

# THE UNIVERSITY OF MISSOURI BULLETIN

VOLUME 23, NUMBER 32

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JOURNALISM SERIES, No. 25

ROBERT S. MANN, EDITOR

## Special Phases of Journalism

Addresses From Nine Viewpoints, Delivered at the  
School of Journalism of the University of  
Missouri.



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ISSUED THREE TIMES MONTHLY; ENTERED AS SECOND-CLASS MAT-  
TER AT THE POSTOFFICE AT COLUMBIA, MISSOURI—2,000

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## ABOUT THIS BULLETIN

One pleasant and valuable feature of each year's work at the School of Journalism of the University of Missouri consists of addresses by men and women actually engaged in some phase of journalism. Many of these addresses are delivered at the Journalism Week exercises which are held each May; other addresses are arranged whenever opportunity presents itself.

Some idea of the breadth of the field covered in these talks is given by the widely varying viewpoints presented in this bulletin, ranging from that of the sport editor in a large city to that of a newspaper woman in a country town, from that of the writer of retail advertising to that of the publisher of trade magazines.

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## Other Than News

BY MARVIN H. CREAGER

*(Mr. Creager, now managing editor of the Milwaukee Journal, was in charge of the literary department of the Kansas City Star when he delivered this address.)*

It is not from the routine news—the chanting recital of events without regard to the human touch—that the public learns its history. Throughout the World War we read twice a day the official communiques of the French, the British, the Belgians, the Italians and finally of the Americans. We heard that there was “lively artillery fire in the Artois sector,” that “our patrols captured an enemy scouting party” and that “over Exermont our escadrille brought down three enemy planes” and we promptly and properly forgot all of that. That was news—straight news without adornment—stripped to the skin.

What we do remember are the newspaper stories that were more than news—other than news—feature stuff, to get down to shop talk. Stories that do not depend so much upon strict and chronological detail as upon dramatic situation—vivid pictures—and probably I may as well use the phrase now, although I had hoped to find a way to get through without it—human interest.

We don't remember how many divisions Von Kluck marched into Brussels as he swept toward France. Maybe it was not Von Kluck who led them; frankly I've forgotten that. Few of us remember from what direction they came and what date they reached the capital, but I daresay that not many who read Richard Harding Davis' story of the endless tide of gray green that flowed through the Avenue Louise, every buckle in place, every saw-tooth bayonet gleaming, every field piece oiled and polished and every camp kitchen steaming—very few who read that story have forgotten the picture of a scientific engine of slaughter perfected to the last degree of military efficiency which was stamped in their minds and which aroused them to the great task that lay before the Allies. It wasn't the straight news that stuck. It was the feature stuff—the matter other than news.

Most of us have a hazy idea that the German Uhlans rode almost to the outskirts of Paris, but of the plan of the Battle of the Marne we have no definite notion. However, we have not forgotten that the heroic Gallieni commandeered the busses of Paris and rushed

every man from the city's garrison to the attack when Von Kluck bared his right flank. Feature matter again—something other than news.

Take the events in American history that stand out most clearly in the average mind. They are, almost without exception, feature stories: Miles Standish and John Alden; Pocahontas and John Smith; the Boston Tea Party; Paul Revere's Ride; Washington crossing the Delaware—all excellent examples of the potency of matter other than news. Andrew Jackson behind the cotton bales at New Orleans; Francis Scott Key and "The Star-Spangled Banner" at Baltimore; Commodore Lawrence, dying on the deck of the Chesapeake with the words, "Don't give up the ship"—perfect as feature stories, but not of overwhelming importance as news. Colonel Bowie and his Texans at the Alamo; Santa Ana's wooden leg left on the field at Monterey, and General Scott in the halls of the Montezumas—those are the things that the schoolboy remembers most clearly about the Mexican War. And the Civil War was full of the same sort of thing—Barbara Frietchie and her old gray head at Fredericktown; John Burns and his squirrel rifle at Gettysburg; Pickett's Virginians slain in great swaths in the Bloody Angle at Cemetery Hill; Meagher's Irish Brigade, torn by Lee's guns at Fredericksburg, but still rushing against the wall of stone and artillery; Sheridan's ride from Winchester, twenty miles away; the boyish cadets of the Virginia Military Institute, closing their files and marching in parade formation into the fire of Grant's veterans—we know those stories even though we can't describe the Peninsular Campaign or name the commanders of the Army of the Potomac.

This is no new discovery, this efficacy of feature matter. Our old friend of high school days, Julius Caesar, commenting on his campaign in Gaul, told many feature stories about the tribes in the memorable three parts. Cicero threatened to discontinue his copy of the handwritten news sheet of his day because it paid too much attention to routine news and too little to gossip of the cloakrooms of the Roman senate.

These bushwhacking raids into the outskirts of history might be continued without end to show how feature stories have stood up through the ages while the actual news has been lost in the constant flow of events. But the value of the feature was lost sight of to a considerable extent with the perfection of railway mail trains and the telegraph and telephone. The daily newspapers were rather carried away by the opportunities which rapid newsgathering facilities gave them to fill their pages with stories of events as soon as

they happened; and they naturally fell into the idea that an item was good reading merely because it was making its first appearance in type. It didn't make much difference what value a story had, if they could get it before their competitor did they were showing enterprise and they were willing to give over their columns to stories under datelines that were, in many cases, of nothing more than local interest—a murder in Natchez; a fire in Pocatello; a bank failure in Winnipeg; a burglary in Bangor.

Not so many years ago nearly every daily had a column or two of telegraphic brevities—odds and ends of news from all over the country, none of which could be of interest outside of the community in which it happened. And while the daily paper was still more or less a novelty the readers were much impressed by the fact that they were being told the happenings in every corner of the country, even though the things they were told did not amount to much and had no color. Now, however, one does not find the columns of brief news bits in the larger papers, and editors are inclined to print only those items that have either a general significance or are of special interest to their clientele, for the reading public is fed up on news that is simply new. Especially since the World War have readers come to take an interest only in the big news, for they have become used to it. They would rather be finding out something about the world of which they have become a more interested part than to read of petty things in the far reaches of their own country. The little things no longer entertain them and they are not mesmerized by date lines.

Editors used to reject stories on the ground that although they were interesting, they were not news. Editors are more likely now to print stories if they are interesting, whether they are news or not. Even the staid Associated Press, which has to keep hundreds of editors pleased, is getting each year farther away from the orthodox news idea and is going in more and more for matter of a feature nature.

When the great pioneers of journalism in America were formulating their work it was essential that principles and rules be laid down. These rules were followed somewhat blindly by the lesser lights who lacked the originality and ability and confidence to put forth ideas of their own. Dana and Bennett and Greeley and Pulitzer and Bowles were the oracles and the tendency was to do as they had done.

When William R. Nelson entered the newspaper field in Kansas City he had had little experience in journalism. He had been active

in several other lines, however, and he had been a close observer of newspapers and of human nature. He was struck with the idea that newspapers were too much given to printing what their editors thought other newspapers would print. He proposed to get out a paper primarily for its readers rather than for authorities on journalism. He did not believe there was any mysticism or black art about getting out a paper. It was of little concern to him what the editor of the New York Sun or the Atlanta Constitution thought of his paper, but it was of real concern what the subscriber at Eighth and Troost or Ninth and Broadway thought of it. If the New York or Atlanta editor did not like it he would not read it, but that wouldn't affect the circulation. If the reader on Troost or Broadway didn't like it he would cease to be a subscriber, and subscribers were very much needed.

And it was Mr. Nelson's idea that readers liked entertaining matter without regard to where it came from. He believed a live paragraph from Ayer's Almanac was more interesting to his readers than a routine dispatch fresh from the wires. From the first day his paper contained reprint. There never has been an issue since that first one that has not contained reprint and there have been few days when so-called news was not killed to make way for interesting material from non-news sources. Reprint or grapevine had long been used to fill space when there was not enough news, but it never was put to that use on Mr. Nelson's paper. His plan was to select and edit the reprint matter just as carefully as any other part of the paper, and to use only that which, in the judgment of his editors, was of real interest and value. He was not interested in its source. It might be a bit from an oasis in an arid official report; it might be from Herodotus; it might be from the private letter of a schoolgirl; from a magazine or from Joe Miller's Joke Book—all he demanded was that it be wholesome and interesting. It need conform to no rules and it might be about any subject in Christendom or out of it. The minds of newspaper readers are not all made after the same model. Why, then, should an editor presume to say that a story on this topic will take and one on that will not?

The longer Mr. Nelson was in the newspaper business, the more he was impressed with the value of matter other than news. Despite the counsel of many of his associates, he insisted upon a constantly increasing amount of feature matter, largely reprint, and he finally built up an exchange department that is unique in American journalism. In theory, at least, that department skims the cream of current newspapers, periodicals and books, and serves it up to the readers of



his paper. Persons desiring to make an exhaustive study of a subject, of course, cannot expect to find all that they will require. No attempt is made to go into the technical, but enough is printed to let the reader know what is going on and to refer him to articles that will give him the fuller information if he wants it. Any person who follows the reprint in the Kansas City Star may be reasonably sure that he is not missing the gist of any widely interesting article that is being carried by current publications; and he gets a survey of contemporary writing that one reader alone could not possibly get for himself; for the material is being gleaned for him each day from literally hundreds of sources by a department of a dozen readers and handlers of matter from newspapers, magazines, pamphlets, circulars and books from America and from overseas.

Not only is the letter press watched, but pictures, and cartoons, as well, and verse also are served up along with prose, for there is much virtue in an understandable, lilting bit of rhyme. With the increased interest in European affairs that has come with the World War, the department has given closer attention to the foreign press. Feature matter and illustrations now are used rather freely from English, French and other foreign publications, with the idea that things that interest readers across the ocean will find a response in America, for readers are all human after all. The foreign viewpoint is often illuminating and sometimes amusing. The different twists given by European illustrators and humorists, most of whom show great aptitude as students of human nature, are refreshing. And a laugh is too valuable a thing to miss, whether it be prompted by an American or come from Punch, Le Pele Mele or Fliegende Blaetter.

A paper prepared on that plan is not at the mercy of the daily grist of news for its interest. If the wires have a bad day and local happenings are devoid of interest there always is an ample store of matter aside from the news, and it is matter that is calculated to reach the widest variety of interests. The work of preparing this reprint copy, however, does not consist merely of clipping and pasting the work of others. It is often elaborated to suit local conditions. Frequently it means the preparing of a composite story from several papers. Often only the germ of the story comes from the exchange department and from that germ is developed, through research, a feature that is widely commented upon.

A paper with such matter to depend upon is little in need of resorting to syndicate material. It can fill its columns with copy that is edited at home and thus get away from the too-often cut-and-dried

effect of stories that are designed to satisfy the whims of editors of a hundred different minds.

