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# THE ECHO



AN AMATEUR JOURNAL.

Representive Amateur of Northern California.

VOL. I.

HONCUT, CALIFORNIA, MAY 1, 1897.

NO. 2.



## A NATURAL BRIDGE.

Written for the Echo.



It is one of the most wonderful structures Nature has left to show her handiwork. The bridge spans the mountain chasm in which flows a little stream called Cedar Creek, the bed of which is more than 200 feet below the surface of the plain. The middle of the arch is 45 feet in perpendicular thickness, which increases to 60 at its juncture with the vast abutments. It is 60 feet wide, and its span is almost 90 feet. Across the top is a public road and being on the same level with the neighboring country, one may cross it in a coach without being aware of the interesting place. It is on the abutment that many names are carved by persons who have climbed up the face of the precipice. For a number of years the name of George Washington

cut in the rock when the Father of his Country was a boy, stood high above those of all the other daring spirits. In 1818, however, a student of Washington College, Virginia, James H. Piper by name, climbed from the foot to the top of the rock.

A VIRGINIA AMATEUR.

## CURRENT COMMENT.

THE ECHO, an amateur journal, edited by Frank V. Battke, an amateur journalist, and devoted to amateurs, has made its appearance at Honcut. May it meet with more than amateur success and keep pace with the "Times."—Biggs Notes.

What we need most just now is a few amateurs who are willing to make amateur journalism their FIRST interest. There are too many dabblers—too few real workers.—Finlay Grant in January, "As You Like It".

(Continued on page 2)

# THE ECHO AN AMATEUR JOURNAL.

FRANK V. BATCKE, Editor.

## ASSOCIATE EDITORS.

ARTHUR A. AMES, Yuba City, Cal.  
ANDREW L. JOHNSTON,  
203 Second Street, San Francisco, Cal.

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Special rates for continuous and large advertisements.

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We are not responsible for opinions of correspondents.

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In remitting, send Money Order or Silver. Never send stamps.

Address everything to,  
FRANK V. BATCKE,  
Honecut, Butte Co., California.

Representative Amateur of Northern California.

VOL. 1. MAY 1, 1897. NO. 2.

## EDITORIAL MENTION.

"The pen is mightier than the sword."—Richelieu.

Notice the improvement in this issue over the last.

THE ECHO has met with success so far—but the future.

Success is natural when you try to succeed.

Manuscript in the last issue scarce—this issue a little better.

An encouraging word is often better

than a dose of medicine.

There is no failure except in no longer trying to succeed.

We have added two extra pages to THE ECHO this issue and hope to add the same amount next issue.

Amateurs are very slow in sending in their papers: The "Amateur Bohemian" is the first we received.

Genius is really only the power of making unceasing effort, only the power of going at a thing and staying with it until success is attained.

War has been declared between Turkey and Greece, let them fight it out—a good debating subject at the meetings of Amateur Press Club's.

Free Silver—Gold, Cuba—Spain, Turkey—Greece—what next? Why the N. A. P. A. Convention at 'Frisco—the liveliest time in Amateourdum.

In the editorial column of "The Howler," published at Marysville, dated Monday, April 19, 1897, is an article headed, "Let Your Light So Shine," an article burning up the editor of THE ECHO.

It is about the book advertised by the Gaiety Pub. Co. of San Francisco, in the last issue of THE ECHO. The editor (or rather one of the staff of a Marysville daily, in who's office this journal (The Howler) is published) states that the editor of THE ECHO has not much regard for the morals of youthful readers of his advertisements. This book advertised is the history of the life of this once famous English poet, known all over the world. "The Howler" states that this book is immoral, they have never seen or read a copy of it.

We wish to have the readers of THE ECHO to know that this book is as moral as any history of any man's life ever published.

THE ECHO, 25 cents a year.

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**William R. Hearst.**

William R. Hearst, who has so persistently fought the Southern Pacific Railroad in its endeavor to secure an appropriation of \$54,000,000, is one of the most interesting of American journalists. He is publisher of the San Francisco Examiner and the New York Journal. He is the son of the late Senator Hearst, of California, and inherited most of that rich man's millions. His wealth is estimated at \$12,000,000. To say nothing of an enormous income, The Examiner he has made a power on the coast, and his career in New York Journalism has been as full of color as a kaleidoscope. Personally he is a generous, lovable young man, true to his friends and strong in his aspirations. He is a native of California and only 36 years of age.

