

Marquette University

e-Publications@Marquette

Bachelors' Theses

Dissertations, Theses, and Professional
Projects

1935

A Comparison of the Photographs in the *Milwaukee Journal*, the *Milwaukee Sentinel* and the *Wisconsin News* for One Week Before the Wirephoto and for One Week After the Wirephoto

Paul T. Dix

Follow this and additional works at: https://epublications.marquette.edu/bachelor_essays



Part of the Journalism Studies Commons

A Comparison of the Photographs in the Milwaukee Journal,
the Milwaukee Sentinel and the Wisconsin News for
One Week Before the Wirephoto and for One
Week After the Wirephoto.

by

Paul T. Dix

A Thesis Submitted to the Faculty of the College of
Journalism, Marquette University, in Partial Ful-
fillment of the Requirements for the Degree of
Bachelor of Philosophy in Journalism.

Method

The issues of the Milwaukee Journal, the Wisconsin News, and the Milwaukee Sentinel for the weeks of December 7-8, and January 14-15, excluding Sundays, were gone over carefully and the findings in regard to photographs of all three newspapers are noted in this thesis.

The findings are set out in a table of contents in the beginning, but with this variation in the method: whereas the two chapters dealing with photographs deal with the subject from day to day

Object

The object of this thesis is to survey all three metropolitan newspapers of Milwaukee to ascertain what has been the effect of the wirephoto upon the Milwaukee Journal, The Milwaukee Sentinel and the Wisconsin News, and also to discover what can be done by a newspaper without the use of the wirephoto to overcome the effects of the wirephoto upon the readers.

In doing so it was necessary to call upon all three metropolitan newspapers of Milwaukee to ascertain what has been the effect of the wirephoto upon the Milwaukee Journal, The Milwaukee Sentinel and the Wisconsin News, and also to discover what can be done by a newspaper without the use of the wirephoto to overcome the effects of the wirephoto upon the readers.

The Milwaukee Journal will be considered separately because it furnished a large amount of material. It was also necessary to call upon all three metropolitan newspapers of Milwaukee to ascertain what has been the effect of the wirephoto upon the Milwaukee Journal, The Milwaukee Sentinel and the Wisconsin News, and also to discover what can be done by a newspaper without the use of the wirephoto to overcome the effects of the wirephoto upon the readers.

In the Milwaukee Journal the pages are numbered according to sections, but, in the other two papers, each issue is divided into sections, and are numbered accordingly.

Method

The issues of the Milwaukee Journal, the Wisconsin News, and the Milwaukee Sentinel for the weeks of December 2-8, and January 13-19, excluding Sundays, were gone over carefully and the findings in regard to photographs of all three newspapers are noted in this thesis.

The findings are put down as the table of contents indicates, but with this variation in the method: Whereas the two chapters dealing with sports photographs deal with the subject from day to day rather than by events, the other chapters take up and consider the subject according to events. In doing this it was necessary to omit many unimportant events, both local and foreign.

The three newspapers will be named in the text as the News, the Journal, and the Sentinel, rather than the Wisconsin News, the Milwaukee Journal, and the Milwaukee Sentinel. Also, the International News Photographic service will be shortened to INS; the Associated Press to AP; and all photographs not otherwise designated are staff photographs. The AP will be omitted from the wirephoto and reserved for the regular Associated Press photographic service.

The Hauptmann trial will be considered separately because it furnished a good example of what the wirephoto can do, and also what a newspaper can do without the wirephoto.

In the Milwaukee Journal the pages are numbered according to sections, but, although the other two papers are divided into sections, they are not numbered accordingly.

Table of Contents

Chapter One.....Introduction.

Chapter Two.....News Service Photos Before
the Wirephoto.

Chapter Three.....Staff Photos Before the
wirephoto.

Chapter Four.....Sports Photos Before the
wirephoto.

Chapter Five.....News Service Photos After
Interview with Herman Wulz, Editor of the Wisconsin
the Wirephoto.

Chapter Six.....The Hauptmann Trial

Chapter Seven.....Local Photos After the
Wirephoto.

Chapter Eight.....Sports Photos After the
Wirephoto.

Chapter Nine.....Conclusion.

Bibliography

The Milwaukee Journal for the weeks of December 3-8, January 13-19.

The Wisconsin News for the weeks of December 3-8, January 13-19.

The Milwaukee Sentinel for the weeks of December 3-8, January 13-19.

Editor and Publisher, week of March 6, 1935.

Interview with Herman Ewald, city editor of the Wisconsin News, March 19, 1935.

Chapter One

Introduction

Before the advent of the wirephoto the International News Photographic service surpassed all the efforts of the Associated Press Photographic service as to speed and thoroughness of covering a news event. This was, of course, naturally reflected in the three Milwaukee metropolitan newspapers as it was in other large cities. Where the Journal, and the Sentinel which also used and still uses the AP photos, would have only meager and late photographs of important national and foreign events, the News would be the first in the field with photographs, and splendid ones at that. Several instances of this are shown in this thesis.

The INS before the wirephoto came into existence was better organized and better equipped than the other organizations, and the AP, together with the other photographic services, was forced to admit its superiority. There were, of course, instances where the INS had been beaten, but these are exceptions.

When the AP began to operate the wirephoto, the situation, as far as the AP and the INS were concerned, was completely reversed. The cost of installing the apparatus made it practically impossible for the Hearst newspapers to have the use of the wirephoto, and the News, being a Hearst Newspaper, did not acquire the right to use it. The

Sentinel, although not a Hearst newspaper, also found the cost of installing the wirephoto prohibitory, and was forced to continue with the regular AP photos.

"There is little that can be done to offset the wirephoto. However, it has not been proven in the short time that it has been in existence that it is as successful as it might be. There are few events of which it is not possible for the International News service to have photographs, and to have them published as quickly as with the wirephoto, by use of the airmail, which is the ordinary means of transporting International News service photographs.

