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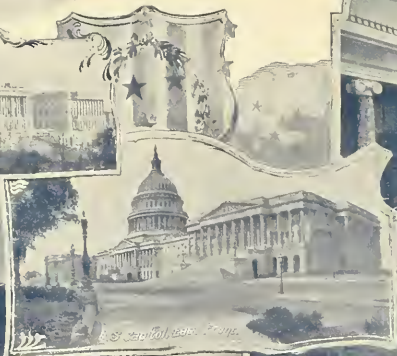
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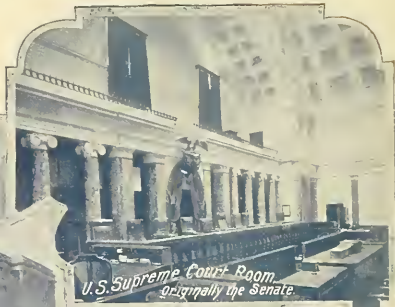
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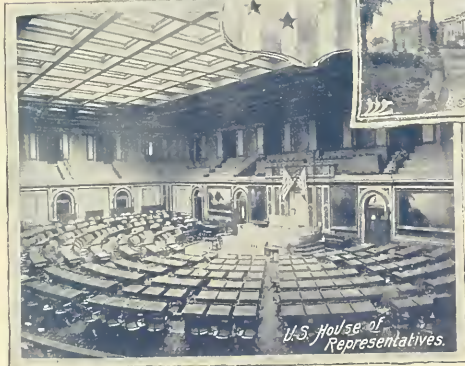
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DEPARTMENT OF JOURNALISM

IN CHARGE OF

HENRY LITCHFIELD WEST, Formerly Managing Editor of The Washington Post.

THE constant and increasing demand for thoroughly equipped Journalists, and the difficulties encountered in obtaining a thorough knowledge of the Journalistic profession, makes the Department of Journalism of the National Correspondence Institute an absolute necessity to all who seek employment in this attractive and influential sphere.

The advantages of Journalism as a profession, the opportunities offered to those who desire to learn its details, and the methods by which this knowledge can be acquired in spare moments, with the least expenditure of time and money, are fully described in the accompanying pages.

READ THIS ANNOUNCEMENT CAREFULLY.

The instruction outlined in the several courses is thorough, practical, and complete. It promises success to those who expect to find in Journalism a means of earning a livelihood, and to all who desire a more extended acquaintance with standard literature, the development of their talent for story-writing and other literary work, and the acquisition of a forceful, graceful, and correct style of expression, offers the most satisfactory method of securing beneficial results.

We have the best plan and the best instructors, and confidently assure the best results.

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AN AGE OF JOURNALISM.

"It is an Age of Journalism; all the facts of the world are narrated in the daily press," writes that famous poet and critic, Mr. Edmund Clarence Stedman, author of the great work on "The Victorian Poets."

Truly, this is an age of Journalism. Never before in the history of the world have newspapers been so powerful, so progressive, as they are to day; never have they sought so eagerly and so persistently or paid so liberally for every assistance tending to increase the influence of their editorials; the extent and reliability of their news reports; the value of their literary features. Their organization is more extensive and the field of employment is consequently larger. Nearly every newspaper finds a force of several hundred correspondents absolutely necessary, in addition to the numerous staff directly connected with the home office. As a natural result **the profession of Journalism offers opportunities and advantages to young men and women unequalled by any other profession or trade.** What other occupation is more influential, more remunerative, more fascinating than that of the Journalist?



WHAT IS JOURNALISM.

Webster says, "*Journalism is the business of managing, editing or writing for newspapers.*" But Journalism is more; it is a profession of the highest dignity; the widest influence; the greatest power. From the reporter who unravels the mystery

of a crime, to the Editor-in-Chief, to whom the rulers of the world pay tribute; from the writer of the interesting short story, to the author whose name is known and loved as far as civilization reaches—all are Journalists.



JOURNALISM AS A PROFESSION.

The men who are associated with Journalism to-day control the destiny of the country. It is the Journalist who impresses his thoughts upon the public, who directs popular opinion, making and unmaking men and becoming a tremendous factor in

the history of the world. The power of the rural journalist is multiplied a thousand times in the case of the editor of a great metropolitan newspaper. His utterance is an oracle to which all men listen. Even the most obscure reporter on the city press wields a power because of the vast audience he reaches. The Journalist on the metropolitan paper is courted as well as feared. In the capitals of the States he is consulted by the leading officials and by the prominent politicians; at the Capital of the Nation he is the confidant of public men in the highest positions, including even the President and his Cabinet advisers, the leading Senators and Representatives, and the titled Ambassadors and Ministers of foreign legations.

With upwards of 20,000 periodicals published in the United States and Canada, covering every field of Journalism, from the never sleeping newspaper to the magazines of great literary achievements, it must be obvious that **the profession of**



Journalism never offered greater inducements or promised higher attainments than it does to-day. The growth of the great dailies, the liveliness of competition, the demand for a complete record of the world's

happenings—all these combine to increase the demand for competent Journalists. More eager than ever are the newspapers to obtain the news, and more willing are they than ever to pay for it at the highest prices. All that they ask is that the matter offered to them shall be written in dexterous, smooth, and intelligent manner, technically known as "newspaper style," and which can not be acquired without instruction. They are also on the alert to supplement their forces with bright, enthusiastic, and diligent men and women. To such

they offer lucrative positions of importance, and an opportunity to acquire all that the greatest ambition could desire.



