

The Newspaper Man

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# The Newspaper Man

FOR  
PRINTERS, PUBLISHERS AND REPORTERS.

Vol. I.

SAN FRANCISCO, CAL., JANUARY, 1893.

No. 5.

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C. K. McCLATCHY  
EDITOR OF THE SACRAMENTO DAILY

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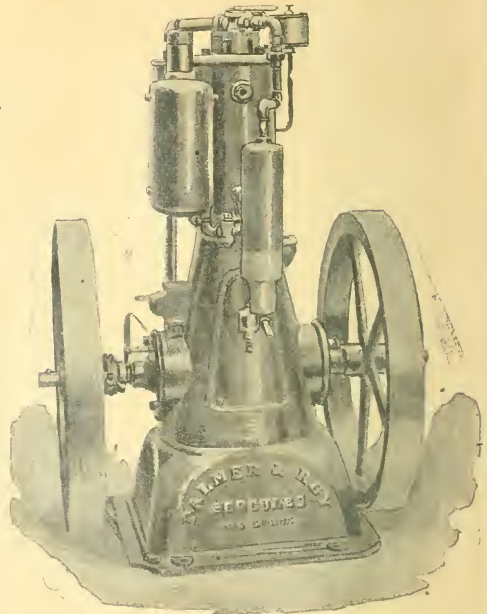
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# THE NEWSPAPER MAN.

VOL. I.

SAN FRANCISCO, JANUARY, 1893.

No. 6.

## CHARLES K. McCLATCHY.



HAS. KENNY McCLATCHY, editor of the *Sacramento Bee*, was born in that city on November 1st, 1858. His father, the late James McClatchy, was a pioneer journalist of this State,

and one of the founders of the *Bee*. He was a colleague in the early journalistic days of Sacramento with Pickering, Fitch, Morrill, Anthony, Redding, Thomas, Watson, Seabough, Upson and others, all of whom are dead, save Geo. K. Fitch, of the *San Francisco Bulletin*. The elder McClatchy was a man of sterling worth and uncompromising independence, and he has left a name which is still spoken of with great respect by the elder citizens of Sacramento, who were acquainted with his works and his life.

Young McClatchy was almost brought up in a newspaper office, for in his early public-school days he was a visitor to the *Bee* office whenever he could get there, and would spend hours poring over exchanges and reading everything that came within his grasp.

He passed through the grammar school at Sacramento, and then spent three years at Santa Clara college, leaving in 1875. He was then in the graduating class, standing at the head in English literature, logic and kindred studies, but failing to obtain his degree because of his failure in mathematics.

During the college vacation James McClatchy thought it would be folly to send the young man back to college in an attempt to master mathematics, and consequently he went to work in the *Bee* office, and began as a general helper in the news room. His sensible father showed him no favors, and put him to work in the various local and editorial branches by turn, until, at the death of E. A. Rockwell, in 1877, the son was made assistant editor. In 1883 James McClatchy died, and the son became editor, his brother, Valentine, and himself continuing from that time on to be the managers of the paper—and since a recent

transfer of her share from their mother, the sole owners.

C. K. McClatchy is not only editor of the paper in name, but in fact. He does all the editorial work on the paper, including the department of "Notes," which he has personally written since 1876. Besides, he is a frequent contributor to the local columns, does considerable special work, and delights in dramatic criticism. All the original matter that goes into the columns of the *Bee* passes through his hands, so that he is not only the editor and managing editor, but, to a very large extent the city editor as well. He is a married man and has two children.

## THE WAY OF THE WORLD.

Queer world this! A lawyer and an editor stood on a street corner in an Ohio town and saw a man murdered in cold blood. The murderer is a rich man, and after committing the deed he said to the lawyer and editor, "Here are a thousand dollars for each of you; defend me before the court and people for the crime I have committed." They took the money and defended him in their own way and according to their own profession—the editor through his paper, the lawyer through his mouth. The murderer, by their joint efforts, was acquitted.

But see the difference; mark the result. The people said: "The editor is a scoundrel and did so for pay. Lo! We will stop his paper and not patronize him." The paper was stopped, the editor was ruined financially and reduced to a pauper. But of the lawyer the people said: "He is an able man, learned in law, and deserves great credit for obtaining the acquittal of a man guilty of murder! We will give him our law business and pay him big fees." They made him a judge, and as such he sent his partner, the editor, to the work-house, and said he was a bad man, and should not only be deprived of the means of living, but punished. We don't endorse the act of an editor in laboring for what is wrong, but how about the lawyer?

# REPORTERS' GALLERY.



## A GOOD ONE ON "ANDY."

THE newspaper men are not backward this season in showing that they think they are just as well entitled to office as the Whiffetts and Hammonds and Chuggses. Ed. H. Hamilton, of the *Examiner*, wants the position of Naval Officer, and Andrew J. Lawrence, of the *Chronicle*, desires to be Surveyor of the Port.

Hamilton is one of the bright fellows of the press, and if office should make him lazy it is to be hoped that he won't get it, for there are not too many bright fellows wanting.

Lawrence belongs to the energetic school of journalists. As Washington correspondent of the *Examiner* he appalled officialdom and beat all rivals in getting the news. Once I went with him into the marble rooms at the Capitol, the ante-chamber of the Senate. Andrew was talking to me with great animation about the beauties of California and the inferiority of the East; incidentally, he had a little business to attend to. He set about this by carelessly sending in his card to a Pacific Coast Senator, who came out at once. "Senator," said Mr. Lawrence, in that cheerful, unconscious confidence in his right to order the great of the earth about, which ever marks the born reporter, "Senator, I wish you'd bring Sherman and Ingalls and Blackburn and a few more of the brainy boys on both sides out here. I want to interview them about what they think of so-and-so." "Certainly, Andy," responded the Senator with alacrity, and, acting as messenger boy, he hauled the Statesmen out of the chamber into Mr. Lawrence's presence, who received them affably and made them conscious of the favor conferred by permitting them to impart their views to the public through him.