"There are only sixteen stations in the United States where the Associated Press can make use of the wirephoto, and outside of this it has to resort to the regular service. Then it is on an equal footing with the International News service. The staff photographs are also a means of offsetting the wirephoto. This does not necessarily mean more staff pictures, but better ones." (1)

However, the testimony of those who are making use of the wirephoto might be said to contradict this defense. At a meeting of the managing editors of newspapers that use the wirephoto, there was drafted, in the first week of March, a resolution in which these executives declared that the wirephoto had fulfilled all their expectations, was satisfactory, and that they would do all in their power to improve the service. (2)

-
1. Herman Ewald, city editor of the Wisconsin News.
 2. Editor and Publisher, March 6.

With both sides of the question in mind, then, it is necessary to make a survey of all three metropolitan newspapers of Milwaukee to find out what has actually been the effect of the wirephoto upon the Milwaukee Journal, the Milwaukee Sentinel, and the Wisconsin News. which was apparently taken from the files, on the first page, whereas the Journal of the same day had only a one column cut of the same person on page 11, and the Sentinel, due to the fact that it was published in the morning before the news came, had neither a story nor photo concerning her death(2).

The wreck of the Tamm Court, which had occurred two days before, was still being played up, and the News demonstrated the enterprise of the IWS by having a photo of the captain of the Lucknow freighter as well as another of the boat breaking up on the Breakwater(3). The Journal, however, had only a single AP photo on the back page of the crew resting(4); and the Sentinel had nothing concerning the event(5).

The inauguration of Mexico's President Cardenas was apparently a complete triumph for the IWS. The News carried three large photos at the top of the second page: one of Cardenas with his wife and child; the ceremony before taking the oath of office, and the reading of the inaugural address, while the Sentinel and Journal had nothing about the event(6).

1. Wis. News, Dec. 3, 1934, p. 11.
 2. Mil. Journal, Dec. 3, 1934, p. 11; and Mil. Sentinel, Dec. 3, 1934.
 3. Wis. News, Dec. 3, 1934, page 3.
 4. Mil. Journal, Dec. 3, 1934, page 10, section 2.
 5. Mil. Sentinel, Dec. 3, 1934.
 6. Wis. News, Dec. 3, 1934, pages 1, 2; Mil. Journal, and Mil. Sentinel, Dec. 3, 1934.

Chapter Two

News Service Photos Before the Wirephoto

The News of December 3, 1934, played up the death of Mrs. Aubrey N. Morgan with a two column cut, which was apparently taken from the files, on the first page(1), whereas the Journal of the same day had only a one column cut of the same person on page 11; and the Sentinel, due to the fact that it was published in the morning before the news came, had neither a story nor photo concerning her death(2).

The wreck of the Henry Cort, which had occurred two days before, was still being played up, and the News demonstrated the enterprise of the INS by having a photo of the captain of the luckless freighter as well as another of the boat breaking up on the breakwater(3). The Journal, however, had only a single AP photo on the back page of the crew resting(4); and the Sentinel had nothing concerning the event(5).

The inauguration of Mexico's President Cardenas was apparently a complete triumph for the INS. The News carried three large photos at the top of the second page: one of Cardenas with his wife and child; the ceremony before taking the oath of office, and the reading of the inaugural address, while the Sentinel and Journal had nothing about the event(6).

-
1. Wis. News, Dec. 3, 1934, p. 1.
 2. Mil. Journal, Dec. 3, 1934, p. 11; and Mil. Sentinel, Dec. 3, 1934.
 3. Wis. News, Dec. 3, 1934, page 3.
 4. Mil. Journal, Dec. 3, 1934, page 10, section 2.
 5. Mil. Sentinel, Dec. 3, 1934.
 6. Wis. News, Dec. 3, 1934, page 2; Milw. Journal, and Milw. Sentinel, Dec. 3, 1934.

However, the Journal had two Wide World photos of the Army-Navy football game - one on the sports page and the other on the back picture page(1) - which had been played two days previous, and about which the Sentinel and the News were completely lacking in pictures(2).

Concerning the Kennamer slaying in Tulsa, the Journal had three small AP photos of the principals concerned on page two, while the News had only two INS photos on the back picture page(3), and the Sentinel had two small AP photos on the front page(4). The photos in the News, however, were much larger than those in either of the other two papers.

With the capture of Helen Gillis on December 4, the News resurrected a two column cut and put it on the front page(5), and the next day it carried another photo of the same person, also on the front page, but without a credit line(6). The afternoon of December 4 the Journal was unable to get a cut of her, but the next day carried a small one on the back page(7). The Sentinel, however, was able to have a fresh AP photo of the woman and used it December 5(8).

All three papers carried photos of the Australian flier, Captain Ulm, and his plane during his attempted Pacific flight(9).

1. Mil. Journal, Dec. 3, 1934, pages 3-10, section 2.
2. Wis. News, and Mil. Sentinel, Dec. 3, 1934.
3. Mil. Journal, Dec. 3, 1934, page 2; Wis. News, Dec. 3, page 4, Pink section.
4. Mil. Sentinel, Dec. 3, 1934, page 1.
5. Wis. News, Dec. 4, 1934, page 1.
6. Ibid., page 1.
7. Mil. Journal, Dec. 5, 1934, page 10, section 2.
8. Mil. Sentinel, Dec. 5, 1934, page 1.
9. Wis. News; Dec. 4, page 2; Mil. Journal, Dec. 4, page 10, section 2; and the Mil. Sentinel, Dec 4, page 4.

With the story of the expulsion of the Hungarians from Yugoslavia, the News carried an INS photo of some of the refugees(1) on December 6, and in an earlier edition had a half-page artist's sketch of the refugees on the march(2). The Journal of the next day had on its picture page an AP photo of a detachment of Yugoslav troops; but the Sentinel had nothing(3).