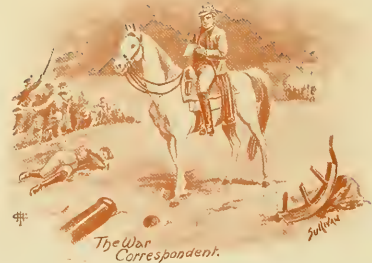
TRIBUTES TO JOURNALISM.

The greatest minds hear willing tribute to the glory and grandeur, the nobility and paramount influence of Journalistic work and training.

Rev. Dwight L. Moody, the eloquent evangelist of world wide fame, says of Journalism: "In my opinion, every theological student in the land ought to work on a newspaper for at least a year

in order to study human nature and gain the knowledge that it is impossible to receive in the academy, at college, and in the seminary. That's the trouble with preachers. They don't know the men to whom they are preaching and with whom they are dealing; they have no knowledge of human nature. The best way to acquire all this is through work on the press. So, you see, I am a believer in the newspaper and of the great practical work which it performs."

Prof. Noah Porter, the author of the profound work on "*The Human Intellect*," in his series of interesting essays on books and readings, says: "The journalist discourses to us with wisdom or wildness, in soberness or extravagance, of the interests that concern the common weal, or the themes which are uppermost for the hour or the week."



HEROES IN MODERN LIFE:

A thousand appreciative eulogies of the Journalistic profession could be quoted, but the following, from a recent number of the *Cosmopolitan*, gives a graphic description of the place which the modern Journalist occupies in the world's history: "A great newspaper is one of the most gigantic, most highly systematized and

most elaborate organizations that can be found in our modern life. It has millions of capital invested in it. It has at its disposal what is in reality a highly-trained army, officered with ability, industry, executive talent, energy and enthusiasm. It commands the services of scores of intrepid, tireless, indomitable men who are inspired by the marvelous devotion to their calling, which is one of the strangest phases of our Journalism—men who will face hardship and privation, and even disease and death, for the glory of that impersonal thing

which they have made it their profession to serve. The reporter, the newspaper correspondent, is one of the few heroes whom the commonplace routine of modern life has still permitted to survive.

"In the heart of the desert, in the savage silence of the tropical jungle, where a Livingstone or an Emin is sickening with despair at his hopeless

isolation, a Journalist will seek him out and nonchalantly greet him. In the thick of battle, when bullets are singing like hailstones in the air, and when the commanders themselves are snugly ensconced over their telegraphic instruments in some sheltered spot a league away, the newspaper correspondent will sit his horse in sublime consciousness of danger, as he jots down on his writing pad the fate of armies and the varying tide of war.

"The modern journal sends its ambassadors to foreign countries and maintains them there at salaries which many

diplomatic chiefs might envy. It enrolls statesmen and even kings and princes among those who feed its columns; it has its finger on the pulse of every center of civilization throughout the world. It pours out money like water, demanding special railway service, chartering steamers, and netting the depths of ocean with its cables."

Such is the Journalism of to-day, a profession without limitation, offering a future of incalculable power to those who enter it with a determination to succeed.

THE SCOPE OF JOURNALISM.

The broad field covered by modern Journalism is phenomenal. It rivals the magazines in the excellence of its literary effort, in its graphic descriptions of historical events, in the cleverness of its fiction, and in the artistic accuracy and value of its illustrations. All the best-known writers of the present day, including Anthony Hope, Rudyard Kipling, J. M. Barrie, Conan Doyle, Bret Harte, Hall Caine and thousands of others, whose names are household words, contribute their highest endeavor to the newspaper. In



the columns of the daily press Nausen and Peary are proud to relate the story of their Arctic explorations; Rev. Dr. Talmage gladly preaches to the multitude, the politician sounds the bugle call to his party followers, and the entertaining storyteller delights the young and old.

Many of the most noted and successful authors of the day began their career as newspaper writers. Mark Twain placed his foot on the first round of the ladder of fame as a newspaper reporter. Richard Harding Davis received his first experience as a reporter on *The Philadelphia Press*. It was in this capacity that they both gathered the material for their most famous productions.

THE VALUE OF NEWS.

Journalism is, above all things, the business of gathering readable material and presenting it in an attractive, interesting, forcible form. The ability to do this is not so much an endowment of nature as a matter of training. The art of creating an original story is inherited by many, yet the lack of literary instruction prevents its proper presentation. To this may be traced the failure of nearly all the aspirants to literary fame whose efforts have failed to bring them success and fortune.

There is an ever-increasing market for well-written articles on timely topics. There is an insatiable demand by the public for original stories, which publishers are unable to supply, because of the dearth of good material. As a consequence, the highest prices are paid for the product of experienced writers.

To this market the well equipped Journalist comes with confidence; certain that the product of his observant eye and

trained mind will command not only a high value but the attention of thousands; will insure him recognition such as would accrue from no other effort of mind or hand.

The labor is easy, varied and entertaining; the reward is certain and satisfactory. There are, of course, great heights for all who are especially adapted or unusually ambitious. The managing editor of the *New York Journal* receives \$25,000 a year; Alfred Henry Lewis, the political writer and interviewer on the same paper, receives \$10,000; the Washington correspondents are paid from \$2,000 to \$5,000; and there are numerous positions paying the same good salaries on even the least known newspapers. In fact, experience has shown that where the laborer is worthy of his hire the financial recognition is in proportion to honor and influence.



