

**LECTURES IN THE FORUM IN INDUSTRIAL
JOURNALISM AT THE NEW YORK
UNIVERSITY, SEASON OF 1915: UNDER
THE AUSPICES OF THE NEW YORK TRADE
PRESS ASSOCIATION; PP. 1-127**

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Lectures in the Forum
IN
Industrial Journalism

At the New York University
Season of 1915

Under the Auspices of
THE NEW YORK TRADE PRESS
ASSOCIATION

With an Introduction by
ALBERT FREDERICK WILSON
Department of Journalism, New York University

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INTRODUCTION

It is a significant thing that marked industrial energy in a nation is always a by-product—the result of coöperative thinking. An insular state of mind grows a row of potatoes on a side hill where its grandfather planted a hundred years before. The progressive sum leads out to exhaustion. A man thinking alone lets his ideas eat in on the species. Men thinking together fertilize energy through the process of attrition. Dynamics knows of no force that can compare with that created when strong men's ideas rub elbows. It is not sloth that endangers a nation's progress—that can easily be cauterized. The insidious peril is insular energy working out to self-exhaustion.

Chronic insularity, with its attending evils, was torn to shreds by the teeth of the printing press. Men no longer plant potatoes year after year on the side hill. Somewhere, a printing press jammed its indignant jaws together and stopped the folly. By that act the press, the potato patch, and the enlightened energy became social factors. There is nothing more vital to society than the printing press that tells men how to work.

In this small volume of lectures we have gathered together the addresses which were delivered before the Forum in Industrial Journalism at New York University during the session of 1914-1915. The purpose of the Forum was to acquaint young men and women of the university world with the opportunities the business press offered for life work. The Department of Journalism of New York University, in coöperation with the New York Trade Press Association, presents this book as the first contribution toward a record of the beginnings and development of industrial journalism in America.

University training for business journalists was first suggested by Mr. Horace M. Swetland. Several years ago he wrote Dean Joseph French Johnson, of the School of Commerce, Accounts and Finance, proposing that the Department of Journalism at New York University institute a lecture course in trade and class journalism. Dean Johnson immediately recognized the service that such a course might accomplish. He turned the matter over to a committee to consult with the New York Trade Press Association, his one stipulation being that if the

course were founded the instructors must be men of practical experience in the field of business publishing. Under the Presidency of Mr. William H. Ukers, the New York Trade Press Association determined to offer preliminary information on the aims and scope of the business press through the Forum in Industrial Journalism.

The Forum was not designed to offer a formal academic course of instruction. There is no attempt here to cover the making and editing of a business journal in all its technical detail. The first step was to inform university students of the possibilities of the industrial field. Very little has been known about these opportunities. Even in the allied fields of journalism there has been a surprising ignorance of the work done by the industrial journals. The Forum purposed to tell young men and women what an industrial journal was, what it did, how it was made, and the chances it supplied for a satisfactory life work.

How well the Forum lecturers accomplished their purpose can be ascertained by a careful reading of these pages. The lectures are inspiring, personal stories of success and constructive work. We have here a handful of pioneer publishers who have made industrial journalism what it is to-day. They have told in a sincere, straightforward manner what they put into their journals to make them of vital service. We of the University have felt especially gratified that we were able to present these men of dominating energy and courage to the student classroom. It is such coöperation as this that gives the modern municipal university its opportunity.

The lectures really need very little introduction. They have explained the purpose and working methods of the business press more clearly than I could hope to do. However, in reading over the papers, I have been impressed with one phase of the work which the industrial journals are doing which, I think, has not been strongly enough emphasized. That phase is the social benefit attained through the reaction of the service done for the industrial life of the nation. I do not mean to suggest that industrial publishing is a philanthropic mental condition. It is much as Mr. Hill has said, not even a profession, but a business, pure and simple. Still, the reaction of honest, constructive business service is always in favor of the social good. It would not be difficult to establish the fact that social welfare rests on nothing so important as honest industrial service. If we grant, then, that this service is being rendered we must not forget as a social body the debt we owe. It is just as vital to the nation's industrial life that the business press have all the privi-

leges of easy and cheap distribution as it is to the world of current events to have second-class newspaper and magazine entry.

In closing this short preface I have been tempted to lift a few quotations from the lectures and place them here for emphasis.

Mr. Ukers' "Standards of Practice" ought to have a page to themselves in this book. Mr. Swetland's "the desire of industrial supremacy may be mentioned as one of the great indirect benefits bequeathed by an industrial publisher to an industry," is splendid. And this from Mr. McGraw: "the time is at hand when the service rendered the reader through the advertising pages (of an industrial journal) ranks with that provided him by the text pages . . . the messages are of immediate value." "Summed up," says Mr. Simmons, "the inside story of success of any trade, technical or class journal lies in the determination to make a paper that will lead the industry to which it is devoted—that will be a motor, not a trailer; that will show men how to build a business and run it economically and efficiently." "It is of the highest significance," says Mr. Root, "that the clientèle of the business press is made up of the industrial and mercantile bone and sinew of the nation." I like Mr. Taylor's: "The trade and technical press stands for the American business man. It believes in his genius, his brain, his honesty, and his integrity; that he is engaged in solving great problems, the solution of which will bring benefit to mankind." I should like to quote some of those remarkable illustrations of the right and wrong way to print which were furnished by Mr. Oswald, but his slides cannot be set in type, unfortunately. And last, I must quote that ringing word of good cheer and welcome to Youth from Mr. Hill. It has so much of Youth in itself. "I am not one of that vast army who declare that their field is overrun and no good. The technical paper field is good, and needs brains and energy and initiative and hustle, just as much as ever, and the rewards are just as sure, and liable to be larger. . . . It always makes me smile to hear a master workman announce that he wouldn't want a son of his to learn his business—I wish I had one that wanted to learn mine. I'm not afraid some bright young man will take my place. I'm afraid he won't."

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