The Journal on December 8, carried the AP photo of three Kentucky youths who had been pilloried(4), and the News carried an INS of the very same picture(5). This was apparently a deliberate steal on the part of one of the photo services, and the only difference between the two was that the negative of one had been reversed. The three men are standing in the same positions, and they have the same expressions in both pictures. One man was standing erect with both hands behind him; the middle one was standing with both hands in his pockets, and with his jacket open so that one side covered only half his belt buckle; the third man was standing erect with one hand in his pocket. The three are in the same positions in both pictures, except that their order is reversed. There is strong evidence that the INS reversed the negative. The photo is blurred a great deal, and the background, which also is the same as in the AP photo, is almost blotted out. The Sentinel did not carry this event.(6)

-
1. Wis. News, Dec. 6, 1934, page 3.
 2. Ibid., Dec. 6, Racine edition, page 4.
 3. Mil. Journal, Dec. 7, 1934, p. 14, section 2; Mil. Sentinel, Dec. 6-7, 1934.
 4. Mil. Journal, Dec. 8, 1934, page 2.
 5. Wis. News, Dec. 8, 1934, page 3.
 6. Mil. Sentinel, Dec. 8, 1934.

With the wedding in London of Prince George, the Journal had two Wide World photos of London streets decorated for the affair on December 6(1). The News had none of the advance photos, but on December 8 it carried an INS of the wedding gifts, and then two other INS photos of the wedding scenes(2). On the same day the Journal had one Wide World photo of the couple taking their vows, and another Wide World of the wedding party(3). The Sentinel had nothing concerning this event.

...a convention being held in the city...
 ...of three delegates on December 3(5).
 ...of three visitors(4). The Sentinel had nothing concerning this meeting on December 3, but the next day it had a photo of the Marquette university co-eds who published a newspaper to be distributed during the meeting(6). The Journal had a photo of Archbishop Samuel A. Striton and the bishop of Toledo at the conference(7), and had another photo of the meeting the next day, December 5, also(7). The News also had a photo of the meeting on December 4(8).

Also on this day, December 4, the Journal carried two large photos of the Dewey family home(9), while the News had only a two column article(10) and the Sentinel had nothing of this(11).

1. Mil. Journal, Dec. 6, 1934, p. 10, 11, 12, news, Dec. 3, p. 3.
 2. Mil. Sentinel, Dec. 8, 1934, page 1.
 3. Mil. Journal, Dec. 8, 1934, page 10, section 2.
 4. Wis. News, Dec. 8, 1934, page 11.
 5. Mil. Sentinel, Dec. 3, 1934, page 3.
 6. Mil. Journal, Dec. 4, 1934, page 10, section 2.
 7. Mil. Journal, Dec. 5, 1934, page 10, section 2.

1. Mil. Journal, Dec. 6, 1934, page 14, Section 2.
2. Wis. News, Dec. 8, 1934, pages 3-1 Pink section.
3. Mil. Journal, Dec. 8, 1934, page 14, section 2.
4. Wis. News, Dec. 4, 1934, page 11.
5. Mil. Sentinel, Dec. 4, 1934.

Chapter Three

Staff Photographs Before the Wirephoto.

The day after Herbert John, socially prominent local youth, was killed in an accident, both the Journal and the News carried photos of the wrecked automobile, and both papers had insets of John(1). The Sentinel of the morning of December 3 was able to get only a one column cut of the unfortunate youth and this they put on the front page(2).

All three newspapers had photos of the Archdiocesan Council of Catholic Women's convention being held in the city. The Journal had a photo of three delegates on December 3(3), while the News had one of three visitors(4). The Sentinel had nothing concerning this meeting on December 3, but the next day it had a photo of the Marquette university co-eds who published a newspaper to be distributed during the meeting(5). The Journal had a photo of Archbishop Samuel A. Stritch and the Bishop of Toledo at the conference(6), and had another photo of the meeting the next day, December 5, also(7). The News also had a photo of the meeting on December 4(8).

Also on this day, December 4, the Journal carried two large photos of the leaky Cudahy home(9), while the News had only a two column cut(10), and the Sentinel had nothing of this(11).

1. Mil. Journal, Dec. 3, 1934, p. 10; Wis. News, Dec. 3, p. 3.

2. Mil. Sentinel, Dec. 3, 1934, page 1.

3. Mil. Journal, Dec. 3, 1934, page 10, section 2.

4. Wis. News, Dec. 3, 1934, page 11.

5. Mil. Sentinel, Dec. 4, 1934, page 3.

6. Mil. Journal, Dec. 4, 1934, p. 12, section 2.

7. Ibid., Dec. 5, 1934, page 10, section 2.

8. Wis. News, Dec. 4, 1934, page 2.

9. Mil. Journal, Dec. 4, 1934, page 2.

10. Wis. News, Dec. 4, 1934, page 13.

11. Mil. Sentinel, Dec. 4, 1934.

When the city drinking water became impure, both the News(1) and the Journal(2) had large photos of people getting water from natural springs within the city, but the Sentinel had nothing concerning this event(3).

On Tuesday, December 6, the Journal carried on its back picture page a large photo of the dedication ceremonies of the new Jacobus Park recreational building(4), while the News had only a photo of the building with an inset of the former county supervisor for whom the park was named(5). The Sentinel of that day had nothing concerning the event(6). However, on the same day all three papers had photos of the first big snowfall of the year: the Journal had a large photo of a scene in Lake park on the picture page(7); the News had almost a half page cut of boys throwing snowballs(8), while the Sentinel had a two column cut of two girls with snowballs in their hands(9).

When the Congressional committee of bond probers came to Milwaukee, the Journal gave them more pictorial publicity than either of the other papers. On Wednesday, December 5, it had a AP of the committee(10). That was two days before they arrived in Milwaukee, and on Friday, December 7, it carried three large photos of the committee in action(11). On Saturday,

-
1. Wis. News, Dec. 5, 1934, page 11.
 2. Mil. Journal, Dec. 5, 1934, page 10, section 2.
 3. Mil. Sentinel, Dec. 5, 1934.
 4. Mil. Journal, Dec. 6, 1934, page 14, section 2.
 5. Wis. News, Dec. 6, 1934, page 6.
 6. Mil. Journal, Dec. 6, 1934, page 14, section 2.
 7. Wis. News, Dec. 6, 1934, page 15.
 8. Mil. Sentinel, Dec. 6, 1934, page 13.
 9. Mil. Journal, Dec. 5, 1934, page 1, section 2.
 10. Ibid., Dec. 7, 1934, page 1, section 2.