JOURNALISM AS AN ACCOMPLISHMENT.

The value of Journalism as an accomplishment is incalculable. The doctor, the lawyer, the politician, the business man—everyone who has occasion to express his thoughts on paper—must concede the helpfulness of knowing how to state facts in forcible and clear language. Instruction in Journalism means lessons in the art of

expression, the art of condensation, the art of graceful and accomplished writing. It means everything to a man who desires to be regarded as well-educated in every sense.

JOURNALISM FOR WOMEN.

The field of Journalism grows broader and broader in **the opportunity which it offers to women.** No well-equipped newspaper office to-day is without its staff of women writers. They are peculiarly fitted for chronicling social events, for purely literary work; for interviewing notable women authors and actresses; for preparing timely articles upon the changing fashions, and for dealing with all topics of feminine interest. Thousands of women have entered Journalism of late years, and find in the work a congenial field of labor, which not only pays well, but adds materially to their influence. Journalism is one of the most attractive employments for women, because her work is dignified and pleasant, and her writing can very largely be done at home. Nearly all the prominent female writers of the present day—women whose work now commands large prices in the magazines—have graduated from the Journalistic ranks.



HOW CAN I BECOME A JOURNALIST?

It is a mistake to believe that all Journalists are born. In fact, the most successful Journalists of to-day are men who had no extraordinary education, and who at first displayed no especial adaptability for their work. Horace Greeley, Charles A. Dana, and all the men whose names are monuments in the newspaper profession came up from the rauks and achieved fame and fortune through their own efforts. That there are thousands of men and women in the United States who are equally capable of becoming Journalists of high distinction, if their latent talents are only developed and then directed by experienced minds, can not be doubted. In preparation for Journalistic work **genius is not absolutely essential. With proper training, any man or woman of ordinary intelligence can be equipped to enter the profitable Journalistic field.** Any one who can write a friend an account of the happenings of the household—the daily events of even the most prosaic life—possesses at the very outset the fundamental qualifications of a Journalist.

The first requisites to success in Journalism are ambition, perseverance, and plain common sense.

The ability to recognize news can be learned. The construction of sentences, the acquirement of a style, the polished touch that makes a newspaper article readable, a story fascinating, an editorial powerful, is but the result of careful training.

The fact that the profession of Journalism is not overcrowded is due, not to the lack of ability on the part of Journalistic aspirants, but to the absence of training; to the need of practical knowledge of the essential requirements.

The editor of the modern newspaper is too busy to teach the novice, too much absorbed in his great work to rewrite

or even criticise the crude production, even though the facts may be of the utmost value. It is for this reason that men and women, who not only possess literary ability, but many of the qualifications which would enable them to achieve distinction in Journalism find no hand outstretched to help them.

Modern methods of education have, however, opened the door of the newspaper sanctum, the magazine office, the publishing house, to those who are determined to succeed in the literary world.

The School of Journalism is the result of the never-ceasing demand for more and better writers. **It is the bridge** by which all earnest workers may reach the height of their ambition. So important has it grown as a factor of education that nearly all the leading colleges and universities are attaching schools of Journalism to their curriculum. In nearly all the other large cities schools of Journalism have been successfully established.

These schools of Journalism, however, are not free from serious objections. They are not easily attended by those who have not the good fortune to be college students

or who do not reside in the large cities. In addition to this, the pupil must pay a large tuition fee and must also meet the expenses of living. The schools, not being numerous, are widely situated and not easily reached. Many of them are inferior in their methods and equipment, but are nevertheless patronized, because they offer the only convenient entrance to the Journalistic profession.



A. B. Brock

THE KEY TO THE SITUATION.

A careful study by eminent educators and experienced Journalists of existing methods has resulted in the formation of plans that are destined to revolutionize the art of teaching Journalism. All the obstacles in the present systems have been overcome, all faults obviated, all objections banished, **making it possible to teach Journalism in all its branches** thoroughly and accurately without the necessity of the student leaving home or interfering with his present occupation until he is fully competent to enter the Journalistic field. These plans have been adopted exclusively by **The National Correspondence Institute**, which, in connection with its large and growing system of teaching by correspondence, has organized and established the most completely equipped School of Journalism in the country.

CORRESPONDENCE TEACHING A SUCCESS.

Teaching by correspondence is not a new and untried experiment. It has been in practice for many years and has proved remarkably successful. There are now in operation many of these

Correspondence Schools, notably, **The National Correspondence Institute**, teaching law, engineering, science, mathematics, bookkeeping, shorthand, languages, etc. In the preparation of persons desiring to enter the civil service the correspondence method is es-



pecially successful, and has achieved a national reputation for this Institute. It is an elaboration of the Chautauqua plan, which has done so much to disseminate intelligence throughout the country, and of the University Extension plan, to the excellent results of which thousands upon thousands throughout the entire length and breadth of the United States have borne grateful witness. **Journalism is particularly adapted to the correspondence system** of imparting instruction, as it involves writing almost exclusively.



AN EMINENT JOURNALIST SECURED.

