to the agricultural college and learn the scientific end of it. In fact, the great agricultural editor of the future must have the scientific knowledge. But to gain the confidence of the farmer, he must know his life from actual experience on the farm.

"The man who wishes to achieve success as an agricultural editor must be a lover of his fellow man. If he goes into it with the mere idea of making dollars he will fail, as he ought to. To get the confidence and love of the farmer you must, in turn, have confidence in, and love for him. But it is a fact that among editors or men of any profession, those who have the highest ideals and the greatest love for their fellow man, are the ones who make the most money.

Knowledge of markets needed.
"Another thing that goes into the make-up of a successful agricultural editor is a thorough knowledge of the markets. This is and has been one of the weak places in farm life for years. The editor must be able to tell the farmer not only how to produce his crops, but how to sell them so that he will make a profit from it.

"The agricultural editor of the future must preach co-operation to the farmer. He must tell him that to protect his own interests, he must organize. He must tell the farmer how and of what great value organization will be to him.

"The women and boys on the farm should receive a great deal of attention in the farm papers. Their lot is a hard one and deserves the agricultural editor's best efforts to lighten it.

"An agricultural editor should conduct his paper on an absolutely clean basis. He should be independent of party or advertisers. In order to do this he must have a business manager that is in entire sympathy with his policies.

Mr. Wallace has been editor of Wal-

RAIN PREDICTED FOR TODAY

The Lowest Temperature Yesterday Was 43 at 7 o'clock in Morning. Unsettled weather with showers is the prediction for this vicinity for today.

The lowest temperature yesterday was 43 at 7 o'clock in the morning; the highest was 58 at 2 o'clock.

lace's Farmer for sixteen years. When he took charge, it was a small paper of 2,000 circulation—called Farmer and Dairy. At present it has a circulation of 70,000 and is considered one of the best agricultural papers in the world.

Mr. Wallace is its editor, his son its business manager, his daughter conducts the poultry department and his grandson is the editor of the feeding department.

MAGAZINES MOLD OPINION.

Are More Serious, Therefore, Says Shailer Mathews.

"Our magazines are more serious, more in earnest today than ever before," said Dr. Shailer Mathews, in his address Friday night before the students of the School of Journalism and visiting editors, on "Magazine Journalism." "There never was a time when moral earnestness was in such demand as it is now; and this is the thing for which the best magazines are striving."

Doctor Mathews divided magazines into three classes. One class he called the chewing gum class, that kind of magazines out of which you get nothing worth while; another he designated as the popular class, composed of the 10- and 15-cent magazines, and a third he named the standard literary magazines.

He who does not read magazines and boasts of it is separating himself from some of the most vital things in life and is standing in his own light, according to the speaker. The real and worth-while thinking is being done by the magazines, he said.

The danger that threatens and has long threatened the magazine, said Doctor Mathews, is advertising. He asserts that there is a greater moral appeal in the magazine of this period than could be found a few years ago. The question, he says, is, can this earnestness be maintained without interfering with the advertising? This, he thinks, is the moral dilemma.

Doctor Mathews said it is difficult to get magazine writers who have literary attainments combined with the reporter's instinct. It is hard, he said, to get men to see things, then properly describe what they saw. The speaker declared that the journalist had great obligations, greater perhaps, than anyone else, for his constituency is larger.

"It is the man who is serious that has the greatest obligation; and any man with any sort of constituency is affecting morally that constituency."

FEW GOOD EDITORIAL WRITERS

Scarcity of Men Causes Decline in Work, Says Joplin Editor.

"I'll certainly be back for Journalism Week next year, and for the entire week, too," said Bart E. Howard, managing editor of the Joplin Globe just before leaving yesterday afternoon. "I missed much this year because I came late, but I do not intend to do it again."

Mr. Howard believes in the usefulness of the newspaper editorial. "Although some newspapers are cutting down and in a few instances even abolish the editorial altogether I think the reason is not a lack of things to boost or attack but a lack of competent editorial writers to do the work. Competent men are difficult to find. What is the most interesting thing about the Louisville Courier-Journal? Henry Watterson's editorials. They are copied all over the country. When you consider that there are less than fifty great editorial writers in the country, men who can write interestingly of passing events, is it any wonder that some of the papers are abolishing editorials?" Mr. Howard said he hoped to see many of the students in the School of Journalism at Joplin in June when the Missouri Press Association meets there.

DR. ALLEN ON ENGLISH BIBLE

Address Commemorating Tercentenary of Authorized Version of Bible. Dr. E. A. Allen will deliver an address at the University assembly next Tuesday morning on "The Authorized Version as an English Classic." The address is in commemoration of the tercentenary of the authorized version of the English Bible.

Ready to Dig the New Wells.

The apparatus for digging the two deep wells at the new water and light plant has been set up. The machinery was tested yesterday and the digging probably will start tomorrow.