Andrew served one term in the Assembly with credit, and he has a native turn for politics. He has all the needful brains for the Surveyorship, and of his industry it is enough to say that it makes an ordinary newspaper man tired to think of it. There are a number of other journalists in the field for various places, big and little.

ENVELOPES are supposed to be quite modern, but in the British museum is a letter, inclosed in an ordinary envelope, dated April 24, 1755.

## OBITUARY.

We regret to announce the death of Frank Hall, who for the past seven years has been an employé of Palmer & Rey, and who was well known to many of the printers and publishers in California, Oregon and Washington. Frank was a young man universally liked by all who came in contact with him, and his many friends in the fraternity will receive this announcement with deep regret.

About four years ago Frank was transferred from the San Francisco House to Portland, and while in that city contracted the seeds of the disease which culminated in his death on the last day of the year 1892.

On his return from Portland in November, 1891, he occupied his old position of Entry Clerk in the San Francisco House, until the following April, when he was obliged to stop work, and from that time until his demise was confined to the house.

Knowing that the fraternity will join in the regret for our associate, cut off in the bloom of early manhood, and in expressing sympathy to his family, the NEWSPAPER MAN tenders this tribute to his ability, his worth, and his fidelity.

A YOUNG man of ability, but not of much means, was talking about starting a new paper and was telling a friend about it.

"You can borrow fifty dollars and start a new paper," said his friend encouragingly.

"You darned fool!" replied the would-be journalist; if I could borrow fifty dollars what would I want to start a paper for? I want to start a paper so I can borrow fifty dollars.

WHEN a paper puffs up with wind and declares that it is a paper that any family is not afraid to take into its home, it usually tells the truth. Who is afraid of a snail, a bass-wood post, a fossil or a bag of wind. They are neither useful nor ornamental, and they are never dangerous. They never have sufficient energy to bite.

P. J. FORD, pressman, will hear something to his interest by corresponding with W. R. McCoy, or J. T. Lindsay, 807 2d street, N. W., Washington, D. C.



# ADVERTISING DEPARTMENT.



## ADVERTISING FROM THE SOLICITOR'S STANDPOINT.

EXTRACTS FROM AN ADDRESS DELIVERED BEFORE THE INLAND DAILY PRESS ASSOCIATION, BY GEORGE N. STACY, ELGIN, ILLINOIS.

IN many of the smaller cities the newspaper business has been run in so poor a manner that the merchants can hardly be blamed for the poor support given the local daily; in fact, were some of the publishers to change places with the retail dealers of their towns, it would be a difficult task for the best advertising man on earth to obtain one-half the amount their retailers now pay.

In such towns the merchants must be educated to advertise, and this instruction cannot be imparted altogether by the advertising man; the "boss" must start by making a readable, well printed paper, and the well printed part is more than half the battle. I can get more money and more customers for a well printed paper with 2,000 circulation than for a daily printed on poor paper, with 3,500 circulation; yes, and will throw into the poorly printed concern a real, live, brainy editor also. With good print paper at four cents a pound, and ink of equal quality easily obtainable at ten cents, good presses and pressmen to be had with moderate expense and trouble, there is no excuse for poorly printed country newspapers, and the advertising man, if he understands his business, can very easily make the first month double the difference in the expense of good over poor.

\* \* \*

It may seem foolish, but I would rather have two contracts for \$100 than one contract for \$200; and yet the reason is simple. The man who spends \$100 a year, and finds that it pays, will continue; but \$200 might be more than his business will stand, and sooner or later the stop will come. Then every ad. is quite likely to stir up some competitor; this competitor will not make less show than his neighbor, and while he might be induced to meet the \$100, if he could not afford \$200 would take nothing.

\* \* \*

There is no plan for small advertisers better than that of weekly payments. Not long since a man laughed at me for asking him to take a

small ad. for six months for \$40, and only a week later signed a contract for six months at \$1.60 per week: total, \$41.60. The \$1.60 seemed small, the \$40 large—still this was not all. The agreement was made that his ad. should be changed once a week, and the party who collected the money should take the points, or the copy. It is not an unusual thing for small advertisers who pay by the week to forget when their contract expires, and continue on month after month, seeming never to know when to stop.

\* \* \*

Any bright young man should be able to get advertisers started. Now for the man to hold them. If it really pays a merchant to advertise his wares in October, it will pay in February. Publishers circulate as many papers in one month as in another. People read about the same one time of the year as another. There is, to sum it all up, only one way to keep advertisers constantly advertising, and that is, make their advertising pay, and be certain they find it out.

The newspapers believe in advertising. The advertising columns of a newspaper are, as a rule, its chief source of revenue. Naturally, the newspaper world takes an exceedingly favorable view of the subject. But that is not the only reason. Advertising is a principle. While newspapers say it is a grand thing, a business promoter of inestimable potency for others, they recognize the fact that so also is it for themselves. Nothing could more effectually prove the sincerity of the press in its advocacy of advertising than the enterprising way in which the press all over the country, by every means that ingenuity can devise, is advertising itself. All leading journals do a great deal of advertising on their own account. That is the reason they are leading. About all the New York papers are in the field with "advertising novelties." The best way to advertise is to patronize the newspapers; but the newspapers themselves, while they are their own best advertisement, must needs dip into novelties on the outside. Thus do they, the great advertising mediums for the rest of the world, bear witness to their great faith in advertising as an abstract principle as applicable to their own needs as to those of their patrons.—*National Journalist.*

## KNOCKED OUT.

He skimmed the case at a lively pace,  
And ever anon his look  
Surveyed with the fire of keen desire  
The copy-burdened hook.