Chapter Four

Staff Photographs Before the Wirephoto

The News of December 3 had a staff photo of a local semi-professional football game on the first sports page(1). There was also a group of four Marquette alumni basketball players on the same page, and on the next page was a photo of a boxer from the University of Wisconsin(2).

The Journal of the same day had staff photos of a local soccer game and one of Max Baer being greeted on his arrival in Milwaukee on the first sports page(3); and on the next page was a Wide World photo of the Army-Navy football game. Also, the Journal had three half-column cuts(4).

On the first sports sheet of the Sentinel was a one column AP photo of the California football(5); and on the next page were two staff photos of the soccer game which the Journal had pictured, and four of the Marquette alumni basketball players(6). The Sentinel also had three half-column cuts(7).

The next day, December 4, the Sentinel had a staff photo of a local high school basketball player and a three column AP photo of the captain and coach of Notre Dame's football team(8). There were also four half-column cuts(9).

-
1. Wis. News, Dec. 3, 1934, page 12.
 2. Wis. News, Dec. 3, 1934, page 12-13.
 3. Mil. Journal, Dec. 3, 1934, page 2, section 2.
 4. Ibid., page 3, section 2.
 5. Mil. Sentinel, Dec. 3, 1934, page 10, section 2.
 6. Ibid., page 11.
 7. Ibid., pages 10-11.
 8. Ibid., Dec. 4, 1934, page 13.
 9. Ibid., Dec. 4, 1934, pages 12-13.

Besides the eight photos of the Hearst Newspapers' All-American football team at the top of the first page of the News' sports section, there were also two half-column cuts of players on the same All-American selection, and a large Marasco drawing of two amateur fighters which took up half the page below the nameplate(1). On the next page were three double column photos of Max Baer(2).

On the same day the Journal had a large cut of the Marquette-Alumni basketball game(3), and on the next page there was a staff photo of the leaders of a Polish basketball league, as well as two half-column cuts(4).

The next day, December 5, the Journal had on its first sports page staff photos of a local indoor baseball game; Marquette's new football captain, and a professional golfer at a local club(5). On the second page there was a staff photo of a local amateur boxer, and two half-column cuts(6).

The News of that day had, below the nameplate, a large staff photo of the local amateur fighters to appear at the Eagles' boxing show that night(7), and on the second page was a group of staff photos of the Wisconsin News' all-star high school football team(8).

There were only two half-column cuts on the first page of the Sentinel's sports section, but on the second page there

1. Wis. News, Dec. 4, 1934, page 14.
2. Ibid., page 15.
3. Mil. Journal, Dec. 4, 1934, page 4, section 2.
4. Ibid., page 5, section 2.
5. Ibid., Dec. 5, 1934, page 2, section 2.
6. Ibid., page 3, section 2.
7. Wis. News, Dec. 5, 1934, page 12.
8. Ibid., page 13.

were two column cuts of athletes as well as the AP photo of a Louisville bat-maker at work, and the half-column cut of a local high school coach(1).

On the first sports sheet of the News of December 6 there was a large staff photo of Pat O'Dea with two friends(2), and on the second page was another staff photo of Marquette's new football captain(3). The Journal had printed a photo of the new Marquette captain the day before, but it had been taken on the field. The third page had another staff photo of the fights at the Eagles' club(4).

The first sports page of the Journal of the same day had a staff photo of the Lincoln high school cage team, and an AP of a demonstrated drop-kick(5). There were no photos on the second page, but on the third was a staff photo of a group of local hunters returning with their game, as well as two half-column cuts(6).

The Sentinel of December 6 had on its first sports page single column cuts of two local high school cagers, and a half-column cut of Conrad Jennings(7). The second page, however, had a two column cut of Chuck Woods, boxer, and a large Sentinel photo of Dizzy Dean as well as three half-column cuts(8). The third page had a single half-column cut(9).

-
1. Mil. Sentinel, Dec. 5, 1934, pages 12-13.
 2. Wis. News, Dec. 6, 1934, page 16.
 3. Wis. News, Dec. 6, 1934, page 17.
 4. Ibid., page 18.
 5. Mil. Journal, Dec. 6, 1934, page 6, section 2.
 6. Ibid., page 8, section 2.
 7. Mil. Sentinel, Dec. 6, 1934, page 14.
 8. Ibid., page 15.
 9. Ibid., page 16.

The Journal of December 7 had two staff photos on its first sports sheet of the Woods-Miller fight, and a star of the Milwaukee Teachers College basketball team as well as a one column cut of a former Brewer infielder(1). The second page had a single column cut of the new manager of the St. Paul baseball club, and two half-column cuts(2), while the third page had only a single half-column cut(3).

The same day the News carried only three large photos of the Woods-Miller bout at the Milwaukee auditorium on the first sports page(4). The Sentinel, too, had only two photos of Marquette university cagers, but it also had five half-column cuts(5).

On Saturday, December 8, the News had a large staff photo of the Marquette-Milwaukee Teachers' college basketball game(6), and on the second page was a two column INS photo of Leonard Allison, California grid coach, as well as two half-column cuts of local bowlers(7). The Sentinel of the same day also had a photo of the Marquette-Teachers' game on the second sports sheet and three half-column cuts(8).

Besides the staff photo of a local high school basketball game there was only a half-column cut of a local bowler in the sports section of the Journal of December 8(9).

1. Mil. Journal, Dec. 7, 1934, page 6, section 2.
2. Ibid., page 7, section 2.
3. Ibid., page 8, section 2.
4. Wis. News, Dec. 7, 1934, page 20.
5. Ibid., pages 16-17.
6. Ibid., Dec. 8, 1934, page 11.
7. Wis. News, Dec. 8, 1934, page 12.
8. Mil. Sentinel, Dec. 8, 1934, page 13.
9. Mil. Journal, Dec. 8, 1934, page 6.

Chapter Five

News Service Photos After the Wirephoto.

After weeks of preparation, the AP wirephoto service began to operate on January 1, 1935, at two a.m., and this event marked the beginning of a new era in one phase of newspapering. Those newspapers fortunate enough to afford the installation of the expensive wirephoto apparatus began to publish pictures of events sometimes days before their less fortunate competitors. In Milwaukee, it was in the Journal plant that the apparatus was installed, and it was the Journal that had full and exclusive use of the wirephoto, while the Sentinel and the News had to continue with their regular photographic services; and the superiority of the wirephoto was demonstrated almost immediately.