George Bernard Shaw says journalism is "literature in a hurry." Newspaper readers probably do not care to be drenched with heavy doses of literature, but there is no doubt that they enjoy well-told stories. Balzac and Dickens and Thackeray and Maupassant wrote stories of human experiences—of hate and love and jealousy and devotion—themes that have been used since the dawn of literature; and their stories are as interesting now as at their first appearance. Why, then, are not stories of that kind still of interest? The fact that they are contemporaneous and true need not make them less gripping than the fiction that has held readers in its grasp. The lack is in the telling rather than the situation. By paying less attention to the unnecessary details that are too often mistaken for news and by bringing out the heart-interest touches—by developing the features without too much slavery to chronological order, this lack can be overcome. And this does not mean distortion or inaccuracy or untruthfulness, which never can be condoned in journalism.

The newspapers of America have established a reputation for enterprise and speed, and we are disposed to rate ourselves highly as compared with the newspaper workers of Europe. No doubt we are justified in so doing, but we have not arrived at the point of perfection where we can afford to shut our eyes to the methods of others. Possibly others may make up for what appears to us a lack of pep and speed and headlines by getting more interesting if less flamboyant matter into their columns. Examination of English and French papers, for instance, shows that they have a high regard for matter aside from the news. In fact some of them pretty nearly abandon the news and give themselves over to feature articles. Apparently they have found that plan successful, for they have been in existence a good many years and still are going strong.

Take *Le Petit Parisien*, which goes over all France and has a circulation said to be nearly a million daily. It prints only four pages of six columns each, but it finds space every day on its second page for a column to a column and a half of fiction by some contemporary author and for a *feuilleton*, or installment of a serial story, across the bottom of the same page, taking up a column and a half of its precious space. Besides that—an eighth of the entire capacity of the paper—from one to three columns are given over each day to special correspondence of a feature nature. When one considers that *Le Petit Parisien* charges \$4 to \$5 an agate line for advertising, one gets an idea of the value its publisher places on matter other than news.

The London Times is not so cramped for space and can be more liberal with the matter other than news. It uses several columns each day of somewhat ponderous, but scrupulously English, communications on subjects ranging from fox-hunting to the Einstein theory; a full page of political stories, many of which have a feature turn; special stories on situations growing out of the World War and occasionally one of those masterpieces from its Morocco correspondent teeming with the mysticism of the Moor and worth more than countless pages of mere news.

The continental edition of the London Mail, printed in Paris, is limited to four pages, and a half of one of them is taken up by pictures. This edition ignores the news except for the most widely important items, but it has several columns each day of fast-moving feature articles that leave pictures of the times.

The Manchester Guardian, conservative even for an English paper, is a mine of feature material of a substantial kind. Each day it prints several columns of contributed stories, or, more properly, articles, of from a quarter of a column to a column in length. For instance, a recent issue contained a column story of an American family's experience in a British apartment house, the narrative being generously interlarded with English wit; a country diary telling of the coming of spring; an article on the white terror in Hungary; a discussion of the church reunion problem and a suggested answer for the Greek question. The same paper printed a series of column articles on the men involved in the trial of ex-Premier Caillaux of France on a treason charge. These articles delved into the dark corners of the lives of Almercyda, Bolo Pasha, Pierre Lenoir and others, bringing out their connections with the shameful facts developed at the Paris trial. Not exactly news, for the subjects of the articles already had gone to their deaths before the avenging rifles of the republic, but as full of the passions and tragedy of life as the story of Jean Valjean and, with that tragedy as a background, setting out pictures of present French history that no amount of abstract news matter could have painted.

When a subscriber picks up his paper he does not lose his personality. There is no strong potion in a column of brevier that turns Dr. Jekyll into Mr. Hyde. He still is capable of using his reason. He still is a member of the human family and still in sympathy with it and he still shares its frailties. He is eager, or at least willing, to learn, and he always is more than willing to be entertained. Journalists have not always shown evidence of understanding these obvious facts. Some of them seem to consider the readers of newspapers as

automatons designed to run down one column and up another of wooden matter that could bring no reaction save fatigue to the normal human being.

And I think there has been a great deal of unnecessary worry around editors' desks lest articles go over the heads of readers. Few stories that have the touch of human interest in them and are free from the blight of pedantry and unintelligent handling are lost on the readers of today. The worry should rather be lest the writer, through lack of conception, short-circuit the current of interest.

## Reporting a President—and Some Others

BY PHILIP KINSLEY,  
*Reporter, Chicago Tribune.*

There is nothing particularly difficult about reporting a tour of the President of the United States. This is referred to in newspaper offices as an "ambassadorial" job. It is much harder to cover a night police beat or the latest scandal. Everything is arranged in advance for the presidential reporter. He is given a printed schedule in which he can read just what numbered automobile, just what dinner seat, he will have in a distant city on a certain day. A stenographic copy of all the President says during scheduled speeches and at wayside stops, is given to him.

Time is the reporter's greatest handicap. Usually in the evening, while the President is speaking, he must write a first-edition story, listening all the time for something new, some new topic or twist in the address. Sometimes, when this comes, the lead has to be rewritten. At San Francisco one time, while President Wilson faced a crowd of 10,000 where many hostile voices were heard, I had to write the lead three times, as new incidents whirled around the platform. The exigency of time is, perhaps the greatest handicap that a reporter has in all kinds of stories. The dead line is his hour of judgment. What have you got—into type? It does not make much difference how much a reporter knows. He must get it into a clear, concise, reasonably accurate story, by press time.

The President is never interviewed in the ordinary way. He talks at times freely and informally to reporters. During President Wilson's tour of the West, he on several occasions sat down with the newspaper men and told them just what was in his mind on such controversial points as the Shantung clause, the Irish question, the British six votes. Of the twenty reporters there, no one dreamed of rushing into print with this story. It would have been a good story, a fine scoop, but such things are not done. In Washington they do not quote a man without his specific permission. The rule is to handle a man and his story so that the same source may be approached again.

The President's purpose was to enlighten the men he had with him so that they might know how to interpret him in the future. Later, when Irish and labor organizations began bombarding him with questions and demands, the reporters were able to state authoritatively that the President would do this or that, and his stand would be as follows. The President might have been quoted. It might

have been denied. Outside of the ethical aspect, it is not worth while. Reporters never break a confidence. They often go to the extent of protecting a man from himself, for many times men will say things without realizing how it would look in print.

Ordinarily, in reporting a political campaign, a reporter becomes so accustomed to the speaker's methods and subject matter that he can, if he wishes, write a story in advance. He may not go to the meetings, but merely hang on the edge of the crowd a few minutes to see whether it is friendly or not. The late Colonel Roosevelt, during his tours, always waited for the reporters to get in. In the midst of his talk, when he had sprung a new subject and was about to take up old matter again, he would lean over and say: "That's all. You can go now, boys." And the reporters felt safe.

Reporting is straight, clean work. It is seldom that "policy" creeps into the news columns of our best papers. I was out west one time with a New York reporter. He said to me:

"My boss thinks So-and-so ought to be President. I do not see that this man has any claim to consideration. We had quite a row about it before I left. Most of my stories support my view that there is no great demand for this man. He is running them, all right, but I know it makes him wild."

The news is the news. Facts march in a shining army. Reporters often enjoy charging down with this army upon the wise editorial writers of their own paper.

I am sure that nothing would displease my own editor more than to know that I had deliberately written a story, twisted facts, to suit any editorial policy that might have been announced. Papers reserve the privilege of selection, of course, but misrepresentation is unusual. A reporter should submerge his own peculiar slant on things, detach his mind, and view things from a single standpoint of truth. Yet truth is often relative and the next consideration should be fairness.

It is well to remember that someone knows the truth about every story. It does no good in a campaign, for instance, to tell the people in a newspaper that the political meeting they attended the evening before was "poorly attended and with no enthusiasm," when they know that it was a lively meeting, crowded to the doors. This makes them sneer at the paper and distrust everything else in it. So with every story. The banker knows whether a financial story is accurately written or not. The Board of Trade man knows about the wheat story. The neighbors know about the scandal next door.

Someone knows, even if the city editor does not. It is well to write at that someone.

One of the rules in a good newspaper shop is never to print an accusation against a man or woman unless that person is given a chance, in the same story, to explain or come back. It is only fair, for the negative story of the next day will get no play. The first story, the positive charge, will remain unanswered in the minds of thousands. The work is cruel enough, at times, without making it unnecessarily so, or being careless about people's reputations.

There is a place for all kinds of men in a news shop. A good city editor will gather around him a staff that is marked by this stamp. He will not send a man with a financial bent out to cover a crime story. It is like picking a horse to run on a muddy track.

There are not many really good reporters in any city. The market is filled with mediocre reporters who would do much better at something else. Two reporters were talking the other day in the Chicago Press Club. One was leaving the business and the other wanted to.

"A man is a failure who is still a reporter at 40," he said.

This should not be true. With more specialization and greater rewards it would not be true. There is something in it now, though as a rule reporters are great kickers and will often run down their profession and their work when they know in their hearts they would not do anything else, that it is a pleasant and fairly profitable method of earning a livelihood. I do not think a man is a failure who holds a clear head in emergency, who can sift out of all kinds of conflicting testimony the salient facts and inform the people what is going on in the world. It is a valuable training ground, as you no doubt have heard. Men are being sent out of it every day into secretarial jobs, press agent jobs, publicity jobs. Many fields are calling and all of them offer greater financial inducement. Political agents and publicity men are being paid three or four times the salary of a reporter for getting a few items a week into the papers, or for advising their chiefs as to what course to pursue from a publicity standpoint. The active reporter in the turmoil of the street will draw more than the teacher or college professor, but less than a carpenter or plumber. His top salary is just the beginning for any other professional man. He may be led into the game by \$40 a week, which is \$2,000 a year. The young lawyer who starts with him will be making \$10,000 a year while the reporter is at \$3,000, or a little more.

The best reporter will not draw more than \$100 a week. It is well to realize that under present conditions you must pay a

premium for remaining a reporter. It is better with the Washington correspondents. They may get \$10,000 a year. But there are few of them. It is a long, narrow road to highly paid executive positions on a great newspaper through the editorial end of the work.

A reporter must give up all idea of social life, all the little homely things of the neighborhood, the club and the church. He is at the command of his office day and night. He may make an engagement a week ahead but more often than not he cannot keep it.

He must know a little about everything and keep a mind open to new trends of thought. Psychology is a fine study, though he will use it whether he knows it or not. He should keep up in books and be able to listen appreciatively to the latest theory about Mars, or new methods of dentistry. He should be able to sit down in the back room of a saloon and lead the men who gather there into talk as well as attend a society function without failing in any of the conventions and proprieties.

