

# Story of Milwaukee Progress

(Continued from page one)

The Puget Sound lines were not built in a day nor a year. Long years passed while the master minds were working out the details and the crossing of the Missouri on the splendid steel bridge at Moberg was not undertaken until all the details had been carefully worked out. This bridge marks the connecting link between the East and the West, the dividing line between the older company's lines and those of the extension. While the parent system has recently taken over the

the valleys of the Kittitas, Snohomish, Cherry, White and Stuck rivers, Puyallup and the Grays Harbor country. It also will develop Northern Idaho. Into all the above sections, branches will be built from time to time as traffic conditions shall warrant, thus establishing producing centers which have for their market place the far East of which Chicago is the center, and the ports of the Pacific Ocean, a future condition that means the steady increase in its freight traffic earning power.

have been induced to settle along the line of the road. Every agent has been named a publicity man in singing the praises of the West and the Puget Sound country throughout the land until the East is ringing with the call of the Milwaukee.

Officered by a set of men who have largely been together for the last 30 years and more; all working in close harmony from the highest official to the most obscure messenger boy; aiming to build up in every conceivable manner and to improve the service, is at the time.

# Men Who Aid City's Papers

(Continued from page one)

stories. Not only are the papers handicapped in this direction, but telephone and telegraph facilities are frequently limited. This state of affairs often prevents the correspondent from getting a good story to his paper, although he may have all the facts in his possession. All of these circumstances are known, however, and recognized by the managing editors and "go" as excuses for what seemed negligence at the time.

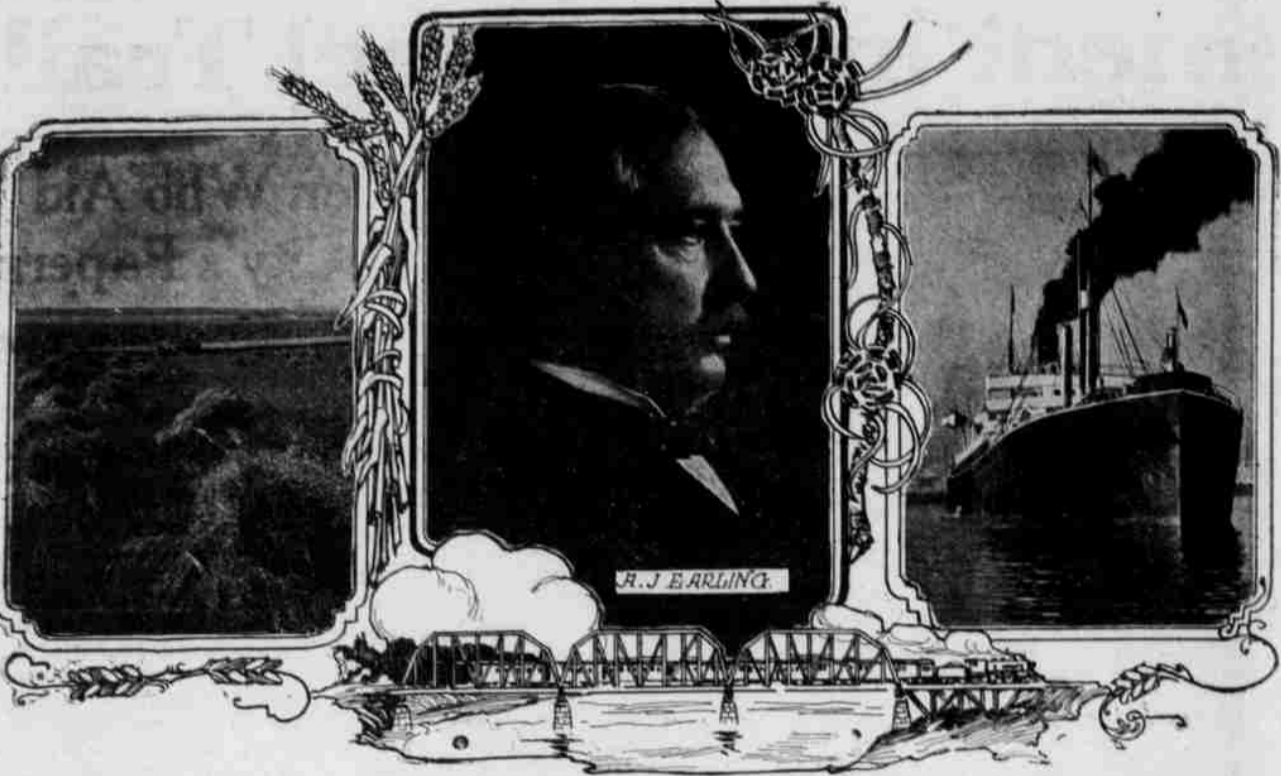
The country correspondent is not supposed to sleep. Technically he is always with his ear to the telephone taking orders by "long-distance" or else waiting for the messenger boy with his yellow envelope and signature book. In his book of instructions the correspondent is given emphatic orders to be in touch with the telephone or telegraph at all hours of the day and night, so that he can be given an assignment with as little delay, almost, as a staff man in the home office. Not only must he be on the alert after events that will read well in the columns of the city papers, but also must he be prepared to respond immediately to an order to secure an interview with some "leading citizen" or investigate some report which may have reached the managing editor. He may be required to hire an automobile and race "cross country" in pursuit of some clue or he may be required to secure photographs of persons who may feature among "the killed" or be the principals in some crime or scandal. There is no time given him to ask for explanations, instructions, or just what he is supposed to get. There is no time for questioning concerning possible expense, loss of sleep or meals. The live correspondent, however, never thinks of these things. He promptly forgets his family and his body and obeys orders like the faithful servant he is. That he must get what he is told to, and that delay will not be tolerated, is the one principle under which the correspondent works. Due consideration of especially trying circumstances or obstacles is made by the man at the city desk, it is true, but the circumstances must be very trying and the obstacles almost unsurmountable. The country correspondent does not expect quarter, neither does he give it. The story his paper wants is the one that his paper gets, no matter whom it may concern or what interests may be involved.