Realizing the importance of practical teachers for practical work the National Correspondence Institute School of Journalism has placed this new department in charge of **Mr. Henry Litchfield West**, who has been for many years recognized as one of the most capable and successful Journalists at the National Capital. Mr. West is a trained newspaper man, whose father was the editor-in chief of the *New York Commercial Advertiser*. He began his newspaper career at the very foot of the ladder, serving his apprenticeship, so to speak, in a country newspaper office, and rose through every grade from the ranks of reporting to the responsible position of managing editor of the *Washington Post*, a place which he held for many years. He is now in charge of the Congressional and political work on that paper, and has achieved a wide fame by his accurate judgment and by the brilliant and graphic descriptions of the many National Conventions which he has reported. Mr. West is also a magazine writer of acknowledged ability, and his recent article in the *Forum*, entitled "The Autocrat of Congress," caused

comment from Maine to California. He has also been a contributor to the *North American Review* and other standard periodicals. His eminence in his profession is attested by the high praise bestowed upon him by his colleagues.

Mr. West, in his position as city editor and managing editor, as well as in other branches of editorial work, has had **wide experience in training newspaper men**, and the tact and ability which he has brought to bear upon the work of developing Journalists is already insuring gratifying success for the School of Journalism in connection with the National Correspondence Institute. It might be remarked, in passing, that Mr. Karl Decker, the daring journalist, whose recent feat in rescuing Miss Cisneros from a Cuban prison caused a world wide sensation, received his first newspaper instructions from Mr. West. While Mr. West will have charge of the Department of Journalism, he will be assisted by a **corps of equally capable, experienced, and accomplished journalists**, who, having traveled over the paths which lead to success, and being familiar, through long years of experience, with the work of developing journalists, are peculiarly fitted to impart with prompt yet certain methods, the knowledge which they have gained.



THE NEW PLAN.

With this corps of instructors the School of Journalism of the National Correspondence Institute proposes to mold into enduring form the plastic qualities of the student's mind.

It will act as guide and instructor, discerning with unflinching judgment the many excellent traits which will undoubtedly be displayed, but also pointing out, with solicitous care, any defects which may be apparent in Journalistic efforts. It asks of the student only perseverance and a desire to learn. It is the well-equipped, steady, reliable worker, and not the erratic, spasmodic character, who makes fame and money. "Genius is the infinite capacity for taking pains," says Carlyle, and in the journalistic field this is the sort of genius which finds the most prosperous returns.

COURSES OF INSTRUCTION.

The plan of instruction comprises four courses, the first being the **English Course**, for those whose advantages of education have not been sufficient to warrant the commencement of literary work without further preparation; the **Practical Course**, which includes instructions in all the essential features of newspaper work; the **Complete Course**, which carries the pupil into the higher realm of fiction and criticism; the **Special Course**, which affords the literary worker the best means of securing intelligent and competent judgment upon his work, so as to enable him to produce the best results and remove obstructions from the path which leads to recognition in the magazines; and the **Select Course**, which secures improvement of the mind, facility and forcefulness of expression, as well as a beneficial acquaintance with literature,

JOURNALISTIC ENGLISH.—Orthography, punctuation, capitalization, construction of sentences, grammar, etc. The students in orthography will be drilled in some twenty-five hundred or more words in common usage which are often misspelled. In punctuation they will be made acquainted with the correct use of the various punctuation marks: period, comma, semicolon, colon, dash, etc. In capitalization the correct use of capitals will be explained and practice in their use will be given. The instruction in grammar will familiarize the students with the use of correct English. *The preparatory course will be essential to all who lack the advantages of a high-school or college education or their equivalents.*

PRACTICAL JOURNALISM.—The Practical Course will be thorough and practical, as its name implies, directing each pupil in the line of journalistic work. It will include:

(a) **The Study of Words**, including practice in synonyms, the appropriate use of quotations and similes, with examples from the best works of English authors.

(b) **Rhetoric and Style.**—The presentation of ideas in most attractive form; descriptive, humorous, sarcastic, imaginative, and other styles of writing.

(c) **How to begin work as a Reporter or Correspondent.**—The art of distinguishing between valuable and worthless news matter; the gathering of news items of a simple nature and their preparation for the daily press,



(d) **Methods of Journalistic Work.**—The technique of Journalism: practical instruction in the methods whereby daily events, such as railroad wrecks, conflagrations, tragedies, social affairs, religious and political conventions, court cases, etc., are recorded in the columns of the daily newspaper.

(e) **The Art of Interviewing.**—How to write an interview in a pleasing and entertaining manner. Interviewing has become one of the most conspicuous features of the Journalistic profession. It offers a wide field for the graceful and ingenious writer, and well-written interviews are always at a premium in the Journalistic market.

(f) **Editorial Writing.**—Modern Journalism depends greatly upon forceful editorial writing for its success. The editorial expression is peculiar in itself, being in the nature of comment, either critical or approving, upon current events. A vigorous editorial style is imparted to the student.

(g) **The Art of Proof Reading.**—How to read and mark proof, with practical illustrations. A necessary adjunct to a thorough knowledge of journalistic work.

COMPLETE JOURNALISM.—Aptitude and ability in Journalistic work, when displayed by the pupil, will naturally stimulate the desire to become thoroughly equipped in the higher branches of the profession. The Advanced Course will meet this demand and will include, in addition to the essential parts of the **Practical Course:**

(a) **Book Reviewing.**—The reviewing of books has become an indispensable feature of Journalism. Students are given

material for literary criticism and instructed in the art of presenting the salient points of new publications.

(b) **Dramatic Criticism.**—The technique of dramatic criticism is described and examples of fine critical work submitted as models for the pupil's guidance and instruction.