And swiftly and sly his wary eye  
Each comrade's copy scanned.  
For it was no sin the "ad." to win  
By the speed of his good right hand.

Four lines to set, and the anxious sweat  
Dropped hissing on the stick,  
For the friction made it glow like a blade  
When the armorer's blows fall thick.

'Tis done! 'tis done! As if shot from a gun,  
He speeds to secure the prize.  
But when half-way there he stops to stare  
And rubs his wondering eyes.

It's too durned bad, the greasy "ad."  
Fit to grace a "first-out's" dream,  
Is topped with a take called "How to Bake;"  
Alas for the "rusher's" scheme!

—CHAS. S. WHITE, in the *Union Printer*.

## OLD NEWSPAPER METHODS.

MURAT HALSTEAD, who is to-day in the very first rank of journalists and magazine writers, and is rightly called by his fellows of the pen, "The Field Marshal," is a native of Butler county, Ohio, and now in his sixty-third year. He came to Cincinnati when a very young man, began writing for the press and he has continued at this work ever since. He was not long in gaining a reputation for a clear-headed, fair-minded forcible writer, and in his long career before the public has never lost the confidence it imposed in him. In a recent edition of Lippincott he has penned an article on his earlier editorial experiences, in which he tells some amusing incidents of his errors in management and refers to the slow-going and primitive methods of news getting which then prevailed. He says:

"There was mingled with the feeble editorial matter, beautiful poetry written by lovely women, inspired by a dollar per verse. This was the condition of Cincinnati newspaper literature when I deserted a good farm twenty miles northwest of that city and became at College Hill an alleged student and actual writer for the press. The hill was an eminence from which the smoke of Cincinnati could be seen. This personal movement never seemed to me influential in general affairs, but it had an appreciable force so far as I was concerned, and may be worth a few words as an indication of tendencies. The Cincinnati papers spent seven dollars a week each at that time for telegraphic dispatches, and regarded themselves

as imposed upon by the grinding monopoly that spoiled the regular old news channels through the mails. The papers were printed on flat presses, and the working of two thousand sheets an hour was an achievement that was much applauded, and a material advance to getting off twelve hundred in the same time. No one had dared to hope for one-sixth of the capacity in a press since developed, or of multiplying presses with duplicated plates. The editorial and local matter was mixed in the same type.

"The most conspicuous feature of the editorial page, save when some important amateur contributed a labored leader, was a poem, original or selected, usually original, and considered a liberal and attractive investment by the publisher who had the power of the purse. The issues of the journals were of four pages each, and the first column of the fourth page contained, six times out of ten, a bear story, and the other four times a snake, bird or Indian tale. On Saturdays there was a page of literary matter, and a part of this, which was the fairest display of native and cultivated capacity for the week, was usually a chapter of a novel or novelette that was romantic as to the late red men and the contemporary pioneers and white hunters of Kentucky and Ohio. These were the sunflowers in the garden of the Western world of letters.

"My first writings for the press were stories of frontier life, adventures in the wilderness, suggested by the still recited recollections of the old men and women who remembered the Indian wars and the first corn fields on the Miamis. Then came more ambitious contributions, and reviews of the publications current. *Harper's Magazine*, *Godey's Lady's Book* and the *Southern Literary Messenger* were the great steady lights. Presently there was in the West a slow, but distinct and progressive, movement of journalism; and it was visible in an increased estimate of news and a separation defining the difference between news and literary papers. But journalism was a word never used, not invented, or forbidden, as all the printed sheets, daily or weekly, were newspapers, and those who did the work were editors, locals and reporters—not members of the press, or journalists, or of the staff or corps. No, indeed; any one who had stated that he was of the corps, or on the staff, or engaged as a journalist, would have been excluded from the social circles of the members of the press.

"These were conservative times, days of delightful communion, no unseemly competition, no strife for "scoops," all acting under a

general agreement not to print for a morning newspaper anything arriving later than ten o'clock of the night before, while an evening paper did well if it picked up the happenings of last week. The swim that I was in carried me into news work rather than literary labor, and my first exploit that disturbed the easy-going ways was to sit up until two o'clock for the New York and Baltimore papers, snatch them from the mail bag myself and scissors two columns under the head of "Latest by Mail," or "Midnight Mail Matter," and it was easy thus to beat the telegraph, which doled out to the unappreciative world about four hundred words a day on an average. There were a few heavy head lines when Daniel Webster died, but before that they were not obtrusive. It was considered an error, however, for a journal issued on the Monday after Webster died on Saturday not to have the news that he was gone, and the editor who had caused his Monday's issue to be printed on that memorable Saturday night was subjected to ribald remarks, and he grew tired and sad. The death of Webster was one of the first events to which the press of this country did justice.

"The rapid growth of news telegraphing put aside for a time bear stories and original poems, but they are turning up in ancient beauty as modern novelties, like old fashions in gowns and bonnets. One of my errors in newspaper management, I think, was in dismissing the bear story, about which hangs an eternal charm, and another mistake of a graver character was holding baseball, as a news source, in contempt; but the most costly of my experiences has been in overrating editorial instruction of the public, and allowing myself to form an unscrupulous habit of telling too much truth."