**Might Object.**

A physician says: "Girls in feeble health should take a tramp through the woods or fields every day." But suppose a tramp should object to being taken through the woods or fields every day by girls in feeble health?—*Binghamton Republican.*

The San Francisco Examiner has added a color press and now issues a colored supplement each Sunday. The Examiner allows no paper in the world to get ahead of it in anything that goes to make up a good modern newspaper.

**Spicy Reading**

**THE ECHO**

Frank V. Battle --- Editor,  
Honcut, California.

Published semi-monthly in interest of amateur journalism, by amateurs.  
Advertising rates on application.  
Subscription 25 cents a year.  
Sample copies free.

**Always a Bulley.**

In a crowd of boys there is always a chief bulley and when he commences to pick on a smaller boy the rest of the "gang" always want to help him. It appears that European nations are built on the same plan. Big Bully England started to frighten little Greece and Russia, Germany, France and others joined in. As Greece refuses to be badly frightened it has placed the "gang" in a bad position as, if a fight is started, they may all be mixed up in it, and, like all bullies, none of these powers want to fight.

Words of encouragement cost nothing yet they lighten many a heavy load and brighten many a dark pathway.

Many a writer has secured a position through the writing of one bright article, and lost it through the inability to write another.

A cat's nine lives is not to be compared with the vitality of some politicians whose political deaths were chronicled many years since.

The airship craze has hit Michigan and Illinois and a number of people claim they have seen a mysterious light moving through the skies and that they could distinguish the outlines of an air-ship. These people may be right but it is more than probable they have been duped by some clever practical jokers.

It is scarcely likely that a publisher would keep the circulation of his medium a secret if he had any idea that advertisers underestimated it. Hence the refusal of a publisher to render a statement indicates that his paper possesses a smaller circulation than it is credited with having.—*Printers Ink.*

ONE YEAR, 25 CENTS, THE ECHO.

# THE ECHO

## Amateurs Take Notice.

An Amateur Journal Directory containing a full list of amateur journals published in the United States and also a full list of Amateur Press Clubs, will soon be published.

Local of your paper giving a discription, such as size of page, when issued, etc. See diagram in next issue of ECHO.

### ADVERTISING RATES,

One inch .....	\$ .50
Whole page (four inches) .....	\$2.00
Points about your paper inserted under local per word	\$ .01

For further particulars address,

FRANK V. BATCKE, Publisher, Honcut, Cal.

### Standard Amateur Journal Directory.

To The Publisher: Please fill out the following and return as soon as possible. No charge for local. Points about the paper inserted under the local at the rate of 1 cent a word.

FRANK V. BATCKE, Publisher, Honcut, California.

Full name of your paper .....

When issued .....

Circulation .....

Number of pages .....

Size of page .....

Subscription price per year .....

When established .....

Editor's name .....

Address .....

City .....

State .....



## OUR CONTEMPORIES.

"Amateur Bohemian"—On hand, fine piece of work, and spicy reading matter, the illustrations hit top mark, and as I said before—"very artistic for a small sized paper." The doors of THE ECHO "office" will always be open to welcome it.

The first number of "The Howler" published by Eddie Lunsford at Marysville, Cal., has reached our desk. We hope that it will be successful.

Has arrived at our sanctum Vol. 1, No. 1, of the "Notes", published by Otto A. Krumber, Indianapolis, Ind., it is neatly illustrated, but we think it could have at least eight pages, for two pages is not enough for a quarterly journal,

The Normal Record, published monthly by the Normal School at Chico, has reached our desk. It is neat, newsy and spicy.

The "Horse Shoe" of March dropped in on us this month, but by luck no one was hit. It is the supplement to the "West", and presents a neat appearance.

"Monthly Visitor" of March is amongst our monthly visitors, in it's tenth volume and this is the first copy we received, call again, always welcome.

"The Junior World"—March number, is an up to date amateur journal—small but oh! my.

An amateur journal in criticising the last number of the "Texas Amateur" says its "out of sight". I should say it was for I haven't received a copy of it yet.