On Amelia Earhart's flight across the Pacific, the News and Sentinel were badly beaten. The Journal had carried the wirephoto of her landing at Oakland, California, the day before, on January 13(1), and then on Monday had two wirephotos of her attempt to take off from the Oakland airfield and another wirephoto of trucks pulling the plane out of the mud(2). This latter event occurred Sunday, January 13, the day before, but neither of the other papers carried anything concerning it(3).

-
1. Mil. Journal, Jan. 13, 1935, page 1, section 1.
 2. Ibid., Jan. 14, 1935, pages 1-2, section 1.
 3. Wis. News, Jan. 13-14, 1934; Mil. Sentinel, Jan. 13-14, 1935.
 4. Mil. Sentinel, Jan. 17, 1935, page 1.

When James Doolittle again broke the transcontinental record for aircraft on Tuesday, January 15, the Journal carried a wirephoto of the aviator stepping out of the plane after finishing his flight(1), while the best the News could do was to have a single column cut from the files on page two(2). The Sentinel had no pictures concerning this event(3).

In the San Quentin prison break of the night of January 15, the Journal carried a large wirephoto of the riot on the front page the next day, and on the picture page they carried wirephotos of three recaptured convicts; the slain leader of the break; the warden; two members of the California parole board who were kidnapped by convicts, and the wounded member of the parole board in the hospital after the riot. These photos were taken at the scene of rioting(4). The News had no pictures of this event until the next day when they had INSIDE photos of the three members of the parole board(5). The Sentinel carried nothing of this event(6).

When the story of the shooting of Fred Barker and his mother was run on Wednesday, January 16, both the Journal(7) and the News(8) carried file cuts of Barker, the News having the larger, and the Sentinel of January 17 also carried a one column cut, the paper being unable to carry the story in the previous issue due to the time of publication(9). But the

1. Mil. Journal, Jan. 15, 1935, page 1, section 1.

2. Wis. News, Jan. 15, 1935, page 2.

3. Mil. Sentinel, Jan. 15, 1935.

4. Mil. Journal, Jan. 16, 1935, pages 1-12, section 2.

5. Wis. News, Jan. 17, 1935, page 3.

6. Mil. Sentinel, Jan. 16-17, 1935.

7. Mil. Journal, Jan. 16, page 1.

8. Wis. News, Jan. 16, 1935, page 1.

9. Mil. Sentinel, Jan. 17, 1935, page 1.

day after the story was run the Journal had a wirephoto of the house in which Barker had been slain, and also a woman neighbor who had narrowly escaped death in the shooting(1).

Both the News(2) and the Journal(3) had one column cuts from the files of both principals of the Anna Roosevelt Dall-Boettiger wedding on the day of the event. But the Sentinel carried none(4). However, on the next day, January 18, both the News(5) and Sentinel(6) carried photos of Mrs. Boettiger, Boettiger, and Curtis B. Dall. These were separate cuts, and those in the News carried an INS credit line, while those in the Sentinel were apparently from the files.

-
1. Mil. Journal, Jan. 17, 1935, page 12, section 2.
 2. Wis. News, Jan. 17, 1935, pages 1-2.
 3. Mil. Journal, Jan. 17, 1935, page 1, section 1.
 4. Mil. Sentinel, Jan. 17, 1935, page
 5. Wis. News, Jan. 18, 1935, page 3.
 6. Mil. Sentinel, Jan. 18, 1935, page 3.

Chapter Six

The Hauptmann Trial

The trial of Bruno Hauptmann for the murder of Charles Lindbergh, Jr. furnished a splendid example of the advantages of the wirephoto, and also it showed to what extent the News and Sentinel were able to keep up with the wirephoto in regard to timeliness. The Hauptmann trial was of great national interest, and, best of all, it was of prolonged duration. Because of this it will be considered from day to day for the week of January 13-19.

On Monday, January 14, the News carried an INS photo of a woman who told of the tryst of Violet Sharpe with a mysterious man(1). On the second page there were samples of Hauptmann's handwriting compared with that on the ransom notes, as well as an INS photo of one of Hauptmann's aids(2). The third page carried a comparison of photos by the INS of Hauptmann and a man who looked a great deal like him(3). All of these photos were old in comparison with the news, except for the handwriting comparison, which was a feature of the trial that week.

The Journal of the same day carried three wirephotos: the carpenter who had made the ladder which Hauptmann was alleged to have used; the husband and son of one of the jurors, and the Sunday crowd of curious at the Flemington courthouse(4).

-
1. Wis. News, Jan. 14, 1935, page 1.
 2. Ibid., page 2.
 3. Ibid., page 3.
 4. Mil. Journal, Jan. 14, 1935, page 10, section 2.

The Sentinel carried only the AP photo of two women handwriting experts on the front page(1). Tuesday, January 15, the News carried the photo of the local handwriting expert, John F. Tyrell, who had been called to testify(2). The News also carried INS photos of another handwriting expert who at first was supposed to testify for Hauptmann, but who later refused, and the carpenter who had built the ladder, and whose photo the Journal had carried the day before(3).

This day the News tied the Journal with the publication of the photo of a surprise witness, one Hildegrade Alexander, a New York model(4). The Journal carried a wirephoto of her on the stand, but was not able to print it the day before due to the time element. The Journal also carried a wirephoto of Mrs. Ogden Mills at the courthouse(5). On page four of the News there was a three column INS photo of Edward J. Reilly, Hauptmann's counsel(6). The Sentinel had none of these pictures(7).

The Sentinel of January 16 had an AP photo of the Ohio manufacturer who had testified that he had made the Lindbergh baby's thumbguard, and another AP photo of the model who had testified the day before and whose photo had been in both the Journal and News(8). There was also an AP photo of John F. Tyrell, the Milwaukee handwriting expert(9).