**Home Papers.**—No paper that is local in its interests can ever be supported without home patronage, and every man should be interested in keeping up home papers. If a road or some public improvement is wanted, the newspaper is expected to work for it. If a public meeting is wanted the newspaper is called upon to notice it. If a section is misrepresented by the outside press, the home paper must vindicate it. If any of the societies have a supper or entertainment of any kind, the newspapers are expected to give the complimentary notice. The newspaper must enumerate and put forth the superior advantages of soil, climate and scenery of its section as well as give the people of the place a handsome notice now and then.—*Oroville Mercury.*

## THE DYING EDITOR.

THE owner of a paper lay dying in his lair, and the dew of death had gathered on his brow so calm and fair; but a printer knelt beside him as his life-blood ebbed away, and asked the dying writer if he had a word to say. The doomed man murmured softly as he grabbed the printer's fist: "Well, at last the struggle's over and I never will be missed. Take a message and a token to that city man of mine, that all his worn-out chestnuts he had better put in brine. There's his joke about the weather, which he's used this many years, and the gag about the fellow who is always hunting beers. And the item he's so fond of on the man who peddles books, and his chestnut on the people who go fishing in the brooks; just to save the paper's credit, and to cast no slurs on mine, I would ask him as a favor just to put such gags in brine. And the lies he's fond of telling of the street cars and the tracks, and the joke about the man who stepped upon some tacks, and the one about some dandy who will never pay for clothes, and the one on women cleaning house—it's weary, heaven knows! Oh, I know I'll slumber happy in my grave beneath the vine, if the man who does the city work will put these jokes in brine. Tell the man who tends to business not to weep when I am dead, but to buy himself a club and hit the first man on the head, who comes in with strings of items and requests them printed free, when regular rates are cheaper than they really ought to be. Tell the foreman, when he makes up not to turn a rule for me, but to simply print an item saying that my soul is free; for I want no eulogistic taffy of that kind in mine, and I think such hoary chestnuts should be pickled well in brine. Have that gay and fresh reporter I engaged the other day, put a stop to saying "Selah," also "We have come to stay;" and if he should say "Ye local" you must trample in his gore, for you know I'd ne'er allow it in the happy days of yore. And the man who comes to tell you how to run the paper well should be greeted, as he enters, with a pewter chestnut bell; and you'll print the paper promptly, be the weather full of storms, and the foreman must be careful when he is making up the forms, that the beauty of the paper may through all the ages shine, and not be like its neighbors, only fit to put in brine.

"WRITING for the press is thankless work—is it not?" she asked. "No," was his reply, "almost everything I write is returned with 'thanks!'"

# The Newspaper Man

FOR

Reporters, Printers and Publishers.

[OFFICIAL ORGAN OF THE SAN FRANCISCO PRESS CLUB.]

ISSUED MONTHLY.

SANDS W. FORMAN, - EDITOR.

Flood Building, Southeast Corner of  
Market and Fourth Sts.

PALMER &amp; REY TYPE FOUNDRY, Publishers, 405 Sansome St.

## SUBSCRIPTION TERMS:

One Year, . . . . . \$1.00	Three Months, 25 Cents.
Six Months, . . . . . .50	Sample Copy, . 10 "

Payment must be in advance in every case. All subscriptions discontinued at expiration of paid term.

A year's subscription presented free to any person securing 5 new subscribers, and remitting \$5 with order.

Payment may be made by check, draft, postal note, registered letter, express, money order, or stamps.

## ADVERTISING RATES.

Cover pages, \$10; inside, \$30; halves and quarters, pro rata; less than quarter, 25c, per nonpareil line. Discount: 10 per cent. on 3 months; 15 per cent. on 6 months; 25 per cent. on 12 months.

Terms on classified advertisements are given under each department heading on page upon which they appear. Remittances must accompany copy sent.

San Francisco, Cal. - January, 1893.

*THE NEWSPAPER MAN is emphatically the most effectual medium for the announcements of dealers in machinery or supplies used in the production of daily and weekly newspapers. No other periodical on the Pacific Coast is devoted especially to the topics that interest business managers or publishers—the men who select and buy.*

## OUR BOYS, AND THEIR PROSPECTS.

Is the future of the child of American parents worthy of any consideration? Are our boys to become skilled workers, capable of self support, or drones in the busy hive of industry? The bulk of industrial employers are to-day forced to discriminate against American boys in favor of foreign mechanics. What steps are we taking to remedy this great wrong? What are the prospects for the future of the American boy?

From the proceedings of the National Conventions of the United Typothetae of America, a representative body employing a capital of over fifty millions of dol-

lars, we present a few extracts. They are worthy of careful perusal. They need no extended comment. The startling fact is shown that foreign workmen have already monopolized *seventy per cent.* of the wages paid to labor in our larger cities. How long will it be before the American boy is entirely superseded?

Ex-President Pugh offers a suggestion below, applicable to our own trade, but what is being done about it? How long shall it remain simply a suggestion?

In the great cities boys are only employed in the composing room as errand boys and copy-holders, and in an office of fifty men only one or two youths are found who are in any sense learners. The number is limited by the Union, but even were it not few employers are willing to employ many. The ordinary boy is unsatisfactory. In the pressroom there are feeders, but there is no method for them to become pressmen. Were it not for country offices, where boys stay for some considerable time and have a variety of work, the cities would soon run out of help. It is true that the workmen in small places are not usually as good as is required for first-rate journeymen in Boston or New York, but they have begun their trade right, and are in position to learn more. Such men, with the further experience they have gained, are now at the head of the most important establishments in the United States.—*Proceedings National Typothetae, 1892.*

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Nor does the monopoly of labor stop here. It provides for the future. It is ordered by the Unions that no office can have more than one apprentice for every ten journeymen. The well-appointed offices that can thoroughly teach an apprentice his business are prevented from providing for their own growth, from educating boys in their own methods; they must take and pay full rates to the badly-taught graduates of inferior offices. The small office in the city or country that is beyond the jurisdiction of the Union can fill its house exclusively with boys; the large office can have but one boy to ten men. The house that can really improve the trade by its graduation of thorough workmen is harassed; the house that debases the trade with bad workmen goes free. There are trades in which an employer cannot teach his own son that trade. There are branches of our business that are not producing



enough of finished workmen for its own growth. Colonel Auchmuty says that more than 70 per cent. of the wages paid in the city of New York for mechanical labor is paid to men of foreign birth. In other words, the employers of New York are consenting to the monopoly of labor by foreigners, consenting to a discrimination against American boys in favor of foreign mechanics.—*Theodore L. DeVinne, New York, ex-President National Typotheta.*