A study of great prose helps immeasurably in forming a clear style that comes out automatically even in the pressure of making an edition. Soak the mind in good literature. The great study, however, is the human study. Take a woman who has just been informed that her husband has been killed while in the arms of another woman. The books will not tell you how to deal with that woman, when her tear-stained face peeks out at the inquiring reporter for a minute from behind a door which is ready to close.

The game of bluff, as in poker, often carries a reporter a long way. A reporter must be something of a detective and investigator. Often his assignment has nothing to do with news, but is based on an investigation of gambling conditions, the activities of mediums, shyster lawyers, crooked promoters, mail order schemes, marriage bureaus, etc. An editor will get a notion that something is wrong somewhere.

Many assignments are extremely unpleasant. They are not flattering to one's self-respect. It is not pleasant to be shown the door by a haughty butler or to be told that it is not one's business to be prying into private affairs. Probably the reporter agrees with this view. He would be the first to object to the airing of a scandal in his own home. Yet the pressure is behind him. Scandal remains as a most interesting type of news. All the preachments against it seem to fail.

Nothing stirs him more than to have mere wealth and high position insist that "nothing shall appear in the papers about this." I remember a woman out in San Francisco. She lived in a fine neighborhood and had a rich home. An ambulance took a body away from there one



night, and this was all the information that came to our office. I went to see her and she denied that this was true, denied that anything had happened. This was sufficient to make sure it was a good story. Following the clue of hospitals, doctors, police, influence with officialdom, the story was next day unearthed and my prophecy to that woman that it would be much better for her to tell all about it, came true. The scandal was aired for column after column.

A reporter is often a father confessor, a sister confessor, to a wayward, beaten soul. I have known reporters to throw down a story because they were sorry. I have never known one to suppress a story for a bribe. There is no life work that has greater opportunity for good and evil. Day after day, night after night, year after year, the great machine drives on with its report of human error and folly and struggle. It is almost inhuman at times. It touches all homes and is woven deeply into the common life. The reporter, the sifter in the anterooms of the mighty, the stranger at the door, wields every day a wand for good or evil over some life. He can help or humiliate. He can destroy or build up. His stories are like pebbles thrown into a pond. The ripples spread to the farthest shore.

On the whole a reporter is taken at his own estimate of himself. If he believes in the work he is doing he is armored. Individually he may be of little weight in his community, but as the representative of his paper he is always a power. With such a responsibility, I think, should come and will come, a demand for better training and higher standards, a wider vision and a greater reward. In the field of reporting there is little to look forward to now except inevitably lessening usefulness. Legs are about as important as brains. The years bring a handicap. These facts must be faced.

The best story is the simple story. It is strange how hard it is to get clearness. Few men can write well on half-information. No fake ever touched the truth. One must know thoroughly in order to write clearly, just as one must be wise in order to be witty. A stock saying in the news room is that the story of the Crucifixion was written in 200 words. The sentence "Jesus wept" tells the story of His grief over Jerusalem.

Being a good reporter takes all that a man can make of himself. I am not so sure about the woman. My judgment would be that general reporting is not the place for a woman.

The man most valued by the city editor is one who does good work all the time and brilliant work occasionally. To keep up that pace he must live a clean and orderly life, save something against

a rainy day, keep his mind alert, having faith in his fellow men and an optimism about his country and the world. There is a certain order, as I have pointed out, even in his ever-shifting scenes, and back of it all he should have some rock to hold to, some vision of the strength of the everlasting hills.

## Woman's Field in City Journalism

BY VINA LINDSAY

*Reporter, Kansas City Post.*

Virtually every man, if asked what is woman's field in city journalism or the why of a "lady reporter," will say one or two things: first, "Well, she can get so many things that a man cannot," or, second, "She can write stuff for the women's page."

I am going to take issue with both of those statements. Men always are saying that a woman who has murdered her husband or otherwise attained fame will unbosom an interview to a woman reporter much more quickly than she will to a man.

I do not believe that. I think in a majority of cases, women of the type who murder husbands or break up homes prefer men reporters for confidants.

And I have always held that men would make ideal society editors.

As to the women's page: There always have been two journalistic funerals that I wanted to attend. The first was that of the professional sob sister. The other was that of the women's page as it is often presented. Woman's work in journalism should not be judged by the women's pages of this country. Most of them are man-directed and represent what some man with medieval ideas thinks his wife should read. Even a woman editor of such a page seldom has free rein. Some man news editor or something-or-other always is swooping down upon her with a lot of Dolly Dimple's Advice to Spinsters, bewhiskered recipes or Patagonia fashion hints. "The women just eat that stuff up," the men declare.

I am not decrying recipes, garden hints, embroidery and other domestic features. They are all right if not run into the ground. But, above all, they should be modern. Moreover, if possible, they should have some local significance. The recipe for piccalilly, given by the banker's wife of a town, is infinitely more interesting to the women of that town than one given by an eastern expert.

However, woman may have a big and important field on the women's page. For one thing she can raise the standard. Many papers are abolishing the women's page and making that part of the paper either a literary or magazine page. The women's page may be kept as such and made a big feature of the paper. A New York paper several years ago had an unusually good women's page which it has since abolished.

That page always had one big news or feature story a day with a picture. The story, of course, was of local significance. It often took the form of an interview with an author, actress, social worker or other person in public life on some problem of special interest to women. There also were other news stories of women's activities in New York. Reviews of books and news of books and authors should have a place on a women's page. Few men realize to what an extent literary news in papers interests women—provided it is not too highbrow. A Cleveland paper on its women's page has a very effective plan of having an editorial each day by a woman writer on some subject of special interest to women. I think any paper would do well to adopt such a plan.

Some papers are taking the stand that the entire paper should be for women and not just the women's page. That may be true. One thing about the women's page is certain—if it survives at all it must be made to appeal to the woman of today and not to the gentle Annies of 1860.

However, I think woman has a much wider field in city journalism than writing recipes or fashions or serving as a confessor to murderers. I think her field—or mission—is to make women read the entire paper.

Newspapers, even as much as politicians nowadays, are giving the women a rush. The paper that is read by the women, the paper that goes home and is popular about the hearthstone, is the paper most popular with advertisers. The paper that makes a big hit with the women does not have to worry much about its financial problems.

I believe that women generally can write about news events of most kinds in a way that will interest women readers much more effectively than can men. I think a woman reporter is apt to see the angle on any story that will interest other women. Men, somewhat derisively, have accused us of being personal-minded. I admit the accusation. And because we are, so we like the personal touch, the human element, the local detail, in what we read. For that reason I think women reporters should be used in covering every news story in which women readers are likely to be interested, whether it be politics, a murder trial, a fund campaign, a fire, an accident or a police court.

Women in covering lectures usually are quicker to grasp the point that will interest women than are men. I once saw a man reporter and a woman reporter cover a lecture by a sociologist on "The Development of Family Life Among the Primoids." The lecturer incidentally remarked that the matriarchial system of social life in

which the woman is the boss was destined eventually to return. The woman reporter at once grasped the possibilities of that statement, saw the lecturer later, got an interview and made a big story out of it.

Woman reporters usually are good on interviews. They are more likely to draw out the concrete and the personal which is so much desired. Of course that applies especially to interviews in which women are likely to be interested.

Perhaps a woman should not be sent to get interviews on roads and banking and the budget system and other things that are as yet in the province of man only—except when it comes to taxes.

Women quite often are better informed for interviews than men. One city paper that is opposed to woman reporters on the ground that they "lower the tone of the paper" sent a young man just out of high school to interview a famous woman writer who was passing through the city. He started out by asking her who she was. She was insulted. She had had numerous such experiences in the Middle West, she said. Now a woman reporter, who always is afflicted with a passion for being conscientious, would have rushed madly to the public library to find out everything possible about her prospective interviews.

As to news events which concern women only, there is no question of a woman being better adapted for such duty than a man. Men are not interested in women's affairs. They simply are bored to death by them. Any woman who ever attempted to tell the story of her life to a man knows that. It's all right as long as you listen to his, but when you begin on your own—

Many man reporters when assigned to women's meetings spend most of their time playing poker and stop by at the close of the meeting only long enough to get a paragraph.

Of course there is a big field for the woman reporter in the women's clubs. By that I do not mean recording the notices of their meetings and the elections of their officers but getting interviews and feature stories about their activities, which now frequently have a great deal of news value.

And of course with women taking an increasing part in politics and other public affairs, the field for the woman reporter in that line is becoming greatly widened.

Not only are women going to cover stories in a way that will interest other women but they are going to write voluntarily about things of interest to women readers. They are going to get feature stories that will appeal to women. And getting feature stories is a big part of a woman reporter's job. When a city editor can't think of

anything else for a woman reporter to do, he tells her blithely to "go out and get a feature story or so."

If a new woman reporter turns in good feature stories on her own initiative, half the battle of making good is won. And instinctively she will go for her feature stories to the places and realms where women's interest lies.

Woman also has a field in city journalism in making friends for her paper through her own personality. Lots of women who cannot write—or should not—still have a big following of women for their paper through what they have been able to do for it personally. The value of friends, of course, cannot be over-emphasized in this business. Nearly every big scoop ever landed by a newspaper reporter was achieved largely through friends who remembered to serve him.

I think a woman entering city journalism should be put through virtually the same training as a man. Later on, when she has specialized for the women's page, fashions, beauty hints, interviews, feature stories for dramatics, she will be of infinitely more value to the paper because of her broader experience. I think she should be a picture chaser, an item taker and do what we call "leg" work for six months or a year.

Too many women enter the newspaper profession with illusions. They come down and offer to "do a little rewrite, features or dramatic criticism." Gentlewomen who have suddenly lost their fortunes, debutantes desirous of thrilling careers and girls just out of college are among such applicants.

Too many girls that one meets in schools of journalism are always saying, "I don't want to do straight news work, I want to do features." They should be made to realize that straight news reporting is the primer all should go through before achieving tasks more difficult.

Girls without newspaper experience frequently come to newspaper offices and offer to do fashions and "women's page stuff." I think the best-trained material in the office is needed to do fashions and recipes. Both of these are lifeless subjects devoid of human interest. It takes newspaper experience to put life and news value into such things—to make them different. Unless a woman has been through the grind of taking death notices, talking to coast-to-coast walkers and other pests who invade offices, unless she has gone out in the rain after pictures and chased to fires, she is not likely to have the perspective either of news or of life that will make of her a good newspaper specialist. She is not ready to specialize until she has re-

ceived that highest compliment they can pay her in an office; namely, that she "can cover anything a man can."