(c) **Essay Writing.**—Essays on political, historical, diplomatic, and literary topics are prepared by the pupil under the direction of competent teachers and are subjected to critical examination.

(d) **Short-Story Writing.**—The various kinds of short stories—the sentimental, the dramatic, the pastoral, the romantic, etc.—are described and the student guided in their preparation. The work of the pupil in this direction will be given especial attention.

THE SPECIAL COURSE.

—The Special Course will be of **great value** to those who have already endeavored to secure acceptance of literary work but have failed to gain a foothold in the ranks of successful authors. *The publishers have neither the time nor the inclination to criticize the manuscripts which they find unavailable.* We have, in connection with the School of Journalism, a **Department of Rejected Manuscripts**, in which all manuscripts submitted to us will be carefully examined and their imperfections corrected. By the valuable aid



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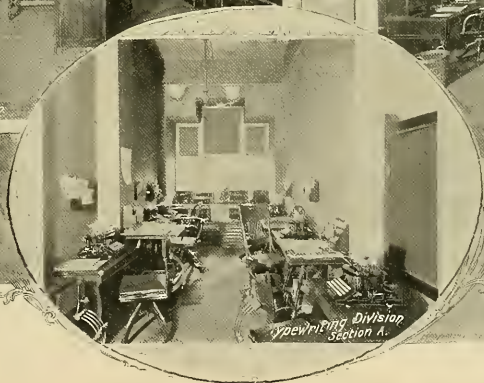
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thus afforded, the rejected article is relieved of the defects which operated against its acceptance and the literary worker is enabled to secure recognition in his profession.

SELECT COURSE.—This course embraces subjects selected from the *Practical* and *Complete Journalism* and is designed for teachers, lawyers, doctors—in fact, all professional and business men and women who desire instruction in composition and literary work as an accomplishment and who do not wish to follow Journalism as a profession. It is especially adapted to those who are anxious to acquire a wider acquaintance with literature and to improve their ease, grace and forcefulness of expression. Lawyers, physicians, teachers, clerks, business men and women, who feel the need of improvement in this direction, having been unable through circumstances to develop their literary faculties, will find in this course, which will include the study of language, rhetoric and logic, and the analysis and criticism of the best publications of standard authors, the most valuable assistance, especially in aiding them in the preparation of papers on professional subjects.

DIRECT METHODS WITH THE PUPIL.

Under the new plan the pupil is brought into direct relation with his teacher. The work of the new aspirant for Journalistic fame and honor is, by this method of instruction, **submitted personally to the corps of teachers**, who examine it carefully, commend its excellencies and detect and criticise its weakness, acquainting the pupil with the results of the examination in **personal letters to each individual student**. No plan could be evolved which is better adapted to this busy world. This work can all be done at home, in the spare moments, obviating the necessity of expensive trips to the city. **There is no time limit to the lessons.** A person with much leisure can, of course, make the most rapid progress,

But even those who have only a brief period in each day or week or month to devote to the acquisition of Journalistic knowledge and methods will be enabled, under our system, soon to become proficient in their chosen profession.

TIME REQUIRED. *non-foreitable.* This

gives to the students ample opportunity to progress as the time at their disposal may warrant or their inclination may suggest. The work can be accomplished without conflicting with regular occupation or with recreation. At the same time the course, as planned, if pursued with average diligence, can be completed in from *six to twelve months*; but it will be possible for those who have abundant leisure to graduate in a shorter period of time. **Persons already engaged in Journalism**, who desire to advance themselves in literary work will find the methods and scope in the higher courses of the National Correspondence Institute School of Journalism admirably adapted to their purposes. Less time is required for them to complete a course than for others who have not had the training acquired by experience.

RACTICAL METHODS OF INSTRUCTION.

The plan of instruction is thoroughly practical. It provides a regular course for each pupil, which includes a study of the best style in English literature, a series of home readings, accurate criticism of grammar and expression and the acquisition of an extended vocabulary,



The National Correspondence Institute School of Journalism does not, however, rely upon Macaulay's essays or Longfellow's poems as providing the best methods of preparing for a successful career in Journalism.

It presents a much more practical and personal plan. Its experienced teachers know what is wanted by the reading public, and they propose to give to the pupils of the National Correspondence Institute School of Journalism the benefit of this knowledge. Each pupil will be directed in the line of genuine, practical work, so as to completely and thoroughly fit him for any position on any newspaper, and for all the branches of Journalistic work, from reporting to story-writing.

It explains to the would-be Journalist the methods by which the details of railroad wrecks, tragedies, social events, conventions, political gatherings, court cases, etc., are first gathered and are then woven into a newspaper article. The student prepares accounts of daily events, writes interviews, discusses current topics, thus acquiring the newspaper style, so invaluable in Journalism. All work, no matter how crude and amateurish it may be, is carefully reviewed and criticised, its merits and deficiencies being reported to the pupil, and the remedy suggested. In this way **each student is individually instructed**, thus doing

away with the vital defect of class instruction, where the brightest and most progressive student must be retarded by the laggard.

No student will be graduated until he or she is thoroughly equipped.