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What method of instruction is the best to fill our offices with a class of labor that will add to their advantage, both financially and artistically, in the Art Preservative? Each year, in the addresses of your able Presidents, the subject of a form of apprenticeship has been presented and referred to a committee to report upon, and no doubt in each local organization the same subject has formed an important subject for discussion, and some form or other of apprenticeship has been introduced or adopted; and yet we reach no nearer the point of the best method of educating this labor. Neither the employer nor the employee is willing to sign it—the employer to obligate himself to educate the apprentice, and take care of him for a certain number of years, and when this education is completed, fondly imagines that he will have a better class of labor than he has had; that this has not been carried into effect must be due to the fact that experience teaches the employer that this will not be the result, and the cost of manufacturing this labor is more than he realizes from it.

Now the question arises in my mind, whether labor should not be placed upon the same plane as paper, ink, machinery, and other articles of merchandise we buy. Would it not pay to buy good labor? Would there not be a supply of good labor when it was understood that labor could find a market? Would it not be more profitable for local Typothetae to guarantee in a measure the cost of maintaining teachers of typography and presswork in a technical school? Or if it is not practicable to support a school devoted exclusively to that end with a complete outfit of type, presses, etc., would it not be more economical to teach the boy this labor there than to pay the expense of educating it in a narrow sort of a way in one's own office, and after the term of apprenticeship was completed, to find that, on account of the associations formed in the course of that education, it has pledged itself to some society to go out on a strike whenever that society may see fit? Would not a higher class of labor be more self-

reliant? Would it attach itself to associations in which the majority were ignorant and uneducated, and would it be willing to sacrifice a part of its wages in order to even up some tramp? I do not think there is an employer in our organization but would be willing to pay the very highest market value for the best class of labor, provided he did not have to pay an unwarranted amount for poor labor.—*Ex-Pres. A. H. Pugh, Cincinnati, Ohio.*

To parents as well as employers we believe this subject to be one of vital importance which they cannot ignore, and we ask the pertinent question: "What are you going to do about it?" For our own part we believe the simplest and most effective method would be secured by concerted action on the part of our colleges to extend the benefits of technical schools to secure an equitable and efficient system of training our youth to a higher standard of American workmanship.

#### LORING PICKERING.

In the death of Loring Pickering, late editor and proprietor of the *Morning Call*, the people of San Francisco have suffered an almost irreparable loss. In these degenerate days, when the press is the great lever of public opinion, and when this same press is accused of venality and on too many occasions the charge sustained, the loss of such a man cannot be too deeply deplored. No higher compliment, no more deserved testimonial could have been paid to any writer for the press, than the continued abuse which was heaped upon the dead journalist by the ragtag and bobtail of the journalistic profession. That he was an ever-present thorn in the side of this venal horde is well known to the intelligent readers of the daily papers, and though he may have had his faults—and what one is there among us that has not?—yet it must be said [of him that he was a friend of the people, and ever made his own ends subservient to the common good.

The life of Loring Pickering may well be held up to the generation of rising journalists as one to be modelled after. An untiring worker, a temperate liver, at the ripe age of eighty years we find him at his desk, his faculties well in hand, battling against corruption and the many abuses that beset a great city, as valiantly and well as a man of half his years. Nearly all of his eventful life had been spent in the profession, and the worst that his traducers could say of him was that he seldom forgave and never forgot.

Before coming to this State he had been connected with many of the prominent papers of the country, and on his arrival here, forty years ago, he at once attached himself to our most foremost journals, and has ever since been at the head of only such organs as were capable of moulding public opinion and attracting to themselves the attention of the most intelligent readers. He was a fearless writer, a strong republican, an honest man, and the gap he has left in the journalistic ranks will be hard indeed to fill.

#### THE PRESS ASSOCIATION MEETING.

The meeting of the California Press Association at Pasadena, although not as well attended as had been expected, was productive of much good, as it gave those present, first and before all, a correct understanding of the greatness of the State of California, and an idea of how much more may be accomplished in her behalf through united—than by individual, isolated and spasmodic efforts. Editors from every section were in attendance, they came in close contact with one another, and from absolute strangers they departed intimate friends. It is safe to say that each and every one of the delegates present became prouder of his State and of his fellow journalists, whom he found to be genial, whole-souled gentlemen, and up with the times. But there was one especially important result at-

tained. The meeting had the effect of making every one of them sound on the question of State division, and we doubt if this measure, so fraught with menace to the progress and prosperity of the commonwealth, will ever raise its gory locks again.

#### THE HOME PAPER.

No man who has the interests of his county at heart should fail to subscribe for his home paper. In encouraging its publication he is assisting in building up about him enterprises, the success of which at the same time enhance the value of his own surroundings. It gives him more news of immediate concern than the big city papers; it talks for him when others belie him; it stands up manfully for his rights; he always has a champion in his home paper, and those who stand up for another should be well sustained. The interests of both are kindred and equal, and must rise or fall together. Therefore it is to the interest of everyone to support the home paper; not grudgingly, but in a liberal spirit; as a pleasure, not as a disagreeable duty, but as an investment that will amply repay all expenditure.