TIGERS BREAK EVEN WITH AMES AGGIES

First Contest Goes to Missouri 4 to 0—Ames 18 to 7.

SECOND GAME A FARCE

Brewer's Athletes Make 12 Errors During Visitors' Cannonade.

Missouri broke even with the Ames Aggies in the two games Friday and Saturday on Rollins Field. The Tigers won the first by scoring four runs, on three hits while Ames was trying in vain to circle the bases. But in the second game the score was 18 to 7 with Ames owning the double figure.

Friday the Tigers rivaled the Chicago White Sox as hitless wonders. They managed to score largely without the use of hits. Ames also were almost hitless, but they were not wonders at scoring. In fact in the first game they were decided failures.

But in the second game, both teams—Ames especially—decided that the best way to win ball games is to hit. They did—Ames especially. Missouri also hit well, but the surprise apparently was too much for the Tigers. While they were in the field, they managed to make twelve errors. Maybe it was eleven or thirteen, for it would have taken several teams of scorers to have noted all the Tigers' misplays.

Missouri started the game right. They obtained three pretty hits, which netted three runs in the first inning. But in the second inning Ames began to hit and the Tigers began to make errors. This continued through the game. For a short time it seemed that Missouri had a fighting chance to win, but the substitution of Meade for Weller in the pitching box for Ames queer-ed the Tigers' chances.

Ellis' Support Was Poor. Ellis started to pitch for Missouri. His support was poor and the Ames hitters were unkind enough to make long distance swats at the wrong time and Helmreich took up the burden of pitching in the third inning. He got along well until the seventh. Then the Tigers managed to make about every kind of conceivable error. When they did not boot the ball, they muffed it. That is, they did not make the Ames batter happened to make a long hit. Duvall finished the game for Missouri and was being hit at the close.

Helmreich led Missouri in hitting, getting three safe ones. Besheer got two before he was hurt sliding to first. O'Byrne got two, and Hall and Taylor divided the other two. Saunders caught the last part of the game for Missouri.

The score:

	1	2	3	4	5	6	7	8	9	R	H	E
Ames	0	6	3	1	0	0	7	1	0	18	14	1
Missouri	2	0	2	0	1	0	0	1	0	7	9	12

Errors Responsible Friday. Fielding and battery errors lost the first game of the season for Ames Friday when the Tigers defeated them 4 to 0 after a pretty pitchers' battle. It was the first game for both teams.

Clarke for Ames and Harper for Missouri pitched great ball and only five hits were made in the entire game. Clarke fanned eighteen Tigers. Except in the third and fourth innings he had Missouri completely fooled, but in those two sessions the Tigers scored enough runs to have won several games with Bill Harper pitching in the form he displayed. Parker got twelve strike outs.

Clarke himself was largely to blame, however, for his defeat. His wild pitches in the fourth were directly responsible for the Tigers' two runs in that inning, and his failure to hold the Missouri base-runners on third in the third inning allowed two more counts to slip across the plate.

Harper opened the third inning for Missouri by getting safe when the visitors' third baseman fumbled his grounder. Hall bunted and was safe when the first baseman dropped the ball. Hackney, who was running for Harper, went to third base on the play and a minute later Hall stole second. Besheer hit to the pitcher and was out at first. But Hackney managed to beat Malloy's throw to the plate and registered the first run for Missouri. The same play was duplicated a minute later, O'Byrne sacrificing Hall across the plate.

In the fourth Hackney hit for two bases. A wild pitch put him on third. Taylor drew a base on balls. Another wild pitch scored "Hack." Taylor going o third. A passed ball put Taylor over the pan with the last run. Then

(Continued on page 6)

BUTLER FIRM GETS DITCHING CONTRACTS

City Council Accepts Bids for Laying Mains Aggregating \$502.

MORE PAVING AND WALKS

Resolution Drawn Affecting Fifth Street From Maple to Rollins.

The firm of W. Butler & Son was awarded the contract for the laying of the new water mains on Ash street from Seventh to McBaine avenue; on Sixth street, from Broadway to Ash; and on Willis avenue, from Bas to Broadway by the City Council Friday night. Butler and Son bid \$364 for the Ash street work, \$69 for that on Sixth street and \$82 for that on Willis avenue.

Several paving and sidewalk matters were also disposed of. A resolution for the paving of the alley between Cherry and Locust from Eighth street to Ninth street was ordered drawn in response to a petition by the Virginia Building Company and the Boone County Mill and Elevator Company.

A resolution was also drawn to pave Fifth street twenty-four feet wide from Maple street to Rollins street. The city engineer reported that the remonstrance filed against the paving of Hickman avenue was not sufficient to defeat the proposed improvement.