Ripans Tabules: at druggists.  
Ripans Tabules cure dyspepsia.  
Ripans Tabules cure dizziness.

Advertise in

 THE ECHO 

It Pays.

\*  
Advertising rates on application.

## Stage Chesnuts.

If there is a modern drama in existence in which none of the following sentences are to be found we would be glad to know it's name:

"Unhand me villian."

"I am lost."

"You have pronounced your own doom."

"Fly, ere it is too late."

"Is it thus that we meet after all these years."

"No resource is left but death."

"Maudeville Invok's you are in my power."

"Man, man have you no pity."

"Ah! you tremble."

"This then is the end of all."

"Reginald! Reginald! Great Heavens he is gone."

"Hector Reilly! you see before you a desperate man."

"Can he suspect?"

"And this is the man I called my friend."

"Villian you have betrayed me."

"Have you no mercy."

"She must, she shall be mine."

"For years I have waited for this hour."

"Die base wretch."

"It is the long lost will."

"Help, help or I shall escape."

"Who will save me."

ANDREW L. JOHNSTON.

## CURRENT COMMENT.

(Continued from first page)

Frank V. Battke, formerly of this city, is now editor of THE ECHO, a semi-monthly amateur journal published at Honcut. Mr. Battke organized the Good News Club, and other societies for young men in this city. He is a promising young writer and his many friends join us in wishing him success.—Sutter Independent.

Frank V. Battke; who has worked on the Sutter Independent in Yuba City, has gone to Honcut where he has started an Amateur Journal. "We wish him success."—The How-

# THE ECHO.

It was a cold and stormy night.  
A man stood in the street;  
The cold grey tears stood in his  
eyes  
And his shoes were full of feet.

## BUSINESS LOCALS.

Locals: cent a word under this heading, no charge for name and address. Send money with the copy.

Just think of it—A Hogans Alley Yellow Kid for only 10 cents. Address F. V. Battke, Honcut, Cal. See ad page 4.

Watch  
This  
Space.

### ANDREW L. JOHNSTON.

233 Second Street, San Francisco, Cal.

Is the only authorized agent of the ECHO in San Francisco.

He may receive advertisements and subscriptions. x



—THIS SPACE  
FOR RENT.  
AT THE REGULAR  
RATE.

JUST THINK OF IT—A local of 10 words published in the ECHO one issue for only 10 cents. 1 cent a word, no charge for name and address. Try one.

### FRED C. S. FISCHER,

Amateur Advertising Agent,

Has the authority to receive subscriptions and advertisements in the State of New York for THE ECHO.

Circulars, papers, and samples distributed. Signs tacked up, and bills posted. Amateur papers mailed, 200 mailed on trial 10 cents.

This paper is always kept on file in his office. Also agent for other amateur papers.

144 7th Avenue, New York City, N. Y.

## No Amateur . . .

Can afford to be without

# THE ECHO,

Issued Semi-Monthly, in interest of Amateur Journalism.

Twenty-five cents a year.

Sample copy free.

## FRANK V. BATCKE

Honcut, California.

Subscription Blank on another page.

## SAY!

Just what you want

Is a Hogans Alley Yellow Kid.

The Yellow Kids have been made famous in the pages of the New York Journal and World. He is the original Hogan's Alley Yellow Kid. Sent to your address 10 cents each, 3 for 25 cents. Frank V. Battke, Honcut Cal

ONE YEAR, 25 CENTS, THE ECHO.

## "Great Scott"



It is true that the ECHO is a payable advertising medium. I inserted an advertisement and orders rolled in like hot cakes. Try one and see yourself. THE ECHO.

**WANTED—AN IDEA** Who can think of some simple thing to patent? Protect your ideas, they may bring you wealth. Write JOHN WEDDERBURN & CO., Patent Attorneys, Washington, D. C., for their \$1.50 prize offer.

## DON'T!

Miss this golden opportunity, but send 25 cents—silver or money order to the address below and you will receive a Hogans Alley Yellow Kid and one years subscription to the ECHO. The regular price of the ECHO is 25 cents a year and a Yellow Kid sells for 10 cents. This way you are getting 35 cents worth for 25 cents.

This offer is only good until June 1, 1897.

FRANK V. BATCKE, HONCUT, CAL.