#### ADVERTISING DOES PAY.

Some idea of the cost of the last election in this city may be gathered from an inspection of the bills for printing the nominations presented by the local papers; but the main idea which we wish to present is the price these dailies set upon space in their columns. These bills, be it remembered, have been audited and allowed by the Board of Election Commissioners. They are as follows:

Examiner.....	\$13,200
Chronicle.....	13,200
Call.....	13,193
Post.....	11,850
Report.....	11,826

Who shall say now that advertising does not pay—the papers!

## EDITORIAL NOTES.

There are few indeed of the average newspaper readers who care to take sides with Mr. Ambrose Bierce in his attack on James Whitcomb Riley, the Hoosier Poet—who came among us quietly, modestly, and with none of the flim-flam and gewgaws that certain long-haired verse-makers took to themselves on their advent in our midst. That the poems—verses or doggerel of Mr. Riley, call it what you will—does please the masses, cannot be denied, and if Mr. Riley does not abrogate to himself the title of poet, but on the other hand freely admits that he is simply a verse maker who writes to please, it seems to us that the slings and arrows of the carping critic might well be aimed at some more shining mark. Dialect poetry undoubtedly has been the object of more adverse criticism than any other style of writing appearing in the public prints, and yet it goes, and every day the demand for it seems to be more clamorous. Looking at it in a purely commercial view—it pays—and having said so much, let us leave the æsthetic aside, and let it work out its own salvation.

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A local contemporary has recently published a very interesting interview with Chas. S. Diehl, of the Western Associated Press, a newsgatherer of wide experience, and whose words must carry with them the weight of conviction. Referring to the capacity and characteristics of California journalism, he said: "California journalism is the only really original journalism in the United States to-day, and California papers are copied by the New York journals more than all the other papers in the country put together. I don't know that the men are any more original than those on Eastern papers, but they have more original subjects around them, and can do better work with greater ease." In all of which we

concur; but why say that which, perhaps, should be left for others to proclaim?—but, at any rate, our papers pay much more for news, as a rule, in proportion to their circulation, than those published in the cities and towns of the East, and we deserve every word of commendation said of us.

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In the making up of a great metropolitan journal, space is the great objective point. It costs money to set type, and economy of space is where the profit comes in. If a fact or incident can be stated in a dozen lines, it is foolish and extravagant indeed for rhetorical effect to give it twice the number. Terse writing, vigorous and to the point, is what is needed in our work-a-day age. The condensed milk of the Word is demanded from the pulpit. Compressed yeast is used by the ladies. Air is compressed and made a powerful agency. Grant was a hero of few words. Greatness was condensed in the persons of Napoleon, Hannibal and Cæsar, all men of small stature. Had Washington been smaller, how much shorter might have been the Revolutionary War. A great paper may be small in its morals; a small one big in ideas and great in influence.

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At last the people of San Francisco and the Pacific slope who have heard so much of the talent and force of Henry Waterson, editor of the *Louisville Courier-Journal*, will be afforded an opportunity to see and hear him, and size him up for the manner of man he really is. The now famous editor, it is reported, is under engagement to J. B. Pond of New York to deliver fifty lectures in the towns and cities of the Pacific coast next summer. Colonel Watterson is a brilliant lecturer, and would draw a large audience wherever he may appear. His favorite subject is "Money and Morals."

# THE PENMEN.

Reports on New Year resolutions are now due at this office.

Frank Dyer has again taken charge of the *East Los Angeles Citizen*.

It is stated that Wm. La Vies has purchased the *Santa Barbara Independent*.

Professor H. F. Baker will soon assume editorial charge of the *Truckee Republican*.

John W. Lee has leased the *Pomona Register*, Mrs. Symes reserving her interest in the paper.

Wells Drury, late publisher of the *Evening News*, has accepted a position on the *Examiner*.

Dr. William Edwin Hall, editor of the *International*, New York, recently preached at Pasadena Christian chapel.

A. E. Wagstaff, the author of the "Life of Judge David S. Terry," is now editor of the *Bakersfield Californian*.

The office of the Spanish paper *El Bulletin*, will be removed to Santa Paula. F. P. McDivitt is the new proprietor.

Elder E. B. Ware, who is conducting a revival meeting at the Christian church, Visalia, was formerly a newspaper editor.

Richard Webb formerly of the *Amador Ledger*, has been appointed United States Court Commissioner for Amador county.

Clarence E. Williams, late proprietor of the *Millville Times*, has secured the position of foreman on the *Santa Rosa Republican*.

Ed. L. Peebles, late of the *Perris New Era*, is in very poor health and will be forced to forego all editorial labors for some time to come.

John A. Apperson, of the *Willows Review*, has published his biography, with illustrations. Not many editors understand how to illustrate so well.

E. A. Vaughn, editor of the *Mountain Messenger*, published at Downieville, Cal., is making a pleasure trip through the southern part of the State.

The Executive Committee of the Southern California Editorial Association has decided to celebrate the tenth anniversary on March 17 and 18, at Ontario.

The Orange county editors have organized and elected J. Fullerton, of the *Orange News*, president, and R. Q. Wickham, of the *Santa Ana Herald*, secretary.

Arthur McEwen's letters to the interior papers still continue the *piece du resistance* of the bucolic press. His scoring of local abuses make good reading for the granger contingent.

The *Siskiyou Telegram*, of democratic persuasion, has suspended publication. The recent democratic victory was evidently too rich for its blood. It was not used to such luxuries.

J. Buckingham, formerly of the *Mendocino Beacon*, but now proprietor of the *Ukiah Dispatch*, has been elected a delegate from California to the National Editorial Association.

Messrs. Predom & Lindsey have commenced the publication of a semi-weekly paper at Auburn, Placer Co., called the *Bulletin*. It is to be a straight-out republican paper at all times.