MAKING IT PAY

There is not a town in the United States but furnishes news to either its local journal or to the larger newspaper of some neighboring city. **There is no reason why you should not become equipped for the work of supplying news.**

Under ordinary circumstances you can soon earn the amount required for your necessary tuition. You will be taught to recognize news at first sight, so to speak, while others, with senses undeveloped, pass it by. Having acquired this faculty, you will be shown how to express your ideas in the best manner, and also how to find a market for your work so as to secure financial return. In all of this you will have the advantage over those who are struggling along, hoping to achieve success, but without the least



idea of fundamental principles or of advanced or modern methods. Even if you should not desire to follow journalism as a profession, the instruction which you will receive in literary work will be of incalculable benefit, enabling you to develop your intellectual faculties along the pleasantest as well as the most profitable paths.



HOW TO SECURE EMPLOYMENT.

Not only does the School of Journalism teach the proper methods of preparing manuscript for the newspapers and the magazines; not only does it examine and criticize the work of its pupils, but it will, by its wide acquaintance and through the reputation

which it has already acquired, be able to place the pupil in communication with the large and small dailies, and thus open the way for remunerative employment.

It is proposed, for instance, to place at the disposal of the leading dailies in each State a list of the pupils of the National Correspondence School of Journalism who have become competent, after a course of instruction, to undertake any work which may be assigned them. Managing editors of the great dailies are constantly compelled to telegraph to various points in their respective States, or even in far outlying sections, for news that they require. The list of thoroughly equipped Journalists which the National Correspondence Institute will

furnish will be, in itself, a recommendation of capacity, and will be accepted as such by the managing editors. It is easy to see that by thus placing the names of our pupils in the offices of all the principal papers of the country, accompanied with our certificate of competency, we establish business relations which are sure to be profitable and advantageous to all parties.

OUR Seal of the School of Journalism of the National Correspondence Institute, when affixed to the diploma, gives to those who finish the complete course a guarantee that the graduate has become fully equipped in every detail of Journalistic work. The requirements of the School will be such as to demand of the student a thorough knowledge of the Journalistic profession before the diploma can be obtained. Students who thus complete the course will possess a practical letter of recommendation which cannot fail to command great weight in the Journalistic world.



"His practical experience and eminent ability peculiarly fit him to impart a thorough knowledge of his profession." —

A. MAURICE LOW, Washington Correspondent of the Boston Globe.

THE BOSTON GLOBE,
WASHINGTON OFFICE.

Washington, D. C., Nov. 29, 1897.

I learn with satisfaction that Mr. Henry L. West, of the Washington Post, has been placed at the head of the School of Journalism of the National Correspondence Institute. Mr. West has long been recognized as one of the ablest and most successful journalists at the National Capital and his practical experience and eminent ability peculiarly fit him to impart a thorough knowledge of his profession. He has served in every department of newspaper work and is admirably equipped both by natural gifts and developed talent for the new duties which have been assigned him.

A. Maurice Low.

Mr. A. Maurice Low ranks high in the corps of correspondents stationed at the national capital. His name appears daily in the Boston Globe attached to dispatches treating of the most important political, financial and diplomatic topics, while his descriptions of historic events, such as national conventions, the Grant monument exercise in New York, the naval rendezvous at Fortress Monroe, etc., have added largely to his fame. He is also the American correspondent of the London Chronicle and daily sends long cable dispatches on topics of international interest.

"His standing fixed by splendid work."

ROBERT J. WYNNE, Washington Correspondent of the New York Press.

A LARGER DAILY CIRCULATION THAN ANY OTHER REPUBLICAN NEWSPAPER IN THE UNITED STATES.

The New York Press.

Washington, D. C., Nov. 30, 1897.

Dear Sir:

It is adding to the deserved reputation of many distinguished correspondents to say that Henry L. West of the Washington Post is one of the best all around newspaper men at the National Capital.

He ranks with such veterans as Boynton, Stevens and Carson whose standing is fixed by their splendid work and he has in addition the advantage of youth with ripe experience. Mr. West has been considered seriously by the President for one of the highest offices in the District of Columbia a fact which sufficiently attests his reputation in the community.

Robert J. Wynne

Mr. Robert J. Wynne is justly regarded as one of the leading Washington correspondents and his initials, "R. J. W.," are familiar to newspaper readers in New York.

"An ideal person to have to do with the training of those who wish to know more of real, successful Journalism of the present day."

WALTER WELLMAN, Washington Correspondent of the Chicago Times-Herald.

CHICAGO TIMES-HERALD
WASHINGTON BUREAU

1503 PENNSYLVANIA AVENUE N. W.
OVER ROOM 2412.

Washington, D. C., Dec. 1, 1897.

Mr. Henry L. West, of the Washington Post, I have known for several years as man and journalist. I have never known a man who had a clearer conception of true journalism than he. Not only is he a master of the practical art of newspaper-making - without which successful journalism is impossible - but the science which lies behind and controls all true efforts, the principles which govern their effective application, the spirit which should dominate every man who fits into and becomes a part of the great journal-producing machine - these are also open books to him. He knows, for instance, better than most journalists, that in this day and generation the profession demands not only accuracy, discretion, refinement in method of treatment, judgment as to what is fit and what is unfit, but that much of the news of the day must not only be given but must be interpreted, its bearings and relations be explained - in a word that the reader must be given the news and then be told what it means. For all these reasons, as well as for Mr. West's ability, insight, character and industry, I deem him an ideal person to have to do with the training of those who wish to know more of real, successful journalism of the present day.

Walter Wellman

Mr. Walter Wellman is the well-known correspondent of the Chicago Times-Herald and of the American Press Association, while his career as an explorer in seeking the North Pole has made his fame world-wide.