The prejudice against women in newspaper offices is waning—especially against women from schools of journalism. One city editor became converted to women from such schools after he had hired a boy half-way through high school to prove his point that training was not required. One day the boy took a telephone notice. Someway it got into the paper uncensored and read to the effect that the most conservative, dignified minister of the city would speak the following Sunday afternoon at the Y. W. C. A. on "The Respectability of Our Girl Missionaries." Investigation brought out the fact that the reporter meant "responsibility."

It is quite out of date now to draw morals or to talk about missions and messages. But the woman reporter has a real mission in life. She can make women desert the movies and the bridge table for the newspaper. She can sugar-coat the pill so that they will read the news of the day. And she can thereby make of them broader-minded, more intelligent human beings. And at the same time she can perhaps slow up the divorce mill and win the everlasting gratitude of a million or so of bored husbands.

## Woman's Field in Country Journalism

By MRS. W. E. EWING

*Owner and Publisher, Odessa Ledger.*

I am speaking of country journalism—*country* country, where people arise when the lark is a-wing and the grass is dew-pearled; where we eat our dinners, boiled dinners largely, in the middle of the day; where, if a man chooses the more expeditious method and has the dexterity to convey his food to its destined repository on the spatulate portion of his silver, he is considered a first-class citizen and man for a' that.

Real country, where the prices of poultry, butter fat, corn, hogs and hides are vital statistics; where our most prominent citizens may walk the streets in broad daylight openly and unashamed, clad in the toil-worn, soil-stained habiliments of their calling, permeated with the aroma of the farmyard, but with heads up, eyes level, taking off their hats to nobody (and very seldom for any other reason) but loved and respected by everyone they meet.

It's the country I'm speaking of, where the highest-minded, tenderest-hearted, most sympathetic, most helpful, most lovable people most do congregate—the sort of people above all others among whom you love to live, the sort you love to serve, the sort you'd love to be.

That is the kind of country with which I modify journalism.

And the woman's field? It is as someone so aptly said of her sphere—it has no limit.

At the first sound of the word "field" your mind conjures up a picture of a fenced-in space, safe and protected, with waving grasses starred with daisies or emblazoned with poppies—windswept and sun-kissed, fair, sweet, restful—

The next picture, possibly, is the scene of battle; and that is the sense in which we use it here.

There are flowers, but they are usually on the thither side of some pretty hard going.

And it is not fenced in, and no woman ever reaches its ultimate boundaries. It is bounded on the north by a rough mountainous region of infinite hard work, sacrifice, hard times, weariness, worry and carking care. On the east by a gray ocean from which blow chill winds of criticism, discouragement, disappointment, fear and despair. On the south by friendship, love, appreciation, prosperity, and what is neither friendship nor love and yet touches both, royal good-fellowship; and encouragement, and in every hour opportunity for service.



On the west, the side of the homing sun, it is bounded by softened recollections, tender memories, gratitude, thanksgiving and the wonderful knowledge that you have something attempted, something done, to have earned a sweet repose. And in the betweens that sound so nautical—s. of s. e., n. of n. w., etc—there loom the rough hills and slippery passes, crags and precipices, morasses and treacherous pitfalls of finance, history, music, art, literature, politics, stockbreeding, agriculture, religion, education, economics, childbearing, fashions, etiquette and cooking. For in this woman's field there is no such phrase as "I don't know." You can't say that—it isn't done.

When you are called out of bed to settle a mooted question between wife and husband as to whether the Missouri Legislature gave women the right to vote or not before it ratified the constitutional amendment, you have to answer at once; you can't stand on the order of your answering.

And then you are called in the midst of a learned political discussion with a prospective candidate to have a woman say: "Oh, Mrs. Ewing, my son has sent me some guavas from Florida to make preserves and I have no idea how. Can you tell me?" Do you say you don't know—that you would not know a guava if you saw one? You do not! With a blessed assurance you tell her the modus operandi that will make a preserve of anything from a luscious Missouri strawberry to a South Sea island sponge; and a few days later you are patted on the back with "I knew you'd know how."

There isn't anything you aren't expected to be able to discuss.

Why, I've won quite a reputation on my judgment of Hereford cattle. I'm asked to go out and interview one of the royal family every once in a while. And I tell you that while I am so familiar with them I call them by their first names and can stand apparently calm and nonchalantly discuss the straight lines of their backs, the breadth of their chests, the graceful curves of their dewlaps, my craven heart just gets up in my throat and does a tailspin every time the creature moves. I know if I have even so much as a red-letter day in my calendar and he suspects it—as the old darkey said, "I is gwine to be ain't."

I am not touching on the financial question—my method is stamped on most of our coins, and my success is always in the forefront of my mind when I sing the doxology. Nor am I going to say much on the subject of news. When your field is a small country community where everybody knows everybody else, often to the third and fourth generations—all their uprisings and downittings, as it were—you get to feel as if it were all a part of yourself. If a grief

comes to anyone, it grieves you. Every time you write an item you think who will enjoy it, who will be especially interested. And when some hurtful, shameful thing occurs, you feel about exploiting it just as you would if you had a family unpleasantness and ran to the back fence (we still have back fences, and they are conducive to neighborliness) and shouted: "Oh, Mrs. Jones, Mrs. S., Mrs. B.! Come quickly! We've had a family row, and my husband shook me. I threw the cream pitcher at him. Then he went out and kicked the dog and I tore up his new overalls. It's awful, it's terrible, it's lamentable, and we're awfully ashamed, but I thought you'd like to know it. It's news!"

Of course, you men won't understand this viewpoint, as there are many others you don't understand and never will. I know a world-renowned journalist said: "What God has allowed to happen, I am not ashamed to publish." Neither am I—if it happens in Maine, New Hampshire or California. But when fathers have talked heart to heart to you about their hopes and ambitions, their fears and disappointments for their children; when women have confided in you their sorrows and perplexities; when proud young fathers have come to tell you personally of the coming of a little child because they knew you'd be interested and you always made such pretty little mention; when young mothers have brought their little new treasures to show you; when they have sent for you to see the little waxen forms so pathetically beautiful; when grandfathers have tottered in to tell you the little black-eyed baby you had always been so nice to was dead away out in Colorado and would you write one of your sweet little pieces, it would be such a comfort to the little mother; when lovers have come to you for advice and comfort; when girls have told you their secrets; when people have laid their hands on your shoulder and said, "Will you pray for me?;—oh, I tell you news has a new meaning. So has life! And your pillow is softer and your rest sweeter if you feel that in your particular little field no noxious weeds have flourished, no poisonous thorns appeared.

To be thoroughly at home in her field a woman must know the business from the bottom up; from the inside out there must be no phase of which she hasn't a working knowledge, even to the setting of type.

I know the financial side from the pang of uncertainty as to the whereabouts of next week's rations to the thrill of helping finance a world war. I know the ups and downs of the news-gathering game. I know the pleasures of soliciting and writing ads. I've set type and fed presses.

I don't say much about all this because—well, first, all rules were suspended when I started into this field and I have never done anything like anyone else. I've never tried to have a big popular paper, but I've tried to have one people could love and trust and know it stood for high ideals and the tenderer, lovelier things of life.

The second reason I don't emphasize all these other things is because that all composes a man's field too; and to me the thing that peculiarly differentiates the woman's field is the matter of service. That is particularly her own, this being guide, philosopher and friend, being all things to all people. Why, truly, there is not a life or death or birth, or anything a penny's weight of worth, but what a newspaper woman is in it.

I always loved old Abou ben Adhem (may his tribe increase) and rather envied him, and I've always hoped my name might be written close to his; and I believe the devious way across this field leads to it.

It takes a vast amount of courage, love, tact, bluff, a deep and abiding sense of humor, and an unshakable faith in prayer. There are times when it takes earnest and fervent prayer to keep you in strength and courage for your field—field?—it's a world; and in answer to your prayer comes the assurance that God's in his heaven and all's right with the world. This one!

## The Writing of Sport

BY MARION F. PARKER

*Sport Editor, St. Louis Globe-Democrat.*

The subject assigned to me is "The Writing of Sport" but that to my mind is secondary to getting sport news. It is another case of catching your hare before you can eat it. As in the case of the city department, sport news is gathered on runs and by assignment, but in the case of the sport department the general assignment news is small in comparison with that obtained on regular runs.

Baseball and boxing are the two big B's of the sport department and the following of these two is far greater than that of any other. Other sports vary in popularity according to local conditions. Where racing flourishes it is one of the leaders, but where no tracks are running it drops back. College football in its season is one of the leading sports but its reign is limited to a couple of months in the fall. Tennis and golf have a tremendous following during the outdoor season. Bowling, billiards and basketball have about as great during the indoor period of the year. Track and field sports have a big following, and swimming, wrestling, rowing, cycling, yatching, automobile racing and other sports draw their share of interest. In passing I may remark that the new development in sport as in politics is the prominence being gained by women. Girls and women are taking up nearly every branch of sport and are making good in a number of them. The review above will give some idea of the big field to be covered from the sport department.

Practically all sports worth while are covered on runs by men regularly assigned to them, and I should say about 90 per cent of the news is obtained that way. This means that personality counts for a good deal. Where a man comes in contact day after day with the same men and has to rely upon them for his news, it is important that he possess ability to make and keep friends. This is easy enough as long as only matter is printed that is favorable to those from whom it is obtained, but it is also necessary to print that which is not. There is where personality counts. Fair dealing and honesty in handling news will usually suffice to keep one in good standing with those from whom it is obtained. Good judgment and tact are also important.

Few who have had experience in news gathering will contradict me in saying that securing news is one of the most trying problems a newspaper man faces. Few in charge of news departments have

not spent anxious hours and even days waiting for news to develop and stories to break. It is a good deal like the cat in front of the mouse hole. You know the mouse is in there and likely to come out at any time, but if you make a move at the wrong time you lose him. Worse still, he may come out the other hole and the opposition cat may get him. Just how to collect news can not be explained. It appears a gift with some persons but others can at least become average in this line if they will give the matter study. Perseverance and judgment are the cardinal points, but it also takes nerve and even daring in some cases. But to stay with your news and use judgment in getting it are the prime necessities in a large majority of cases.

There was the case of a prominent baseball magnate in connection with the sale of a club. For several reasons he did not want to give out an interview after a conference and tried to do the rush act for his automobile. He got past our man but was surprised to find him on the running board of his automobile and he was still there when the magnate reached a hotel a dozen blocks away. He got the interview he was after.

Then there was a prominent attorney who was a baseball official. He took the stand that the ball club was a private affair and the public was not interested in its doings when they were unfavorable to his organization. Otherwise he was eager enough for publicity. The baseball man wanted an interview on some news and sent in his card only to be informed that the official could not be seen and would make no statement. We kept that office picketed until the man had to come out, and we got him eventually. Then the matter was argued out. Whether he came to see our point of view or concluded he might as well give in I don't know, but we got interviews whenever we wanted them after that.