Eugene Hahn has severed his connection with the *Evening Post*, and is now employed on the local staff of the *Call*. He is equally at home in whatever position he may be placed.

J. M. McClure, formerly editor of the defunct *Fresno Review*, is said to be a candidate for receiver of the Visalia land office. This is very pleasant news for the candidates already in the field.

It is very generally believed that T. P. Ford, of the *Bieber Tribune*, will receive some prominent appointment at the hands of the coming administration, through the efforts of Congressman Geary.

H. B. McDowell, formerly well known in San Francisco social circles when he was publisher of the *Ingleside*, gave a dinner at New York the other evening to a number of literary and theatrical people.

Editor Ellis of the *Woodland Mail* is making that paper a power in his section, and his forcible manner of expressing himself, coupled with an honest conviction, are the admiration of his subscribers.

Edward H. Bolze, an attache of the business office of the *Sacramento Record-Union*, was recently married to Miss Minnie Lockart. The young couple are enjoying the honeymoon visiting resorts on the coast.



Editor Otis, of the *Los Angeles Times*, has been off in the mountains hunting lions. The Colonel always goes after big game, shoots with a big gun, and has many scalps in his wickiup to prove his prowess.

A man was promenading the street with a small boy at his side, when the little fellow said: "O, pa, there goes an editor!" "Hush, hush," said the father, "don't make sport of the poor man—God knows what you may come to yet."

Tom Williams of the *Examiner* is at present at the national capital, and the letters he is sending his paper show that he is keeping up his old-time reputation for energy in the procuring of news, and perspicacity in presenting it to the public.

The editor of the *Anaconda Advocate* says: "Our wife is following the fashion and wearing suspenders. She's been wearing the other things ever since we were married, and the wonder is that she never thought of the suspenders before."

Charles E. Trevathan, late horse editor of the *Examiner*, has started a paper called the *California Turf*. Mr. Trevathan has had many years of experience in the equine section of journalism and will undoubtedly make his new venture a success.

Editor Bradford of the *Monterey Cypress* has sold his journal to Mr. F. C. Michaelis of Monterey, who will hereafter conduct it. Ex-editor Bradford has taken up the practice of law, and will hereafter spend his time in San Francisco, Monterey, Salinas and the Grove.

Ex-Senator J. A. Filcher, the veteran editor of the *Placer Herald*, received the highest vote as a Cleveland Presidential Elector. Some one has suggested that he be selected as the messenger to carry California's vote to Washington. A high honor well deserved!

J. M. Eddy, of the *Nerve*, who was commissioned by the Chamber of Commerce to represent Humboldt at the Nicaragua Canal Convention, has been chosen Chairman of the Press Committee. The selection of Mr. Eddy is a most excellent one and the honor well deserved.

Andy Lawrence, the "Genial Andy," has severed his connection with the *Examiner*, where he has held down the local editor's chair for many a weary day and night, and is now employed by the *Chronicle* as a special writer. What was the former's loss is the latter's gain.

The *Call* prints an interesting interview with Charles S. Diehl, of the Western Associated Press. Mr. Diehl has had wide experience as a news gatherer, and is a gentleman of superior journalistic capacity. Hence his opinion of the merits of the California newspapers is worthy of note.

Thomas Henderson Boyd, who was quite well known in San Francisco ten years ago, and editor of the *Olympian*, Olympia, Wash., was shot and killed by his wife, at Seattle. She was formerly a notorious woman. She says he had ceased to love her and she thought he had better be dead.

The only editor yet heard of in this State who proposes to benefit by Cleveland's election is C. E. Bell, of the *Los Angeles Porcupine*. Being otherwise competent, Mr. Bell ought to secure the postmastership of Los Angeles, if he is an editor. If he gets there, however, he will owe much to his plucky and handsome wife, who is making a hard fight for him.

The *Coast Advocate* contains the announcement of the retirement of Roma T. Jackson from the management of that journal; also, that it will continue under the proprietorship of the Halfmoon Bay Publishing Co., which consists of R. I. Knapp and W. V. Grimes. The facile pen of Roma T. Jackson will be missed by other editors as well as the subscribers of the *Advocate*.

Sister Louise E. Francis, of the *Castroville Enterprise*, sent her subscribers a pleasant Christmas surprise. It was in the shape of a neat card, on which is a very good picture of herself; and as we sit and gaze on the sweet and beautiful lineaments of the dear girl's angelic features—for we have framed them and placed them squarely before us, that inspiration may come of it all—we sigh that "Thou art so near, and yet so far." Come again, Louise!

Here is the way the poetic editor of the *Gridley Herald* asks his delinquents to pay up:

The wind bloweth,  
The water floweth,  
The farmer soweth,  
The subscriber oweth,  
And the Lord knoweth  
That we are in need of our dues.  
So try and be cunning,  
And quick "come a-running,"  
Ere we "go a-gunning;"  
We're not "a-funning,"  
This thing of dunning  
Would give us the everlasting blues.

# THE PAPERS.



The newspaper business is improving.

The Brentwood *Herald* has suspended publication.

The Siskiyou *Telegram* has discontinued publication.

The Paso Robles *Leader*, a most readable weekly, has entered upon a new volume.

It is reported that Francis Carr, Esq., Los Angeles, will revive the East Side *Times*.

It is rumored that the *Alta* newspaper is to be revived as a Democratic morning paper.

J. M. Nougues, Jr., is responsible for a new eight-page weekly at Napa, called the *Echo*.

The Red Bluff *Sentinel*, a very excellent Tehama county exchange, has entered upon a new volume.

The *Gazette*, of Salem, Mass., which started as a weekly journal in 1768, now appears as a daily evening newspaper.

We have received the December number of the *Orange Belt*, published at Rialto by the Orange Belt Publishing Company.