-
1. Mil. Sentinel, Jan. 14, 1935, page 1.
 2. Wis. News, Jan. 15, 1935, page 1.
 3. Ibid., page 2.
 4. Ibid., page 2; Mil. Journal, Jan. 15, 1935, page 12, section 2.
 5. Mil. Journal, Jan. 15, 1935, page 12, section 2.
 6. Wis. News, Jan. 15, 1935, page 4.
 7. Mil. Sentinel, Jan. 15, 1935.
 8. Ibid., Jan. 16, 1935, page 1.
 9. Ibid., page 2.

That same day the News took photos of the Hauptmann trial off the front page and replaced them with one of Fred Barker. However, on page two there were separate INS photos of Edward J. Reilly and David Wilentz, as well as another of John F. Tyrell(1).

The Journal carried a wirephoto of each of the Hauptmann jurors at the top of page two and on the back picture page had a large wirephoto of the Fisch family which the News and Sentinel did not have that day(2). However, both the News and the Journal had photos of John F. Tyrell comparing the handwriting of the defendant with that of the ransom notes(3).

On Thursday, January 17, the News carried an INS of the Fisch family whom the Journal had pictured the day before. This was on page two; and on page 10 was the INS photo of the negro who had found the body of the Lindbergh baby(4). The Journal had only one wirephoto of the trial that day, and that was of a doctor who had testified(5). The Sentinel had only an AP photo of Hauptmann conferring with his attorney(6).

A two column cut of Mrs. Bruno Hauptmann was on the first page of the News, January 18, and on the second page was an INS photo of Judge Trenchard(7). The Journal had an NEA sketch by Clark of the Hauptmann jurors, and on the back page was a wirephoto of Colonel Lindbergh sliding on the ice(8).

-
1. Wis. News, Jan. 16, 1935, page 2.
 2. Mil. Journal, Jan. 16, 1935, page 12, section 2.
 3. Wis. News, Jan. 16, p. 2; Mil. Journal, Jan. 16, page 12, sec. 2.
 4. Wis. News, Jan. 17, 1935, pages 2-10.
 5. Mil. Journal, Jan. 17, page 20, section 1.
 6. Mil. Sentinel, Jan. 17, 1935, page 2.
 7. Wis. News, Jan. 18, 1935, pages 1-2.
 8. Mil. Journal, Jan. 18, 1935, pages 2-16, section 2.

The Sentinel of January 18 carried only a single AP photo of two detectives who were instrumental in the apprehension of Hauptmann(1).

The Sentinel in the earlier editions of Saturday, January 19, carried on the front page a four column AP photo of material evidence, and on the second page was another four column AP photo of Hauptmann conferring with his wife(2). In the later editions of the Sentinel there was a photo of Hauptmann's sister on the front page without a credit line, and which was apparently taken from the files, in place of the material evidence photo(3).

The News on this day had on the first page the INS photo of Mrs. Achenbach, witness whom Mrs. Hauptmann had called a liar, and on the second page were three photos of Hauptmann and Reilly conferring, and there was also a photo of Thomas Sisk, the U.S. agent at whom Hauptmann had shouted: "Stop lying!"(4).

-
1. Mil. Sentinel, Jan 18, 1935, page 2.
 2. Ibid., Jan. 19, 1935, 4-star edition, page 1.
 3. Ibid., Jan. 19, 1935, final edition, page 1.
 4. Wis. News, Jan. 19, 1935, pages 1-2.

Chapter Seven

Local Photos After the Wirephoto.

When the Veterans of Foreign Wars held a reunion in Milwaukee the Journal had a strip of large photos across the top of picture page the next day - Monday, January 14. It also had a large photo of the crowds at the Orchid show at the Mitchell Park conservatory(1). The News had neither of these events until the next day, but it had a photo of the crowds at the Auto show(2), which the Journal did not have, as well as three large photos of some of the costume balls which local society had held(3). On Monday, January 14, the News also carried a strip of photos (four) of girls at the Vocational school(4). However, both the Journal and Sentinel had photos of the Holy Name rally, while the News had none until the next day(5).

On Tuesday, January 15, the News had a strip of photos from the Auto show; the cast of the Passion play to be given by local players; photos of the new officers of the local National Association of Letter Carriers auxiliary, as well as the photos of the Holy Name rally and the Veterans' reunion(6).

The Journal had none of these photos on Tuesday, but it had photos of Mrs. Phillip La Follette, and a tug breaking through the river ice, on page one, section two, and also on

-
1. Mil. Journal, Jan. 14, 1935, page 10, section 2.
 2. Wis. News, Jan. 14, 1935, page 9.
 3. Ibid., page 4, Pink sheet.
 4. Ibid., page 1, Pink sheet.
 5. Mil. Journal, Jan. 14, p. 10, section 2; Mil. Sentinel, Jan. 14, page 3; and Wis. News, Jan. 15, page 4, Pink sheet.
 6. Wis. News, Jan. 15, pages 1-4, Pink sheet.
 - 7.

the picture page were photos of the Chicago Symphony concert and three members of the cast of the play to be given by the Marquette university players(1). The Sentinel of Tuesday, January 15, also had three members of the Marquette university players pictured, which the News also pictured the same day(2), and a photo of the director of the Chicago Symphony orchestra, whom the Journal had pictured in action. Also, there was a photo of the Auto show, and a picture of a welding exhibition at the Milwaukee School of Engineering which neither of the other papers printed(3).

Both the News and the Journal had photos of the ice-coated Safety Building walk on Wednesday, January 16(4). The News also had photos of two women at a YWCA dinner; a buffalo with its calf at the city zoo; a woman who had escaped death from gas fumes , and the two photos of two girls learning to weave and bind books(5).

The Journal had a large photo of the Mount Mary prom queen on the picture page and the News had a staff photo of the same person on the society page. There was also a photo of three ushers at the play given by the Marquette players(6).

The Sentinel on that day had a photo of local detectives examining a stolen car in an effort to trace a ring of auto thieves. Also, the Sentinel had four staff photos of unimportant events on the back page(7).