Many Sidewalks Considered. Fountain Rothwell, chairman of the street committee, recommended that a new sidewalk be built on the west side of Williams street, from Broadway to Hinkson avenue. The council decided to order the walk only from Windsor street to Hinkson avenue. New walks were also ordered on both sides of Hinkson avenue from Ann to Moss street.

J. B. Coleman requested that a sidewalk be built on the north side of Park avenue from Fifth to Third street and that a water main be laid from Eighth to Third street on the same avenue. An ordinance was ordered drawn for the walk. The city engineer was instructed to prepare a report on the cost of lowering the granite walk on the east side of Range Line. Sidewalks were also ordered on the east side of Range Line from Rogers street to Wilkes boulevard and on Fifth street from Broadway south to the alley.

The matter of putting in a water main from Lyon street to Park avenue on Fifth street and on Park avenue to Third street, was referred to the water and light committee. The city engineer was instructed to construct a curbing across the driveway in front of Mrs. Balley's property on Elm street to prevent water from overflowing her property, and to have the alley crossing at Julius Tesch's property on Eighth street repaired. The matter of paving that alley was also referred to the city engineer.

S. F. Conley's request for a lateral sewer in district twenty-eight was referred to the city engineer. It was also decided to purchase a typewriter for the engineer's department.

Assessments for Sewer Work.

Assessments were levied on the property in sewer districts five and nine to pay for the construction of additional sewers. The water and light committee was authorized to advertise for bids for the excavation for water mains on Paris road from Orr street to More's boulevard, on Park avenue from Christian College avenue to Orr street, on Ninth from Ash street to Rogers street, on Rogers from Ninth to Eighth and on Fifth and Providence road from Broadway to Rollins.

From the construction fund, \$2,978 was appropriated to pay for new pipe purchased for water mains, and from the general fund \$55 to pay judges, clerks and election expenses.

The complaint of W. H. Judge that the discharge pipe from the water and light plant empties on his property was referred to the water and light committee.

The city attorney was ordered to prepare a report on the cost and advisability of revising and reprinting the city ordinances. He was also instructed to revise the ordinance taxing real estate, loan and insurance agents.

FORMER FACULTY MAN HERE

Hiram Phillips of St. Louis, Visiting His Daughter in Columbia. Hiram Phillips, formerly a member of the faculty of the School of Engineering here, is visiting his daughter, Miss Elizabeth Phillips, at the Kappa Alpha Theta house. Mr. Phillips is now a consulting engineer in St. Louis.

DISCARDED ALARM BELL

Now Window Closes, Crow-bar Falls Lights On In Engineers' Room.

When the little dollar alarm clock which hangs on the wall of room 21 in Benton Hall, points to seven o'clock each morning, things begin to happen. The room is occupied by Earl Rickman and "Zeke" Soehngen, junior engineers in the University of Missouri. When the bell was broken the men avoided the necessity of buying a new clock in this way.

A string was run from the alarm key on the back of the clock to a trigger which holds the window sash up at night. A heavy iron bar was balanced just on the edge of the window, and a string and pulley attachment made between the bar and the electric light which hangs low over the bed. When the alarm begins to spin round it releases the window, which falls with a bang and jars the iron bar off onto the floor. The weight of the bar pulls the light globe high over the bed and the men are awake.

TOLD JOKES ON HIMSELF

J. Broadway Dignam Spoke on Magazine Work.

J. Broadway Dignam, an advertising expert connected with Hand, Knox and Company of Chicago, spoke Thursday night of Journalism Week on "Running a High-Class Magazine in a Low-Class Town." This he gave in burlesque as his experiences while running Dignam's Magazine in an Indiana town.

As a practical advertiser, Mr. Dignam has put vigor, virility and humor into his work; and these are the elements he sought to interest his hearers in. He is enthusiastic and original, believing those are characteristics fitted to the advertiser.

Mr. Dignam has rewritten most, if not all, of Aesop's Fables, giving each fable a modern flavor and humorous twist. He has written poetry and maxims. One of his maxims is: "There are fifty-seven varieties of office help, fifty-six of which don't help much."

HOBOS IN TOWN YESTERDAY

Many Students Costumed for Eighth Annual Convention.

The hoboes in the eighth annual convention of the University of Missouri arrived yesterday at 1:30 o'clock "via" the Wabash railroad, and, headed by a band of hobo musicians marched to the baseball field and climbed over the fence to see the Ames-Missouri baseball game. Every type of the hobo tourist was represented. Some were too respectable to be hoboes and some were almost too respectable to come under the hobo class. George Wilson was king of the hoboes this year, and rode in state in a carriage drawn by two mules.

After the baseball game the whole crowd visited back-doors and begged handouts.

TO COMMERCIAL CLUB MEETING.

Eight Representatives from Columbia Go to Kirksville Tomorrow.