Another case in point is an experience with the late Bob Fitzsimmons. Bob was one of the easiest of men to approach for newspaper men. While he was in St. Louis on a theatrical tour a report came that he was about to re-enter the ring. I sent up my card to his room at the hotel but was informed that he declined to see me. I sent the bellboy back thinking he had made some mistake, but he came back with the same reply and questioning brought out the fact that Mrs. Fitzsimmons would not even allow the boy to see Bob. She also answered the telephone and refused to allow him to speak. Then I sent up the telegram I had to Mrs. Fitzsimmons and he was allowed to come down and see me. The explanation of the trouble was that Mrs. Fitzsimmons was peeved over a press-agent story about Bob and a chorus girl and thought that was what I wanted an

interview on. After that I knew who was boss in the Fitzsimmons family.

Alertness is a big asset in news gathering. Few stories come out in the open. It is a word dropped here and there or a suspicious circumstance of some kind that leads to many a big story and the man alert enough to catch them is the one who succeeds. The same is true of interviewing. Good stories are frequently obtained by picking up words dropped unawares or getting a line through things left unsaid and being avoided. Connecting up circumstances not apparently related and bringing happenings in contrast frequently develops good stories.

Personal appearance and confidence are other assets in gathering news. The man who is neat in person and alive in appearance will get a hearing when the one who is not will not. The man who knows what he is after, feels that he is entitled to it and is assured that he will get it is the one who succeeds. Politeness goes without saying and proper respect for persons entitled to it is but due. Yet I have known not a few newspaper men who fell short in these things.

Then there is discretion. I nearly forgot that. But it is important. For instance when all "het" up the night before, you describe the heavy-weight fighter as "only matched in size by the odor of cheese emitted by his lack of fighting ability." It sounds all right then but the next day when the object of your verbal attack towers over your desk all of a sudden, it's time to use discretion, especially if you are a small man.

Getting down to writing of sport the writing is much the same as in other lines of reporting. Ability to get a punch into a story and put the facts in the opening paragraph are cardinal principles of news writing everywhere. Accuracy is another. A good knowledge of what you are writing and in many cases its history are essential in a particular manner in sport. Cultivation of a correct style is a necessity for those who wish to advance. Rapid writing to make editions naturally tends to destroy style and the reading of good literature and study of the best in other papers is essential in order not to go backward.

One of the common failings found in sport writing as elsewhere is the failure to understand fully the meaning of words used and a tendency to use long and abstruse ones. This applies with particular force to the sport department where matter must appeal to the young and the old, the educated and the uneducated. Style and variety need not to be lost through the use of simpler words when they are used with exactness. Too many newspaper writers use words which in a gen-

eral way express what they mean, throw in a big and high-sounding word to show off and let it go at that.

Another surprising thing is how many newspaper men spell incorrectly.

Possibly the two greatest differences in writing sport from other matter are in the use of slang and editorial matter. Sport writing has developed to a great extent a technic and language of its own.

Many of the slang phrases and expressions used in sport have found their way into general use and virtually become part of the language of this country. Writing sport without their use is practically impossible.

There is no more expressive language nor one with a greater punch to it than that of baseball, while boxing has its own peculiar expressions that would not be understood nor appropriate outside of it. In baseball such expressions as "rode one to left field," "slammed the leather on the nose," "shagged a throw," "speared a hot one," "booted a grounder," "galloped around the sacks," "drove a hot one to center," "did the heaving," "hit a smoking liner" and "hit a homer" may puzzle outsiders but are highly expressive to followers of the game and have a tang all their own. Boxing followers understand fully what is meant when they read that a fighter "landed one in the midriff," "put across a sleep-producer" or "landed a haymaker." They also convey meaning to many of the uninitiated.

One of the notable advances made in sport writing in recent years is the dropping of coarse slang. Except in papers which are careless of their character such expressions as "busted the ball," "swiped a base," "hit him on the beezer" and "landed in his breadbasket" are no longer considered good form. The throwing in of slang merely to use it is also going out. The rule at present is to use slang where it is appropriate and intensifies the meaning beyond what would be the case if ordinary words were used.

The use of editorial matter in stories is almost universally sanctioned in sport writing. One of the main reasons for this is that but rarely is there place for editorial expression on sport matters outside of the sport page. Such matter would not be appropriate in the editorial columns proper and would not accomplish its purpose if printed there. There is ample excuse for its use on the sport page in the good accomplished. No small credit for the fact that sport has been kept reasonably clean and honest is due to the vigilance of those writing sport editorials and their quickness to censure anything that would operate against this. To the credit of the sport men it can be said that the privilege is seldom abused and that those who do

abuse it rarely reach positions of responsibility on papers of reputation. Most of the editorial matter is fair and honestly written with the idea of betterment in sport.

In this respect it may also be said that the ethics of the sport departments is much improved in recent years. Thinly veiled graft played no small part in the early history of sport departments and still exists to a greater extent than those who have their best interests at heart would like to see. Obtaining money or other compensation from those interested in obtaining publicity was common in the old days and there is still some of this. But it is disappearing. Management of fighters, press agencies for athletes and organizations interested in athletics, and other forms of obtaining money indirectly are still regarded as semi-legitimate on many papers but are frowned on by the higher-class ones and are prohibited by not a few. With the improvement in the class of men who are employed in sport departments the idea is gaining firmer hold that the man writing sport should have no entangling alliances and should be free to express himself as honesty and fairness dictate.

On the reverse side of the case are the number of men in sport departments who are devoting a good part of their time to movements for the public welfare. Organizing and upbuilding of athletic and recreation bodies is one of the things that fall naturally in their line, and many of the most prosperous in the country owe much to the sport writers. The Municipal Athletic Association of St. Louis, which is today the largest of its kind in the country, for instance, owes much to the support of the sport departments of that city.

Sport department work has its advantages and disadvantages, the same as other work on newspapers. To the man who likes sports, and few Americans do not, it gives the opportunity to take part in them. To the student of human nature it affords a wide field for study. The crowds that attend sporting events are made up of every class and kind, and human nature is more open and less affected by the artificial than elsewhere. This is also true of contestants in athletic events. Continued intercourse with all kinds and classes of persons leads to a wider and more liberal view and has a broadening effect. The opportunity is there and the leaders in the sport departments of the country show they have taken advantage of it.

Sport writers are playing a far more important part in the making of good citizens than might at first be supposed. Millions of persons are reading matter written by them and their influence among the young ranks with that of home, school and church. In fact it may be said to be more far-reaching than these. Boys who have



home, school and church influence are also reached by the sport department. Many who are not reached by any of the first three mentioned are reached by the latter with an influence for good or for bad. If anything I have said here leads to a better influence through the sport columns, particularly in regard to the younger generation, my excuse for being here has been furnished and my purpose has been accomplished.

## The College Man in Technical Journalism

BY SAMUEL O. DUNN

*Editor of the Railway Age.*

I am going to talk to you today about what is to me the most interesting, and what I regard as the most useful, branch of modern journalism; about the opportunities it affords to the college man, and about the qualifications required for success in it. In the subject assigned to me this branch of journalism is termed "technical" journalism. To most people that sounds useful, but not interesting. I can easily believe that the imagination of the average young man who is looking forward eagerly to the time when will enter upon the race for journalistic fame, influence and emoluments refuses to be fired by the utterance of the word "technical." But I venture to say that that is because the average young man with journalistic ambitions does not know much about it.

I intend, in this discussion, to give myself a wide latitude, and to include under my subject every publication which is devoted to giving news and information and to presenting discussions of problems that are especially, or exclusively, of interest and concern to the persons engaged in one particular kind of professional, industrial or mercantile activity.

To those who are not familiar with the facts it may seem that there could hardly be many papers occupying such highly specialized fields. On the contrary, there are hundreds of them. Not only is there one or more—usually more—monthly or weekly papers devoted to each line of professional or business activity, but there are many which are devoted to subdivisions of professions or industries. There are papers which attempt to cover the entire automobile industry, for example, but there are also papers which deal only with the passenger automobile business, others which deal only with the motor truck business, some which deal only with the problems of operating and maintaining them. Similarly in the railroad field, there are papers which deal with all branches of the industry, and others which deal only with the news and the problems of the locomotive and car departments, or the engineering and maintenance-of-way department, or the signal department.

This devotion of its editorial contents exclusively, or almost exclusively, to the activities of a particular profession or business is one of the principal characteristics of the technical journal. Another is that, as the words imply, it deals "technically" with subjects arising

in its field—that is, it deals with them scientifically and thoroughly. The real technical journal is a journal edited by experts for experts.

These characteristics of technical papers determine the extent and amount of the circulation and influence they can attain. They also determine the qualifications which must be possessed by, and the opportunities afforded to, those who aspire to successful editorial work upon them.

The circulation of a good technical paper may be, and often is, coextensive with the profession or industry it serves, and yet, as compared with the large newspapers and popular magazines, the number of its subscribers may be small. For example, the railroad industry is one of the three largest industries of the United States. Our railroads have one-third of the total mileage of the globe. They have over 250,000 miles of line, employ 2,000,000 men and represent an investment of about \$20,000,000,000. But there are comparatively few people besides the officers of the railways who are directly interested in the technical problems of railway administration, operation and maintenance, and there are only 20,000 railway officers in the country, high and low. It necessarily follows that, measured by mere numbers of subscribers, the largest circulation a railway paper can attain seems small compared with the hundreds of thousands of copies sold by many of our metropolitan daily newspapers, and the millions of copies sold by some of our weekly and monthly magazines. It is, in fact, unusual for a technical journal of any kind to have over 20,000 subscribers.

But the influence exerted by a journal is not measured by the number of its subscribers. In the first place, most of our high-grade technical journals circulate not only throughout the United States, but throughout the world. In the second place, the clientele of the technical journal is usually made up principally of the ablest, most intelligent, most enterprising and most successful men in its field; and the publication that reaches men of that kind can and does, if it is well edited, exert a much greater influence upon business and public affairs, in proportion to the number of its subscribers, than a publication with a much larger clientele of people of average ability and importance. Again, the technical journal which is well edited, speaks the language of its constituency; it deals, not superficially, but constructively and often profoundly, with its constituency's problems, constantly making important contributions to their solution; and therefore it commands the respect and confidence of its constituency to a peculiar degree. Finally, the newspapers and magazines of general circulation look to the leading technical journals for exact informa-

tion, intelligent forecasts and sound views regarding developments in their special fields. For these and other reasons the influence of the technical journals is many times greater in proportion to the numbers of their subscribers than that of most other kinds of publications.