-
1. Mil. Journal, Jan. 15, 1935, pages 1-12, section 2.
 2. Wis. News, Jan. 15, 1935, page 4, Pink sheet.
 3. Mil. Sentinel, Jan. 15, 1935, pages 2-18.
 4. Wis. News, Jan. 16, page 3; Mil. Journal, Jan. 16, p. 1, sec. 2.
 5. Wis. News, Jan. 16, 1935, pages 4-13-4, Pink sheet.
 6. Ibid., page 11-4 Pink sheet; Mil. Journal, Jan. 16, p. 12.
 7. Mil. Sentinel, Jan. 16, 1935, pages 11-20.

The sleet storm of Thursday, January 17, was played up by the News and Journal while the Sentinel had no photos of it. The News had a photo of two girls sliding on icy sidewalks, and four more cuts of people having difficulties on the ice were on page three(1). The Journal had a good photograph of an icy street and two more of city employes sanding the streets on page one, section two(2).

All three papers had cuts of the wreck of an automobile in which four people were killed when struck by a train. The Journal had merely the photo of the wrecked car(3), but the News had an artist's conception of the crash and the pictures of all four who were killed(4). The Sentinel, however, had the pictures of two who had been killed on the front page, and the photo of another inserted in the photo of the wrecked car(5).

On this day the News had a strip of photos of large products at the Allis-Chalmers company on the Pink sheet, and on the first page of the second section there was a strip of four photos taken at the city museum, and also another strip of photos taken at the Traffic Men's dinner(6), and event which the Sentinel also had with three large photos, but which the Journal did not have(7).

All three papers had a photo of the committee for the

-
1. Wis. News, Jan. 17, 1935, pages 1-4.
 2. Mil. Journal, Jan. 17, 1935, page 1, section 2.
 3. Ibid., page 12, section 2.
 4. Wis. News, Jan. 17, 1935, page 3.
 5. Mil. Sentinel, Jan. 17, 1935, pages 1-3.
 6. Wis. News, Jan. 17, 1935, page 17.
 7. Mil. Sentinel, Jan. 17, page 12; Mil. Journal, Jan. 17.

Public Health conference to be held in Milwaukee, on Friday, January 18, The News again carried a strip of photos on the Pink sheet - this time of boys at work, and on the picture page there were two large photos of the city high school band; WCTU workers, and a group of girls at Girls' Technical school(1). On page one, section two of the Journal there were two large photos: one of the Milwaukee Road's new streamlined train and another of a new automatic fire alarm system being demonstrated(2). The Sentinel had three photos of local ice skaters on page 11, and on the back page there was a photo of two girls observing "Spanish Month", as well as the photo of the Public Health conference committee(3).

The Sentinel of Saturday, January 19, carried a photo of a fraternity dinner on page 18, and on page nine a photo of the 93rd annual business meeting of a local Protestant church(4). Neither the News or the Journal carried photos of these events, but both had two column photos of three girls being held in a tavern shooting(5). The News also carried two photos of the Auto show on page eight, and on the Pink sheet it again had the strip of photos - this time from a local hobby show. Also, the News carried on page one, section two, two photos of the Mount Mary prom, and a large photo of four high school singers(6). The back picture page of the News had

1. Wis. News, Jan. 18, 1935, pages 1-4, Pink section.
2. Mil. Journal, Jan. 18, 1935, page 1, section 2.
3. Mil. Sentinel, Jan. 18, 1935, pages 11-20.
4. Ibid., Jan. 19, 1935, pages 18-9.
5. Mil. Journal, Jan. 19, page 3; Wis. News, Jan. 19, page 3.
6. Wis. News, Jan. 19, 1935, page 10.

four photos of unimportant local events, none of which the Journal had(1).

The Journal, however, besides the photo of the three girls held in the tavern shooting, had a photo of the fraternity dinner, which the Sentinel also had, on page six(2). On page seven was the photo of the razing of the Espenhein store building as well as that of an old couple who were celebrating their golden wedding anniversary(3). These last two the other papers did not have, and on its picture page the Journal also had a photo of the blasting of the Milwaukee river bed, which was a very good photograph, and the American Legion mid-winter conference at Wisconsin Rapids(4).

The Journal of the same date had a staff photo of the basketball game of the night before, and also a wirephoto of Jimmy Huggins and Walter Johnson who had tied that morning in the Los Angeles Open golf tournament. The second sheet had a photo of Jack Dempsey and two local men, and also three half-column cuts(5).

The Journal of the same date had a staff photo of the basketball game of the night before, and also a wirephoto of Jimmy Huggins and Walter Johnson who had tied that morning in the Los Angeles Open golf tournament. The second sheet had a photo of Jack Dempsey and two local men, and also three half-column cuts(5).

-
1. Wis. News, Jan. 19, 1935, page 4, Pink sheet.
 2. Mil. Journal, Jan. 19, 1935, page 6.
 3. Ibid., page 7.
 4. Ibid., page 14.

5. Wis. News, Jan. 19, 1935, pages 4-5, second sheet.
6. Mil. Journal, Jan. 19, 1935, pages 4-6, section 2.
7. Wis. Sentinel, Jan. 19, 1935, pages 12-13.

Chapter Eight

Sports Photos After the Wirephoto.

On Monday, January 14, the Sentinel had one large photo of the Cooney ski meet and three half-column cuts(1). The News, too, had a photo of the ski meet as one of the new city girl's speed skating champion, and two half-column cuts(2).

The Journal outdid both papers in regard to the ski meet with three photos of spills as well as the photo of the winner of the meet on the front page. On the second page it had a one column cut of a local bowler, and a three column wirephoto of two members of the U.S. Olympic skate team(3).

The next day, Tuesday, January 15, the News had a large drawing of two boxers on the first sports page, and on the second page there was a strip of four photos of a Brewer outfielder(4).

The Journal of the same date had a staff photo of the Marquette-Creighton basketball game of the night before, and also a wirephoto of Johnny Revolta and Victor Ghezzi who had tied that morning in the Los Angeles Open golf tournament. The second sheet had a photo of Jack Dempsey and two local men, and also three half-column cuts(5).