Eight members of the Commercial Club will attend the conference of representatives from the commercial clubs of Northeast Missouri at Kirksville this week. They will leave Columbia Monday night. The meetings will be held Tuesday, Wednesday and Thursday. The best method of boosting the cities in the northern part of the state and of attracting more people to Missouri will be discussed. Considerable advertising matter will be taken to Kirksville from Columbia.

The men who will make the trip are: President E. W. Stephens, Secretary T. S. Gordon, J. A. Hudson, S. F. Conley, N. T. Gentry, D. A. Robnett, E. R. Childers and William Hirth.

A \$200 CORN TROPHY CUP

State Board of Agriculture Will Offer Prize to Missouri Growers.

Preparations are being made by the State Board of Agriculture to offer a \$200 trophy for the best ten ears of corn shown Farmers' Week at the University of Missouri. The money was appropriated recently by the Board, and the selection of a trophy is in charge of T. C. Wilson, secretary of the board, and F. B. Mumford, dean of the College of Agriculture. It must be won three times, not necessarily in succession, by the same person before it becomes the property of any individual.

TIGERS WIN 4-MILE RELAY

Telegram at Baseball Game Says Team Was Second in 2-mile.

During the Missouri-Ames baseball game yesterday afternoon, Umpire Wainwright received a telegram from Des Moines telling the result of the relay carnival. He announced that the Tigers won the 4-mile relay and finished second on the 2-mile event. Steele, Johnson, Shockley and Moss ran for Missouri in the 4-mile relay.

NAGEL TO SPEAK AT M. U. COMMENCEMENT

Secretary in Taft's Cabinet Will Deliver Principal Address in June.

REV. DODSON TO PREACH

Phi Beta Kappa Talk by Dr. Frank Thilly, Former M. U. Professor.

The commencement address at the University of Missouri this year will be delivered by Charles Nagel, secretary of the Department of Commerce and Labor.

Commencement week begins June 4. The baccalaureate sermon will be by the Rev. George R. Dodson, pastor of the Church of the Unity of St. Louis. The Phi Beta Kappa address will be at 7:30 o'clock Wednesday night by Professor Frank Thilly.

Secretary Nagel is widely known in Missouri. He was graduated from the St. Louis School of Law in 1872, studied abroad, and was a member of the Missouri General Assembly and of the city council of St. Louis. He is a member of the board of trustees of Washington University.

Professor Thilly was formerly head of the philosophy department in the University here, and is now at Cornell University. He was a charter member of the Alpha Chapter of Missouri of Phi Beta Kappa.

Doctor Dodson is an alumnus of the University of Missouri. He received an A. B. degree here in 1887. He received a Ph. D. degree in the department of philosophy at Harvard University.

WATCHING PURE MILK CRUSADE

Other Cities Are Interested in Ordinance Requiring Inspection Here.

The ordinance which was recently passed by the Columbia City Council ordering all milk and butter sold here to be accompanied by a certificate from the state veterinarian, is attracting considerable attention in other cities. Dr. W. P. Cutler, state food and dairy commissioner, has received several requests for certificates of pasteurization and inspection from creameries which sell in Columbia. Doctor D. F. Luckey, state veterinarian, is also inspecting dairy herds here.

The new ordinance is the most sweeping of any in the state, according to Doctor Cutler, because it includes butter as well as milk. Similar ordinances have been adopted by other Missouri cities, but they do not include so many milk products as the one here.

PRESIDENT HILL HOME AGAIN

Spoke at Dedication of New Building at Toronto University.

President A. Ross Hill returned yesterday from a visit to Toronto and other universities. He went to three other universities—Michigan, Cornell and Chicago—and delivered an address before the Alumni Association of the University of Missouri in Chicago.

Doctor Hill delivered two addresses in Toronto. Last Wednesday night his address was at the jubilee meeting of the Ontario Educational Association. The other was at the dedication of a new \$300,000 School of Education building at Toronto University Thursday afternoon. When the School of Education was installed at Toronto five years ago Doctor Hill was consulted as to plans of organization.

TO MEET AT WISCONSIN U.

Journalism Teachers Will Hold Conference There—The New Officers.

The third annual national conference of journalism teachers will be held next year at the University of Wisconsin at Madison. This place was chosen at the closing session of the conference here Friday afternoon.

Professor Fred N. Scott of the University of Michigan was elected president of the conference, and Prof. Willard G. Bloyer secretary. The new officer will determine the date of the next annual meeting.

\$350,000 FOR ROCK ROADS

Pettis County Will Vote on Bonds for This Work May 16.

Curtis Hill, state highway engineer, received word yesterday that the date for the bond election for rock roads in Pettis county has been set for May 16. If the proposed bond issue carries \$250,000 will be spent in building between 125 and 140 miles of rock roads. Mr. Hill believes the chances of success are good.