Technical journalism, by its very nature, affords to those who engage in it with a suitable equipment opportunities for constructive work of a high order and of great importance. Broadly speaking, there are three different classes of subjects with which the technical journal can so deal as to promote the welfare of the persons and concerns in its immediate field and of the public.

First, the technical journal can be, should be and often is, a potent force for increasing efficiency in its field. Increased efficiency in production is at present the great need in every branch of industry. It is only by increasing efficiency in our industries that those who have invested their capital can get larger profits, and that those employed can get their conditions of work improved and their wages advanced, while the public can be sold commodities at reasonable prices. The well-edited technical paper is constantly looking over its field to find new or improved devices or machinery, or new methods of management or operation, which tend to increase efficiency. When it finds one of them it puts information regarding it into the hands of all those who can be interested and benefited by the information. In many cases the skepticism and conservatism of business men cause them to hesitate to adopt new methods or machinery which, to the more progressive or well-informed men in their field, seem valuable. When the technical paper is convinced of the merits of new devices or methods it often performs a great service, directly to its own field, and indirectly to the public, by constantly calling attention to the advantages of these devices or methods until they secure general recognition and adoption.

Second, the advantages derived from the development and operation of most enterprises, both by those directly engaged in them and by the public, depend largely upon the relations existing in them between employers and employes, and upon steady improvements in these relations. The labor problem is especially acute at present in all lines of business, but it always has been, and always will be, one of the most important problems in every industry. The subscription lists of most technical papers are made up chiefly of the owners, managers and officers of the concerns in their fields. Doubtless, therefore, most technical papers are inclined to adopt and express the employers' rather than the employes' point of view. But, after all, it is just as essential to the adequate discussion and satisfactory

settlement of the issues arising between employers and employes, that the employers' situation and point of view should be understood and explained as that the employes' situation and point of view should be understood and explained. However, the better-edited and more progressive technical papers do not confine themselves to presenting the employers' point of view. They also devote a large amount of space to presenting the employes' point of view to the employers, and by their discussions of the labor problem in general and by their descriptions and discussions of the various improved methods of establishing better understandings and better relations between employers and employes they can, and do, contribute largely toward the solution of the labor problem as it presents itself from time to time. I need hardly add that while this is a problem the substance of which always remains the same, it is also one the form of which is ever changing, and it is one of the functions of the technical paper constantly to present it in new lights as its form changes.

Third, there are always questions affecting the relations between industry, on the one side, and the government and the public, on the other, to be settled. Probably there is no large profession or industry in this country which has not up for consideration at this time some important question or questions affecting its relations to the government and the public; and in many of the leading industries there are numerous such questions pending. These questions vary all the way from whether a railway shall be required to stop one of its fast trains at a county-seat town, to whether socialism shall be adopted, under which all the means of production, distribution and exchange would be acquired and operated by the government. The editors of a technical paper usually know more about the nature of the industry to which their paper devotes itself, the degree of efficiency with which it is managed, and the conditions upon which its efficiency of management depends, than any other class of journalists or any class of public men. They therefore are peculiarly qualified to elucidate the problems arising from its relations to the government, whether those relations be due to some form of taxation or regulation, or to some other cause, and to advocate the policies which it will be salutary for the industry to follow in dealing with the government and the public, and for the government and the public to follow in dealing with the industries.

It is because of the part that technical journalism plays with reference to all of these matters that I said at the beginning that I regard it as the most interesting and useful branch of modern journalism. But technical journalism cannot be either interesting or useful

when practiced by one who is not qualified for it. What, then, are some of the qualifications for it?

One of the first is that a man shall have a serious purpose in life. While technical journalism is interesting work, it is also serious work, and no man should enter it who is not disposed to deal with serious problems in an earnest way. It is work which requires an educational equipment of a high order. A man may get this equipment either in college or out of college, but he must get it if he is to make a success in technical journalism. Furthermore, he must not be satisfied with what he can learn in the years before most men leave college. Whether he has a college education or not, if a man enters technical journalism he should enter it with the intention of being a student all his life. He is going to participate in editing a paper for experts, and if he is going to do his work successfully he must strive constantly to keep abreast of the most recent developments in and the best thought regarding the problems of his field, and he cannot do that without constant study.

Editorial work in technical journalism may roughly be divided into two classes. On almost every large technical paper part of the editors devote themselves primarily to preparing copy dealing with the technique of the industry the paper serves. If it is a shipbuilding paper they deal primarily with the design and construction of ships. If it is a railroad paper they deal primarily with civil, mechanical and electrical engineering problems. It is my own opinion that technical journalists, in order to deal adequately with matters of this kind, should have been technically educated and have had some actual experience in the work of the industry with whose problems they are dealing. For example, the man who deals with the civil engineering problems of the railroads in the columns of a technical journal should have been educated as a civil engineer and should have had at least a few years experience in engineering work on a railroad. However, men of exclusively engineering education and experience who enter technical journalism are likely to have some serious shortcomings. They are likely to be wanting in the "nose for news" which enables the skillful journalist to select and publish the exact material which will be most interesting and useful to his readers at the time he publishes it. They are also likely to be a long time in learning to write well and to prepare their copy generally in such a manner as to give the reader just what he wants, and all he wants, in the shape in which he wants it.

It has long been a subject of controversy among the editors of technical journals whether it is easier to take an engineer or a man

of general newspaper training and make a good technical editor of him. While I favor employing a man of engineering training and experience for such work, I can easily see that it would greatly help to fit a man of engineering education for journalistic work to add to his college course in engineering a college course in journalism.

The second class of editorial work which has to be done on technical papers is the gathering of market and other kinds of news, and the preparation and handling of copy dealing with subjects that are not strictly technical, such as those of business administration, the labor question and the relations of industry to government. The best education and training for this kind of work probably can be obtained by taking a regular academic course in college, including thorough instruction in economics, and supplementing it by a good course in journalism, such as is provided by the University of Missouri.\* I wish especially to emphasize the need for a man who undertakes this kind of journalistic work having a broad knowledge of economics. The economic problems which arise for consideration in the various professions and industries differ superficially, but fundamentally they are the same problems. The problem of making railroad rates which will be fair to the public and at the same time will develop the largest practicable amount of traffic is essentially the same as the problem of making prices in any other industry which will be fair to the public and at the same time will develop the largest possible market. Likewise, the labor problem in the coal mines is in all essentials the same problem as the labor problem in the steel mills. Therefore a man who engages in technical journalism cannot know too much about general economics.

I never went to college, and I suppose that measured by the usual standards, I have been more or less successful. There have been many times, however, in spite of the fact that I have always studied hard, when I have felt very conscious of deficiencies of my own which were due to my lack of college training, and since I have been employing men for technical journalism I have hardly ever employed one who had not had a college training.

Not only does the college man in technical journalism usually enter it with a broader and more thorough knowledge than the non-college man, but he usually knows better how to study, to make original investigations, and to get and assimilate information which can

\*The School of Journalism of the University of Missouri requires two years of academic study before entrance. After entering the School of Journalism, the student continues his academic studies while taking up his professional journalistic courses.—Editor.

be obtained only from those actively engaged in the every-day work of the industry with whose affairs his paper deals. It is a debatable question whether a college education actually helps a man to make money in many lines of business, but it is unquestionably an invaluable and almost essential asset to the man who enters technical journalism.

Let us now turn to what may seem to be the most practical phases of my subject, and consider what opportunities technical journalism affords to the college man to make money, to exercise influence and to gain reputation. As to the pecuniary rewards that may be gained, I suppose they are larger in technical journalism than in any other branch of journalism. The technical journalist is a specialist. When he has acquired a thorough knowledge of his specialty and learned to write well about it his paper will experience more difficulty in replacing him than a newspaper or magazine of general circulation is likely to experience in replacing one of its reporters or editors. Again, the technical journalist's special knowledge and training usually are such as would enable him to get a good position in the industry with whose affairs his paper deals, and this tends to make it necessary for technical papers to pay their editors as high salaries as men of similar ability and qualifications receive in the various lines of industry and business.



## Getting Personality Into Advertising Copy

BY GEORGE L. CARTLICH

*Advertising Manager, Woolf Brothers, Kansas City.*

The surprising thing about the subject is that one would wish to know how to put personality *into* advertising when it would seem that the difficult thing would be to keep it *out*.

And yet it *is* a vital problem—the question is a fair one and the subject correct as stated. Most advertising has little or no personality. The merchant or person who advertises may be a human being like anyone else—until he formulates a sentence to publish over his signature. Then he acts as if he had been asked unexpectedly to make an after-dinner speech at a banquet where, we will say, the President of the United States and a half-dozen senators and Cabinet members were present. He actually gets stage fright—or buck ague!

I like to compare an ad with a man. There is a great deal of similarity. We are attracted to our friends because of their appearance to a great extent—especially when they are friends of the opposite sex. We like friends also for their geniality, their friendliness, their good humor, and perhaps for their wit.

Most of us do not like loud, officious, would-be funny persons. We like droll wit rather than slapstick comedy. (This, of course, applies to people, not to motion-picture films.) And yet an acquaintance would seldom ripen into friendship unless there was a perpetual interest maintained. Our friends *must* be interesting or they cease to be friends.

Now it is easy to imagine advertisements with all of these qualities. In fact, they have them whether you have ever noticed it or not.

A good ad attracts us by its physical appearance; and by that I do not mean artistic appearance. Some of the best ads I can remember have been plain, straightforward, honest, Abraham Lincoln ads.

Unquestionably, a well-balanced, properly set ad attracts better than one of slovenly appearance, even though the reading matter is identical. And the illustration—well, its importance cannot be overestimated. Some say it is useful for getting attention; some say it ranks evenly with the wording. I believe I would go still farther and say that if I had my choice of reading matter or illustration, and could not have both, I'd take the illustration—and I'd make it tell my story! I believe I could prove my choice is correct, too, if I were

questioned, by quoting the comparative popularity of the moving picture theater and the public library.

Continuing in the analogy of a man and an advertisement: The ad with an element of humor, that does not draw the line at a pun occasionally, if quite apropos, the ad with a friendly tone and with a total lack of blatant officiousness, has been proved over and over again to make friends.

Lastly, the quality of sustained interest. A man may tell a funny story once and make you laugh, but he cannot continue to tell the same story and expect you to laugh. Neither can he keep your interest by telling funny stories continually. He must vary his mood—and even keep still once in a while.

Personality is just as prominent a feature in an ad as in an individual. In a man, strangely, it does not depend upon the mental or moral qualities. A strong personality, a pleasing personality, a prepossessing personality—use whatever term you will in describing that ideal quality which distinguishes some men—is a gift of the gods. Perhaps it can be cultivated; I don't know. It is the outward expression of an inward quality which makes a man liked.