"My ideal of the all around newspaper man."

WALTER B. STEVENS, Washington Correspondent of the St. Louis
Globe-Democrat.

St. Louis Globe-Democrat

GLOBE PRINTING COMPANY, Publishers.

EDITORIAL DEPARTMENT

Washington, D. C., Nov. 29, 1917.

From a dozen years of daily observation I can speak of
Mr. West. I know of none other whose style of writing, judgment of subjects and continuous industry combine better to constitute my ideal of the all around newspaper man.

Walter B. Stevens.

No one is better known in the Missouri and Mississippi valleys and throughout the entire West than Mr. Walter B. Stevens, whose letters to the St. Louis Globe-Democrat are highly entertaining and instructive features of that great paper.

“Admirably qualified to take the chair of Journalism.”

R. M. LARNER, Washington Correspondent of the Charleston News and Courier.

UNITED STATES SENATE,
PRESS GALLERY,

WASHINGTON, D. C., Dec. 3, 1897

I regard Henry L. West as one of the ablest and best equipped all-round newspaper men in the profession. He stands in the front rank of Washington correspondents, and as a moulder of thought and as an assembler of facts in an interesting, graphic and comprehensive style, he has few equals and no superiors in the journalistic corps. Having passed through every grade of the craft, from police reporter to editor, with twenty years of practical experience in every department of a daily newspaper, he is admirably qualified to take the "Chair of Journalism" in any great institution of learning.



Mr. R. M. Larner, representing particularly the Charleston News and Courier, has been for years the representative of the leading southern newspapers, and his dispatches, signed "R. M. L.," are highly valued in South Carolina, Georgia, and other southern States. Mr. Larner's work has attracted wide attention, notably his interview with Sir Julian Pauncefote, the British ambassador on the Bering Sea sealing dispute.

PERRY S. HEATH

POST OFFICE DEPARTMENT
FIRST ASSISTANT POSTMASTER GENERAL
WASHINGTON

Jan. 6, 1898.

My dear Mr. West:

I just learned through a mutual friend that you contemplate accepting a Chair in an educational institution for instruction in Journalism, and I write to say that I sincerely congratulate any institution that may be so fortunate as to secure your services in that direction.

By natural ability, and by education in the practical school of experience, I know of no one better qualified to teach both the elementary and the scientific points of Journalism than yourself.

My varied experience in newspaper work has led me to believe that Journalism, newspaper writing, may be successfully taught in our educational institutions; that at least the rudimentary of the profession may be so well fixed in the mind of the boy or the girl as to give him or her great advantage in entering upon a life of newspaper work.

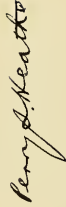
As an employer of many years experience I know how difficult it is for one without some practical knowledge of Journalism to secure a situation. With such information as one like yourself may impart to the pupil he would have great advantage in seeking a position in a newspaper office.

I believe that practical Journalism should be one of the studies of all young men and women in the closing year of their school life, for it invests a power of descriptive writing that is essential to all who lead a life of active business or society.

I wish you the success that I am certain you will achieve in your new line of work.

Very sincerely yours,

Mr. Harry L. West,



Care "The Post," Washington, D. C.

Hon. Perry S. Heath began his successful career as a journalist, graduating from a subordinate position on a newspaper to be the chief of a Washington Bureau, and taking high rank in the corps of Washington correspondents. He was part owner and manager-in-chief of the Cincinnati Commercial-Gazette before entering official life.

"I entertain the hope that your career will be a development of what you have already done."

JOHN RUSSELL YOUNG, Librarian of Congress.

LIBRARY OF CONGRESS,
WASHINGTON.

January 6, 1898.

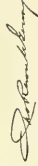
My dear Mr. West:-

Mr. Alvord tells of some purposes in your life that may withdraw you from Journalism in Washington. I should very much regret if this were to involve your retirement from the profession. I have had too much occasion to realize what you have done as a journalist - and especially in the maintenance of the dignity and moral power of our profession - not to entertain the hope that your career will be a development of what you have already done.

With all good wishes,

I am Very Sincerely Yours,

Henry J. West, Esq.,
Washington, D.C.



Hon. John Russell Young is the Librarian of Congress, appointed by President McKinley. He is an eminent journalist and author, formerly Minister to China, and as Correspondent of the New York Herald accompanied General Grant upon the latter's memorable trip around the world. Mr. Young's graphic narrative of that eventful journey ranks among the highest examples of brilliant descriptive writing.

“Supervisory instruction of aspirants for the Journalistic field can be imparted by correspondence.”

ALLAN B. SLAUSON, Superintendent of Newspapers and Periodicals in the Library of Congress.

LIBRARY OF CONGRESS,
WASHINGTON.

January 8, 1898.

Mr. Henry L. West stands in the highest rank of Journalism in Washington City to-day. His many years of experience in all kind of newspaper work while connected with the Washington Post has given him a high reputation among his associates and with the world at large. As managing editor of the Washington Post he made a distinct success, while as a special writer and reporter of the proceedings of Congress from day to day he has achieved the fame that does not so readily come to the man engaged in the more arduous and more confining task of supervising the work of others. In that field, too, he has had large experience, and many a young man has to thank Mr. West for journalistic experience acquired while working under his supervision.