First and foremost, the correspondent must be reliable. Exaggeration, falsification or, worst of all, pure "faking" will not be tolerated, and the guilty correspondent is "fired" immediately if his faults are found out. There is always some reader or subscriber of the city papers who sends an indignant letter exposing the correspondent and his questionable story. A sharp reprimand usually comes before dismissal. It behooves the correspondent, therefore, to obey his instructions to the letter. Far better it is for him to let his paper get "scooped" than to wire a libelous article or a story that may call for a retraction in the next issue. Next to reliability comes alertness. The correspondent must have a "never-asleep habit." To be successful he must be in touch with everyone in his county who is situated at a fountain head of news. He must have on his staff the police, the sheriff's office, telephone and telegraph operators

—in fact, any and everybody who may possibly bear of a good news item. Thus it will be seen that the correspondent must be a diplomat and "stand in" with all sorts of people. He must be a person of considerable magnetism to keep his hold on his corps of volunteer assistants, for he cannot afford to pay them for their trouble in his behalf. The correspondent with the most friends is the one to whom the managing editor many miles away must often write letters of commendation. The managing editor does not know how his correspondent gets his stories. He doesn't care. He knows that the paper is being well served, and that's enough to know.

The correspondent's work is governed by a code of rules to which he is supposed to adhere strictly. When a story develops he is required to "query" or "schedule" his paper, giving briefly the nature of the news and the number of words in his judgment necessary to tell it properly. For instance, he will prepare a message something like this: "Collision on G. & N.; 10 killed, 25 injured; 500. SMITH." If he has a less important story his "query" will read like this: "John Jones, prominent farmer, commits suicide while insane; 100. SMITH." The editor who handles the message will order the story at once, providing he wants it. If he orders it he will send a message something like this: "Rush suicide," or "Send wreck story." He may enlarge or cut down the number of words suggested by the correspondent. He may order only 200 words on the wreck, or he may ask for 1000. Editors gauge the orders sometimes upon their personal view of the human interest attached to the story, the policy of their paper and the pressure of space. All these things must be considered in handling the hundreds of queries that pour into the office of the metropolitan paper day after day. It takes genius to pick the wheat from the chaff, to secure everything of interest and importance and still avoid printing libelous matter and spending money for worthless messages.