The Sentinel of that day had four photos of Jack Dempsey at dinner as well as three half-column cuts(6)

1. Mil. Sentinel, Jan. 14, 1935, page 12.
2. Wis. News, Jan. 14, 1935, pages 10-11.
3. Mil. Journal, Jan. 14, 1935, pages 4-5, Second section.
4. Wis. News, Jan. 15, 1935, pages 12-13.
5. Mil. Journal, Jan. 15, 1935, pages 4-5, section 2.
6. Mil. Sentinel, Jan. 15, 1935, pages 12-13.

On Wednesday, January 16, the Sentinel had photos of two local Catholic prep cagers and two half-column cuts on the first sports page. But on the second there was only a single half-column cut(1).

The Journal of that day had a photo of four local men at Hot Springs, Arkansas, golf club, and a one column cut of the football captain of Ripon College on the first sheet. On the second it had a photo of a local amateur boxer; another of a local bowler, and a small cut of Hack Wilson(2).

The News of the same day had only a large photo of a local gymnast on the first sheet, and a photo of five local bowlers - all brothers - on the next page(3).

The first sheet of the News sports section of January 17 had two photos of the Eagles' amateur fights; the second page had only a comic sketch, and the third page had a staff photo of the handball champions of the local fire department(4).

The Journal of January 17 also had photos of the Eagles' fight show on its first sports page, and on the second page was a photo of one of the Journal table tennis tourney entrees. There was also a comic sketch on the first page(5).

The Sentinel had only a photo of the opening of the city bowling tourney, and three half-column cuts on its first sports page. And on its second page there were only two half-column cuts(6).

-
1. Mil. Sentinel, Jan. 16, 1935, pages 13-14.
 2. Mil. Journal, Jan. 16, 1935, pages 4-5, section 2.
 3. Wis. News, Jan. 16, 1935, pages 14-15.
 4. Ibid., Jan. 17, 1935, pages 18-19-20.
 5. Mil. Journal, Jan. 17, 1935, pages 4-5, section 2.
 6. Mil. Sentinel, Jan. 17, 1935, pages 13-14.

The photos of Jack Dempsey; a local high school cager; Eddie Bennett, mascot of the New York Yankees, and two half-column cuts were on the first page of the Sentinel of January 18; and the second page had six half-column cuts(1).

The Journal had a large photo of the Wauwatosa skating meet on its first sports page, and on the second page were cuts of Hughey Jennings; the supervisors of the Journal table tennis tourney, and an AP photo of the vice-president of the Boston Braves(2)

The News of the same day had a large photo of the Milwaukee Teachers' college girl archers on the first page, and a photo of two girls taking golf lessons from an art instructor(3)

The Journal's sports sheet of January 19 had only one large photo of a high school cage game(4). The News of the same day had a large photo of a local curling enthusiast on the first page and an INS photo of the new Northwestern university football coach with the team(5). The Sentinel also had only one large photo - that an AP photo of Barney Ross working out, but it also had five half-column cuts. In the later editions this large AP photo was changed to a staff photo of Jack Dempsey acting as referee of a local wrestling match(6).

-
1. Mil. Sentinel, Jan. 18, 1935, pages 13-14.
 2. Mil. Journal, Jan. 18, 1935, pages 8-9, section 2.
 3. Wis. News, Jan. 18, 1935, pages 21-22.
 4. Mil. Journal, Jan. 19, 1935, page 8, section 1.
 5. Wis. News, Jan. 19, 1935, pages 11-12.
 6. Mil. Sentinel, Jan. 19, 1935, pages 11-12.

Chapter Nine

Conclusion

As stated in the Introduction, the situation in regard to the efficiency, thoroughness, and speed of the two great photographic services has been completely reversed. In the week surveyed, and which was before the inception of the wire-photo, there were several instances where the INS beat the AP, and at least once it scored a complete triumph(1). The Journal, probably because of the fact that it subscribed to the NEA service and the Wide World photographic service, was not so completely outclassed as was the Sentinel, which apparently subscribed only to the AP photographic service.

The Journal also made an effort to overcome the superiority of the News in the field of covering national and international events by the use of local and staff photographs; and they succeeded to a great extent by having splendid pictures. The Sentinel, because it has operated with a "tight" paper for the past year, was far outdistanced by the other two papers. There was little space for photographs in the Sentinel, and what it had was good of necessity. They, too, had good staff and local photographs of the same type as the Journal, but they could not hope to cope with the News where national and international events were concerned.

1. On December 3, 1934, the Wisconsin News carried three large INS photographs of the inauguration of President Cardenas of Mexico at the top of the second page. The other papers had nothing concerning this event.

But when the wirephoto came into existence and began to operate in Milwaukee on January 1, 1935, the Wisconsin News with the INS had to take second position to the Milwaukee Journal with the wirephoto. The Sentinel, with the wirephoto beyond its financial means, has had to continue to operate with the regular AP service and has made no apparent effort to increase and better the staff photographic service.

Almost every day of the week surveyed there were examples of the superiority of the wirephoto. The flight of Amelia Earhart; the San Quentin prison break; James Doolittle's record breaking flight across the continent, and the killing of Fred Barker, were instances of this. Also, the Hauptmann trial furnished examples of this every day, and there was only one instance where the INS tied the wirephoto; the other times it was beaten(1).

The News, however, as city editor Herman Ewald has said, has made an effort to overcome the effect of the wirephoto by increasing the photographic staff by two members. This, however, has not always meant more pictures of local events, but it has resulted in much better pictures, and, as a general rule, it has also meant more of them as is evident from a comparison of the publication before and after the wirephoto began to operate.

-
1. On Tuesday, January 15, both the News and the Journal carried a photo of Hildegrade Alexander, model, and surprise witness at the Hauptmann trial.

The Journal also has continued to subscribe to the NEA and the Wide World photographic services, and with these they have been able to print splendid feature pictures. And their local pictures are as numerous and as good as they were before they began to use the wirephoto.

After these considerations it is evident that the Wisconsin News cannot hope to equal the pictorial ability of the Milwaukee Journal with the facilities which both newspapers have at present; and the Milwaukee Sentinel, with the meagre facilities it has, can only remain in third place as long as all three newspapers continue with the facilities with which they are equipped at present. T1989

The End.