In advertising, personality is the publication of the good features of a firm or a merchant.

We are all human—and the personnel of a store no less so than you or I. The direct route from the store to its customer is that from one individual to another.

Salesmanship did not originally embrace quantity selling. It was personal contact between a man who had a bushel of corn and a man who wanted a bushel of corn. The man with the corn did not announce pompously: "Mr. Cyrus Smith wishes to inform you that he possesses a limited quantity of the most desirable Indian maize of a variety highly suitable for the fattening of hogs." Not on your life. Instead he leaned up against a pigsty, rolled his quid of tobacco over in the corner of his jaw and said: "Say, Bill, them hogs o' yours wouldn't be the worse for a peck or two o' corn, would they?"

I'm not saying that advertising should be that free and easy. What one may say to an individual is quite different from what one may say to a large group of individuals. But the human-interest touch by all means should be maintained.

If Cyrus Smith were to advertise, why not write his ad something like this:

Any runts in your hog lot? One runt cuts down the average profit on a whole litter of pigs. A little corn at the right time puts the fat on the right place. Call me on the phone and

I'll deliver a bushel or a truckload of fat-producing corn,  
priced right.  
CYRUS SMITH.

There are as many definitions of advertising as there have been speakers on advertising subjects, but there is one which I think covers the case better than most others: "Advertising is creating a demand and offering to furnish the supply."

Offering to furnish the supply without creating a demand is a waste of money. Some people may have realized they wanted the article but the great majority would say, "What do I want with that?"

And how are you going to convince a man he wants something without that direct personal appeal—that suggestion that you are a human being just as he is, that you have had the same difficulties about shaving, or shoes hurting your feet or your spark plug fouling; that you have found a peach of a remedy for the difficulty and want to pass it along?

At the beginning of this paper I stated that the wonder was that too much personality does not get into advertising. The advertising of even one single article is as many-sided as human nature itself. It is as changeable as current events. It has as many possibilities as a casual conversation between friends.

Our every-day lives are almost identical with those of all other individuals. They are made up of certain activities from rising in the morning to going to bed at night. The most natural thing in the world for a merchant to do, one would think, would be to strike up a conversation with one or one hundred thousand other men, about some event or activity which is of common interest. In fact, that is what he does, if his customer wanders into the store. "Pretty hot, isn't it?" Or "You're all wet; where's your umbrella? Better let me show you one . . . So unusual a handle you won't forget it when you get off the car."

And what an opportunity for those who sell things to women. Women! Whose very lives are wrapped up in, *dependent upon* clothes and personal appearance!

What a chance for those in the automobile industry, preying upon the most easily touched phases of human nature—upon the most responsive cords of a person's being!

Another phase of personality in advertising is the amusing kind. To be able to amuse people is one of the greatest gifts. Ralph Waldo Emerson's often-quoted saying, "If you can preach a better sermon—" and so on, is not nearly so true as one I could formulate, something like this: "If you can amuse people, the world will drag you forth even though you live in the antipodes."

The world insists upon being amused. It can't live without amusement. Regardless of how hard the times are, the streets, boulevards and roads are crowded with automobiles. And you cannot deny that the automobile is an instrument of amusement, even though a man may kid himself into believing it is necessary to his business or his health.

The picture shows are full of people, the theaters never lack an audience, there is scarcely a home which does not boast a phonograph. So here is a trait of human nature which the advertiser would be foolish to ignore. Amuse your readers occasionally, and you have their attention tied up just as surely as Briggs, Webster, Bud Fisher and others have their daily audience. It isn't necessary to become a clown. You do not have to turn a back handspring to get a smile out of a friend. A few dignified words will accomplish it much more easily.

I can't tell you how strongly I feel about the change which should be made in most copy. How greatly it can be improved by a bit of human interest, or, if you prefer, personality.

And I can't help but wonder at the immense effort most people must make to keep personality *out* of their copy as they do. How is it possible?

## Modern Newspaper Service and Promotion Work

BY DAVID R. WILLIAMS

(*Manager, Service and Promotion Department, St. Louis Globe-Democrat.*)

The newspaper service and promotion idea is a development of the last seven or eight years. Previous to that time the national or the local advertiser bought his white space from the newspaper. The newspaper filled it up for him, as the advertiser instructed, and let it go at that. To be sure, Mr. Advertiser was given a few proofs, but that was all the service he got. He tried to induce the newspapers to print free reading matter concerning his business. And on some newspapers, to some extent, he succeeded.

Today the situation has reversed itself. The advertiser requests and receives a vast amount of service and promotion work, most of it free; some of it at exact cost of production to the newspaper furnishing it. But he does not, as a general rule, receive in the newspaper itself, free reading notices concerning his business.

Some day the history of this remarkable development of modern newspaper making—the service and promotion department—will be written. The speaker has been in it since July 1, 1916. At that time there were no service and promotion departments in all of New York City. There were two newspapers in Philadelphia that had established such departments and we all know of the important work that had then already been well established and was going strong on the Chicago Tribune. The St. Louis Globe-Democrat was the pioneer in the establishing of a modern, complete service and promotion department, to the best of my knowledge and belief, west of the Mississippi River. If wrong, we want to be corrected.

It is generally agreed that Colonel Holland, of the well-known Holland publications, Dallas, Tex., was the father of the whole service and promotion proposition. His little free journal, "The Co-Operator," blazed the trail for the hundreds of service and merchandising organs which have followed.

Today, with the exception of one great New York daily, and possibly a few others in smaller cities, what newspaper in the U. S. A., daily or weekly, does not do some form of service and promotion work?

Babies are born, have croup, get their teeth, have the measles and

whooping cough—and then become husky walking and talking youngsters. The service and promotion movement is, generally speaking, just entering the walking and talking stage. But we have not yet grown up. You didn't get your standardized rate card—or your Audit Bureau of Circulations—right away, either. To some extent service and promotion work in the metropolitan papers of the U. S. A. has been standardized—but not wholly.

Now, please listen to the standards of practice:

### *Standards of Merchandising Practice for Newspapers*

It is the opinion of this committee that newspapers conducting service and merchandising departments should assist advertisers in every legitimate manner to make their campaign successful.

The legitimate functions of a merchandising and service department are:

First—To study the local market and trade territory and be able to report intelligently thereon for both local and national advertisers.

Second—To furnish such information for prospective advertisers and to make market investigations which may be general in scope and applicable to many accounts, but to insist that the identity of the proposed advertiser be made known before reporting information compiled on a specific line.

Third—To endeavor to educate the dealer to better merchandising methods and to insist that advertised goods be furnished customers rather than "just as good" substitutes.

Fourth—To encourage adequate merchandising by supplying data, maps, route lists to the trade for the use of salesmen of the manufacturer or advertiser who has made a bona fide contract for advertising space.

Fifth—To decline requests for service that are clearly not within the province of newspapers, such as selling goods or other canvassing, or the payment of bills for printing and postage on letters, broadsides, etc.

*Adopted in 1921 by National Association of Newspaper Executives. Prepared by Standing Committee on Agency Relations, M. E. Foster, chairman, and Bert N. Garstin, George M. Burbach, A. G. Newmyer and Frank D. Webb, members.*

Now let me demonstrate Missouri fashion by tracing out from start to finish an every-day service and promotion request.

First, we will imagine that an advertising agency in New York has a client who is considering putting on the St. Louis market a new, trade-marked article, for instance, a new toothpaste. The agent first of all writes to the service and promotion department and requests a careful trade survey of the toothpaste situation in St. Louis. He wants to know, first, the population of St. Louis and surrounding trade territory; how many homes there are; how many wage earners, etc., etc. Then he wants to know about competing pastes now on the market.

The initial advertising contract for, say, 10,000 lines, and the

schedule come through. The resident St. Louis sales manager and his crew of six specialty salesmen call at our office. He is given a portfolio. On the first page of the portfolio is a letter addressed to the trade in general and signed by the service and promotion department, stating that such and such a company will start an advertising campaign in the paper at such a date, continuing to such a date. This is to prove in black and white to all retail prospects that the campaign is really to take place. Then the salesmen are supplied with routing books so they can cover the city stores in the quickest way. Salesmen who are to cover the territory immediately surrounding St. Louis are given fifty-mile blueprint maps. If this company desires promotion letters or promotion broadsides to be mailed to such a list of St. Louis retail merchants as they may desire, the up-to-date service and promotion department will print these in its own print shop at the exact cost of labor and material, plus the postage. This outlines the usual every-day procedure, in the majority of cases.

But there are also many exceptional cases. Sometimes they want us to help them find experienced specialty salesmen who know the drug trade, the grocery trade, or the hardware trade, etc. We have a list always on hand of such men—men whom we actually know through experience. The same thing applies to woman demonstrators for work in the large stores or in windows. We put them in touch with the advertiser. He hires them.

Often we are asked to recommend names of first-class merchandising brokers, especially for food products or drug store specialties. We supply the names and addresses and the advertiser in the other city does the rest.

Occasionally, but not often, we are requested by an advertiser unacquainted with the local trade to accompany his selling representative and introduce the latter to important buyers in the large wholesale houses or important retail houses, who buy in large quantities direct. This will give you a general idea of the usual run of service and promotion requests.

Every newspaper does more or less work which it knows will probably never result in dollars or cents business, but which will or should produce good will toward that medium. Let me cite a few personal experiences. We cheerfully and politely answer hundreds of letters a year, in which stamps are rarely inclosed, concerning names and addresses of St. Louis firms; containing requests for prices and a world of other similar matters. We have often endeavored to trace missing friends and relatives, on request. And the strangest and pleasantest experience I had in seven years, I think, was the following:

A childless couple on the Pacific Coast, both native St. Louisans, wrote me for full details as to how they could secure a little St. Louis-born orphan girl, with the proviso that she have blue eyes and golden hair. They were put in touch with the proper orphan institutions and to the best of my knowledge secured the child they wished for adoption.

As the most important function of the service and promotion department of the metropolitan daily is, in my opinion, the thorough and conscientiously secured trade survey, I will go into details for a moment. The men who secure the data for these reports on the newspaper I know best, are men who were secured right out of the leading wholesale houses in St. Louis. Each of them previously had valuable experience in selling goods in retail establishments; each of them was born and bred in St. Louis. They know the salesman's language, they have a wide personal acquaintance among merchants, wholesale and retail, of all classes. Frankly, we at Sixth and Pine streets, St. Louis, cannot see the sense of hiring any other kind of merchandising men—but merchandising men.

These trained merchandisers can get the correct merchandising facts. And they do not ever quote any firm or individual by name. Thus they can come back again.