Undoubtedly a great deal of this supervisory instruction of aspirants for the Journalistic field can be imparted by correspondence, and I know of no one better fitted to impart it than Mr. West.

Allan B. Slauson.

Supt. of Periodicals.

Mr. Allan B. Slauson was for many years a leading Journalist of the Pacific Slope, and secured his present congenial and lucrative position largely through the fact that his newspaper training and experience fitted him most admirably for the work.

THE - NATIONAL - CORRESPONDENCE - INST.



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ENDORSED AND COMMENDED BY STANDARD JOURNALS.

THE WASHINGTON PRESS.

THE RELIGIOUS AND EDUCATIONAL PRESS.

Correspondence education is a field that is being rapidly filled. All educational branches are being as successfully taught by mail as in the colleges. To many this may be news, but it is not an experiment, as it has been in existence in this country for the past twenty years. Our city, which we proudly call the political and educational center of the Nation, has not been behind in this, as the National Correspondence Institute, with its corps of specialists, has been furnishing to the homes of the young men and women instruction which they possibly could never have obtained in any other way.—**The Star, Washington, D. C.**

The National Correspondence Institute of this city offers a striking example of what is being done by correspondence in an educational line. A few years ago such a thing was almost unheard of, although it had its origin in this country in 1873. At first it was confined to courses of reading, and no attempt was made to give instruction. Of recent years correspondence schools of law, languages, sciences, business, shorthand, and in fact the teaching of all subjects of an educational nature, has met with flattering results, and thousands of young men and women have received an education at home that otherwise would have been beyond their reach.—**The Post, Washington, D. C.**

The National Correspondence Institute of this city is one of the best in the country. The instructors are all specialists in their respective branches and of high standing in educational circles.—**The Capital, Washington, D. C.**

The National Correspondence Institute of this city is meeting with deserved success. Aply managed, and conscientiously conducted by a faculty of our best educators, it is in the front rank of correspondence schools. * * * —**National Democrat, Washington, D. C.**

The National Correspondence Institute of this city is one of the best correspondence schools in the country. It is managed and operated by a corps of our best educators and citizens. * * * —**Republic, Washington, D. C.**

* * * This is a high-class school on the correspondence plan located in our city, and the men connected with it are of high standing in educational circles. The Institute is thoroughly reliable and has met with deserved success.—**Fourth-Class Postmaster, Washington, D. C.**

* * * This institution has, by five years' successful work, established a reputation for stability, honesty and fair dealing, and we take pleasure in recommending the Institute to our readers.—**National Tribune, Washington, D. C.**

* * * The National Correspondence Institute is a regular incorporated company. It has been doing business for five years, which is a sufficient guaranty of its standing and reliability.—**National Bimetallist, Washington, D. C.**

* * * After a careful investigation of the business methods of the National Correspondence Institute and mode of teaching, the Inventive Age is pleased to announce that we are satisfied that this school is in every way thoroughly reliable.—**Inventive Age, Washington, D. C.**

* * * This is a reliable concern.—**Christian Work, New York City.**

* * * For five years the National Correspondence Institute, Washington, D. C., has been before the public and made for itself a high character for square and honest dealings with its correspondents.—**Epworth Herald, Chicago, Ill., and New York City.**

The National Correspondence Institute, Washington, D. C., has won fairly by honest work the reputation it now enjoys as one of the established and reliable institutions of the country.—**Christian Endeavor World (formerly Golden Rule), Boston, Mass., and Chicago, Ill.**

Stands in the first class for ability, industry, progressive methods, success and reliability.—**Congregational Work, Philadelphia, Pa.; Boston, Mass.; Chicago, Ill., and New York City.**

* * * This Institute now issues a very handsome Announcement containing much valuable information.—**Interior, Chicago, Ill.**

* * * It is justly entitled to its widespread reputation and success in educating.—**Baptist Union, Chicago, Ill.**

* * * It has been truthfully stated that "confidence is a plant of slow growth." The National Correspondence Institute, Washington, D. C., has made this growth, and now ranks among the best in the country for trustworthiness and reliability.—**Advance, Chicago, Ill.**

* * * We can recommend the National Correspondence Institute, Washington, D. C., as being thoroughly reliable in every respect and entitled to public confidence.—**Ram's Horn, Chicago, Ill.**

* * * The National Correspondence Institute, Washington, D. C., has been incorporated and in successful operation for five years, and has demonstrated its high character and usefulness by the first-class work which it has done.—**Teachers' Institute, New York City.**

* * * It is noted for its honorable dealings and straightforward methods.—**American School and College Journal, St. Louis, Mo.**

* * * Is thoroughly reliable and has met with marked success.—**American Journal of Education, St. Louis, Mo.**

* * * There is no better correspondence school in the country.—**Popular Educator, Boston, Mass.**

* * * Its instructors stand high in educational circles.—**American School Board Journal, Milwaukee, Wis.**

* * * Its instructors are gentlemen of high attainments.—**Teachers' World, New York City.**

VIEWS OF WASHINGTON.



SECOND NATIONAL BANK BUILDING



View from
Post Office Department.

POST OFFICE DEPARTMENT
and INTERIOR DEPARTMENT
(Rotary of 1875).



View from
Second National Bank Building

MASS PHOTO ENGRAVING CO.



VIEWS OF WASHINGTON.



WHITE HOUSE North Front



WHITE HOUSE South Front



EAST ROOM



Green Room.



Blue Room.



Red Room.