The principal source of woe to the country correspondent lies in the proneness of the managing editor to detail a staff of men to handle what big stories come up and thus deprive the correspondent of a chance to fatten his "string." In cases of important political gatherings, conventions or sensational or mysterious crimes the editor may prefer an original and extensive story, one different from that sent any other paper, and he sends a man who is familiar with the style and policy of the paper, and who will turn out a story in accordance with the ideas popular to that particular publication. When such assignments are made the correspondent usually gets disgusted with his job and rebels at what he considers unfair treatment. He is called upon to assist the staff man in every possible way—as a rule, it is the correspondent who gets the story and the staff man who writes it up. The reward of the correspondent is usually a cigar or a drink, while he loses out on the anticipated fattening of his "string" to the extent of a column or more. It might be explained that "string" is a well-known newspaper term for the aggregate of clippings of stories sent by the correspondent or space writer to his paper. These clippings are saved day by day, and at the end of each month are pasted together and marked off by the column, remuneration being made at so much per column.



A. J. EARLING

whole western extension, the bridge still marks the dividing line between the old and the new and for years to come will designate the link bringing two great railroads together. The line from Moberg was planned from the very start to be built upon standard lines with the least possible bar to efficient handling of freight and passenger traffic. Close attention was given to agricultural and general industrial possibilities with the result that the line has been constructed through a wealthy and scenically beautiful region with a "back country" of undeveloped resources that will take years to develop but which will forever be tributary to the main line. At Roundup a great coal mine was opened and the fuel supply was assured. In Montana the route was selected through the far-famed Judith basin and the valleys of the Yellowstone, Musselshell, Smith River, Gallatin, Deer Lodge, Missoula, Blackfoot. In Washington the line traverses

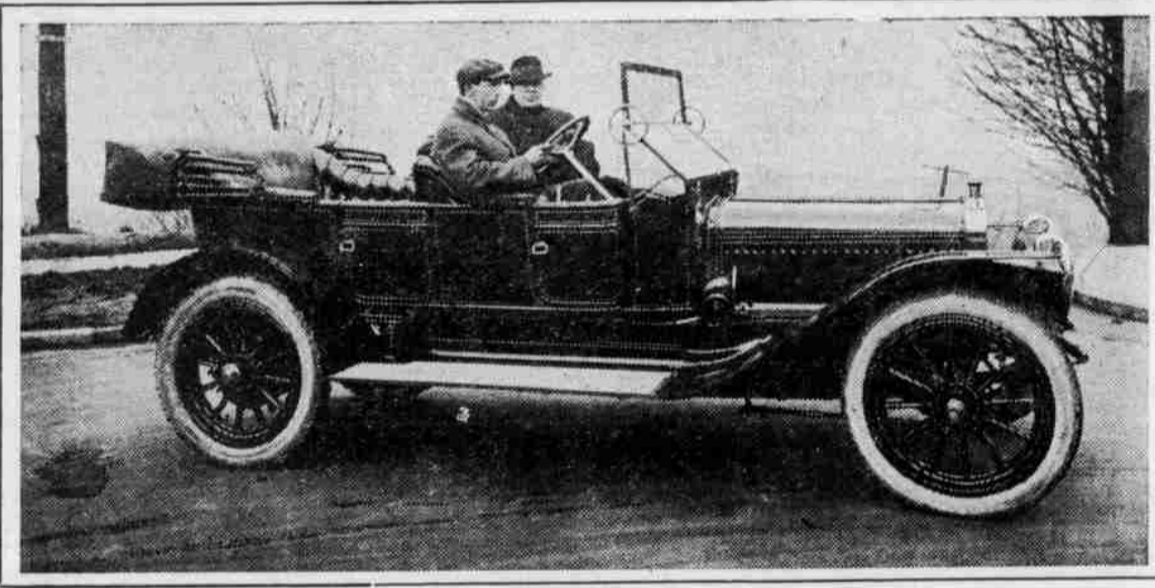
While the first attention has been given to the industrial upbuilding of the country traversed by the new line, the passenger department was equally aggressive. The initial train sent out of Puget Sound was the equal of any in the world. Combining all the established features of modern railroad travel with many new ideas, the train made up from headlight to tail light of Milwaukee equipment of latest build and steel construction, the Olympian, named for the capital and greatest mountain range in the State of Washington, carried through the cities, villages and farms a message of new ideas of transportation by rail and it is no unusual sight to see the Montana ranchman entering into the spirit of four o'clock tea with a zest that heretofore has only been known to the leisure-loving Englishman or New Yorker. The work of colonizing the country has been carried on systematically and already hundreds of sterling families

it any wonder that results are being obtained?

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