There are certain courtesies and favors—all perfectly legitimate in every respect—that we can do in return, for these gentlemen who give us from time to time, such trade data as we need, to answer questionnaires and draw up reports. If they do not care to answer a question, probably some other man in the same line has no such objection. Our investigators go to many; sometimes to fifty different men, if the questionnaire is of special importance.



## Some Suggestions for Beginners in Journalism

BY GEORGE B. DEALY

*(President and General Manager of the Dallas News.)*

It has been my fortune to have been with one newspaper concern for almost forty-eight consecutive years. During that period I have had the privilege of being associated with many successful newspaper executives. Gleaned from such sources and from my own experience, it shall be my endeavor to tell you, as well as I can, some of the things the average publisher regards as requisites of success in journalistic work.

In the old days newspaper men, or journalists, were developed by hard experiences, by hard licks, starting in as a devil, and eventually reaching the top or dropping by the wayside, as the case might be. But the graduates were few in number. Surely with them it was a hard grind. But we must remember that the business in the old days was much smaller and simpler than it is today. Journalism has developed wonderfully in the last twenty or thirty years, and with this great development many complex problems have been added. It is so with most lines of work. Thirty years ago we never dreamed of doing things that are commonplace today, or of the publishing business developing into the magnitude it has now reached.

So with this growth and development and added complexity there came a demand for practical, scientific training, which is being given so splendidly in this institution.

You young people can count yourselves fortunate indeed to be living in this most progressive age and having opportunities never dreamed of in earlier days. As you know, schools of journalism, when first started, generally were looked upon by old-time newspaper men as foolish fads. Not so now. These schools are recognized by those who have knowledge of their product as agencies of great assistance to newspaper publishers in endeavoring to furnish young people well grounded in the fundamentals of the profession, and especially as agencies endeavoring to equip their graduates with a high sense of the responsibility and nobility of the calling. With such splendid and scientific training as is now afforded, there is sure to come a gradual improvement in the character of newspapers published, in their aims

and ideals, and in the quality of those who comprise the profession itself.

In this School of Journalism you combine theory with practical work in that you publish a real town newspaper—one you have cause to be proud of. This undoubtedly will prove a big advantage to you when you enter upon your calling.

What is your calling to be? I am told that most of your graduates incline toward the news and editorial, or advertising and business departments. All right, if your liking is for the literary end, start in at the bottom round of the ladder and crawl up. And don't be impatient. The lack of patience has ruined the prospects of many and many a young man.

Get a job as a cub reporter on a good newspaper and begin. No work on any newspaper is more important than reporting. Every item and every phase of news in the whole paper is reporting. Whether the assignment is to cover a dog fight or the biggest and most important convention or the world's greatest battle, it is largely reporting what takes places. And no assignment should be considered trivial. Many a young man disgusts his city editor by objecting to what he deems insignificant assignments.

Reporting on a daily newspaper is splendid training. You see all phases of life and if you observe and remember, you will acquire a fund of information that will help you in ways you little dream of.

As a reporter, if you are anxious to develop, you will be enabled by hard work, close application and observation to learn a great deal about the newspaper business generally. Likewise, about all manner of things. It's a marvelous opportunity, especially for one who has had good educational preparation.

Try to acquire all manner of information. Read your newspaper carefully and keep up with the times so you will know what's going on. If you are to interview a man you should know something at least of what he is talking about. And if you report a meeting you should have a clear understanding of the object of the meeting; otherwise you are likely to miss the main points. If you possess an abnormal supply of temperament, use the "For Sale" column of the classified pages and get rid of it as quickly as possible. It's a serious hindrance.

Everybody makes mistakes, and you will make them; but remember that mistakes are experiences. Be sure to profit by them and don't make the same mistake twice.

Editors have little use for "genius." They want accurate and dependable men. Brilliancy, wittiness and such come in all right as a side issue after the man has established himself as a worker.

If it takes three years to develop a football player, it takes many more years to develop a first-class city editor. I do not mean to say that you must work as a reporter for so long a time before you are advanced to this position, but I do say that before you become really worth while in the job you must have had the benefit of years of acquaintanceship with the city and state, the people and the policies of your paper; and you must have acquired the fine art of handling men. This last is a long, tedious task, for each man is different from every other, and in order to get the best out of each, the editor must have the advantage of an intimacy with hundreds of other men, and the determination to study his present force, and the wisdom to perceive that the surging ambitions of the individual members of his force are an advantage, if controlled, not repelled.

If your inclination be toward editorial writing, prepare for it. Don't worry about style. It will come to you naturally if you form a systematic habit of reading the right kind of literature. The chief editor of *The Dallas Morning News* has read the Bible through several times and is now studying the New Testament. You can't do better than to follow his example, for this book of books is the greatest English classic and contains all the wisdom of the world. Incidentally, its study will improve you morally and spiritually.

Your experience as a reporter and in the news or telegraph departments will be invaluable for editorial work. A successful editor on a daily newspaper must be a man of wide and general information, but above all, he should be judicial in temperament, well poised and sympathetic, one who loves his fellows. An ability to analyze clearly the problem of the day and to understand the general psychology is indispensable. And fortunate is he and the newspaper he writes for if he possesses that rare quality of judgment called common horse sense.

Perhaps your talents lie in the direction of the business, advertising, or circulation departments. These departments are similar on various newspapers. All successful newspapers of character and standing are conducted along sound business lines, yet each has its own peculiar systems and plans of operation. If you wish to progress in these departments—and they are all closely related—take any job that is available and start in. Learn to do thoroughly and satis-

factorily the specific job given you. If you have natural capacity in these departments, all you need worry about is to get a start.

Don't confine your interest to your own job, or to the department in which you work. Take an interest in the whole works. I don't mean for you to neglect your own work or for you to be officious, but be friendly and helpful to all around you as opportunity offers. If you are in the advertising department, for example, and can give a helpful tip or show a kindness to someone in the reportorial, stereotyping, circulation, or any other department, do so. Innumerable are the occasions which offer opportunities to show a friendly spirit to those around you. Such an attitude on the part of all concerned would be generally helpful, would make life more pleasant, and the business as a whole more efficient and successful.

If you get work with a newspaper of the right character, a going, growing concern in a good, progressive city, stick to it. Stick-to-itiveness is another word I want to emphasize as strongly as I know how. Almost invariably the possession of this quality means success, and the lack of it usually spells failure. If you do not now possess it, put forth every effort to acquire the habit of stick-to-itiveness, pertinacity, determination to succeed over every obstacle. If there is a royal road, its name is Tenacity avenue.

A short time ago we had occasion to fill the position of the head of one of our departments. The one that got the job was the man whom we felt we could count on to stick to us. Incidentally, I am glad to say he is a graduate of the Missouri School of Journalism.

Let me emphasize this thought: One of the best qualities a man can have is a determination to connect himself with a good concern and stay with it, sink or swim. We would not think of advancing a man to an executive position unless we were certain that he could be counted upon to make our work his life work. True, other strong qualifications are necessary, but none is more important than this one. No one of you can make a mistake in sticking to your job, in spite of disappointments, in spite of what may seem to you unfairness on the part of others, in spite of the fact that you may be able to get more money somewhere else.

When our concern gets an application for employment, we ask that a blank form be filled out. In this way we ascertain the jobs that the applicant has held in the previous five years and the length of time in each. And if we find that he has had several jobs within that period, the applicant doesn't appeal to us. There are exceptional cases, but very few. As a rule a man who is a drifter is not wanted.

I have employed several "rolling stones" because of their other qualifications. I recall no case in all my experience where I did not make a mistake in hiring them. Give me the man that will stick.

The cities are overloaded with trifling, inefficient, undependable people; while those who have loyalty, character and ability and those other qualifications necessary for leadership and success, are as scarce as hens' teeth. This is deplorable, but it is a fact well known to all employers. Only last month I was conversing with the head of a business house in Dallas whose brother and partner in the business died a few years ago. He could get plenty of help, he said, but not of the right kind.

"What would you give," I asked him, "to secure a man as your chief assistant who was in every way competent and dependable, and who would take as much interest in your business as you do?"

"If I could find such a man," he replied, "and could tie him to me, I would give half I possess rather than lose him."

Dependability is a rare and valuable trait. For example: an executive is continually sending written inquiries or orders on various subjects to persons in the several departments. By experience he learns that certain persons thus addressed may be depended upon to respond promptly or to attend promptly and properly to the business in hand. In dealing with certain others he lacks this confidence and is compelled to keep behind the message or order to get proper attention. One is dependable, the other, alas, is not.

Another exasperating experience of the average executive is to make a rule on a certain subject, only to find in a month or so that it is ignored and also that the man who is supposed to see to its continual enforcement has permitted it to become a dead letter.

The really dependable man, the one who respects rules and regulations which are the result of past experiences, the one who continually carries messages to Garcia, the man to whom you can give a job and feel sure it will have prompt and proper attention, is a great comfort and of real value. Therefore, I say, be dependable.

But don't be content with being a dependable machine. Cultivate another important qualification—initiative. Think things out, cultivate ideas and use them, be alert, be progressive.

Enthusiasm, too, is of immense importance and is a valuable trait. It creates interest, and frequently brings success where the lack of it means failure. And remember this: If a newspaper or any other business enterprise succeeds, it is enabled, in proportion to its success,

to do better by those who are responsible for such results. So does not self-interest suggest that it should be the joint concern of all connected with a business to do everything possible to make the concern, as a whole, successful?

Very few will become wealthy in this calling. Yet journalism can and does furnish splendid compensation to those who earn. Newspapers have well been called the University of the People. The power for good which they possess is beyond calculation and the conscientious, efficient journalist has daily opportunities for real and lasting service to his fellows, opportunities possessed by few men. Journalism affords ample and adequate compensation in this way. And after all, this is the way of a successful life. The Master said, "Even as the Son of Man came not to be ministered unto, but to minister."

In the building of The News in Dallas there are over fifty pictures of the same man. The pictures are rather small; all are framed; there is no name on them and nothing to indicate who the man was or why the picture is found in the various departments and in all sorts of odd places. They are seen near each of the big presses, in front of the editor's desk and are visible to the office boy. Inquiry will develop the fact that it is the picture of one of the Texas heroes, whose name was David Crockett, and whose slogan was:

"Be sure you are right, then go ahead."

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Edited by

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As part of the service of the School of Journalism, twenty-five bulletins have been published for distribution among persons interested. Most of these are now out of print, so that no more copies can be distributed, but they may be borrowed from the University Library by any responsible person upon application to the University Librarian.

The following bulletins are still in print. Copies may be obtained, while they last, by application to the Dean of the School of Journalism, Jay H. Neff Hall, Columbia, Mo. All are free except where otherwise noted.

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