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## THE MODEL LOCAL NEWSPAPER

By ANNIE BARTLETT TUBBS, Boston, Mass.

IT is reasonably safe to assume that no member of the newspaper fraternity places any profession in advance of his own, and it is almost a universally conceded fact that the newspaper wields a greater influence upon mankind than any other single medium. Hence the justice of our plea for enthusiasm.

What one reads influences character. Do we believe in the life and words of Wendell Phillips, one of the greatest enthusiasts the world has ever known? Listen: "Let me make the newspapers and I care not what is preached in the pulpit or what is enacted in Congress." "If I might control the literature of the household," said Bacon, "I would guarantee the well-being of the Church and State." And from the master mind of Heine we have these inspiring words: "In these times we fight for ideas and newspapers are our fortresses." In the face of our own belief in

our mission—in the face of what the world concedes—in the face of these thrilling words from men whose enthusiasm has created for them the admiration of more than one continent—in the face of the responsibility and the obligations we have imposed upon ourselves by our chosen career, as editors—can we be less than enthusiasts? Let us believe so deeply, so truly and so earnestly in the ideas that we have to put forth—in the messages we have to give—in the dignity and possibility of our position—that we shall by our very earnestness, by our love, by our enthusiasm, create for ourselves a constituency that shall also believe deeply in the messages we have to give to the world. Then our primary requisite for success must be an enthusiasm that is born of love for our profession. This acquired, we can give our best thought to our work. A man who gives himself wholly to an idea is certain to accomplish something, and if he have ability and common sense his success will be great. Nothing is so contagious as enthusiasm.

Next to enthusiasm let us place individuality. Our papers must stand for something. They must ever represent the individuality of the men behind them. And here comes that fine distinction between individuality and personality. Personality must be an unknown quantity to the successful newspaperman. He stands not as a person, but as an individual. He can have no prejudices, no fads, no friends, no foes. Absolute justice must be meted out to every man—whether it be according to his personal inclination or not. His individuality must shine resplendent through the pages of his paper, and that individuality must be so marked that it will be recognized always as being what the world wants—your best service.

The third requisite is tact. No small degree of success is due to tact. That faculty that enables one to meet every exigency with ease, with graciousness, with gentleness; that faculty that enables a man to hold to his individuality unswervingly, yet enables him to make necessary concessions. The tact that can defend a position without seeming bigoted; that can persuade without seeming to persuade; that can be tolerant with every whim of every whimsical one who invades the editorial sanctum, with fancied grievances and imaginary slights.

Enthusiasm, individuality and tact, though individual traits rather than composite parts of the model newspaper,