A fire in the office of the *Public Ledger*, in Philadelphia, December 6th, caused damage estimated at from \$250,000 to \$300,000.

The Covina *Argus* has changed form from a five-column quarto to a seven-column folio, and added the word "Covina" in the heading.

A new society paper called the *Report* has made its appearance in San Jose. It will be published weekly by Mrs. A. K. de Jarnette.

The *Breeder and Sportsman* issued a very neat souvenir edition recently, the occasion being to illustrate Stamboul and his progeny.

The Fresno *Expositor* has changed its form. It is now an eight-column, four-page paper, and makes a better appearance in its new shape.

The Pomona *Student* is a new exchange on our table, and the initial number gives evidence of strong editorial backing. It has certainly come to stay.

The Contra Costa *Democrat* recently appeared in an enlarged form and looking neat as a pin in spick and span new type. It will be issued on Wednesdays hereafter.

The Berkeley *Daily Herald*, which recently suspended publication, has been revived, and is now published as a tri-weekly, under new management.

The San Jose *Mercury* has entered on a new volume. It is one of the very best newspapers in the State, and the biggest institution in the city in which it is published.

The Lakeport *Democrat* has secured the county printing. Geo. Ray, proprietor of the paper, is a wide-awake, enterprising man, and deserves the success he has acquired.

The *Sutter Independent*, published at Yuba City, and one of the most readable of valley exchanges, has altered its size, changed its appearance, and generally improved itself.

The *Mid-Day Sun*, of Modesto, is one of the best daily papers that comes to our exchange table. It is very small, but is not all fuss and feathers. There is much good meat about it.

This office has received a copy of the first issue of *Trade*, a commercial weekly published in Los Angeles. The first issue is filled with interesting articles, and is a handsome paper.

The Sutter County *Farmer* has appeared in a new dress, and has been changed from a four to an eight-page paper. It is edited in an able manner, and is always full of interesting and useful reading.

The *Seaport News*, of Coronado, opens the new year with promising prospects, and an evident determination to deserve success. It is one of the brightest and best edited journals in its section, and is forging right ahead.

It has been for some time past a case of two-to-one in our sister city across the bay, but the Oakland *Tribune* is holding its own, and one must be indeed hard to please who can find fault with the manner in which that worthy journal is edited.

The marvel of California journalism is the San Jose *Mercury*. On a recent Sunday it issued a twenty-page, profusely illustrated paper with as little preliminary talk as one of the metropolitan dailies. What is more, it was equally as interesting.

The *Rostrum* is the name of the new college paper at Pasadena. It is under the management of Messrs. Curran & Lapham, who have

succeeded in getting out a paper creditable in every way to the institution it represents. It is issued every Saturday.

The first issue of the Lemoore *Advance* has reached this office, and is a very creditable sheet. The publishers are Messrs. Cadwell & Nicholson. The *Advance* is a four-page paper, seven columns on a page, and starts in life with a good advertising patronage.

The Marysville *Appeal* has entered upon a new volume, and is to-day a better local paper than it has ever been. Yuba county is not the most promising section of the world for live items, but whatever there is going in that line finds its way into its columns.

A paper that goes its pile on statistics, says: "It would take a man 3,000 years to read all the standard works." This, of course, does not include the Chicago Sunday papers—add 33 $\frac{1}{3}$  per cent. for those organs, and then the man would be dreadfully overworked.

On the fifth inst. the Visalia *Delta* entered upon its thirty-sixth volume. It is one of the oldest papers in the state, and in its life of more than a third of a century has had its periods of sunshine and shadow, but at all times has been a faithful chronicler of local events.

A paper cannot be neutral in everything, says the San Jacinto *Register*. If a reader thinks hard of us for not adopting his views, let him try to straddle four broncos and ride them gracefully at once. Then he will get an idea of a neutral paper's difficulty in the political arena.

The *Seaport News* is one of the brightest and brainiest papers in the South, and at the present time it is strongly advocating the construction of a boulevard around the bay, from San Diego to Coronado, and in many other ways seeking to promote the good of its immediate district.

Another newspaper scheme has showed itself in Ferndale. Wm. Matthews, who is responsible for the birth of the *Oracle* will soon issue the *Weekly Report*, a paper which will be devoted to dairying interests. It will be distributed free and the publisher will make his salary out of the advertising patronage.

The *Amador Ledger* was recently sold by Richard Webb, its editor and proprietor for seventeen years, to W. A. Newcom and H. M. Calkins. The retiring editor has made the *Ledger* one of the best country newspapers in the State, and it is so well established that his

successors will only have to continue it on the same plane to be successful.

The Marysville *Appeal* has begun preparations for the issuance of an illustrated edition, which will appear on May 1, 1893. It will bear the title of the *Columbian Appeal*, and will be the most elaborate and thorough exposition of Northern California that has ever been made. This gigantic undertaking will embrace within its pages all of Northern California.

The *Daily Palo Alto*, which finished its first semester with its issue of December 16th, is out again under date of January 10th. The editor-in-chief for the current semester is Jas. F. Wilson, '94, and his associate is Archie P. Rice, '95. This valorous organ of the L. S. J. U. keeps up its neat appearance, shows vigor in its editorials, and sprightliness in its local department.

Jas. G. Piratsky, one of the best printers in the state, and lately connected with the mechanical department of this paper, has bought a half-interest in the Hollister *Free Lance*, and will hereafter be associated with Mr. Robert P. Stephenson in its publication. If Mr. Piratsky will bring to the service of his own paper the intelligent energy and faithful loyalty he has invariably shown when working for others, the paper will be an assured success. The people of Hollister and San Benito county are to be congratulated.

The *Evening News* of Sacramento has passed into the hands of Messrs. J. A. Sheehan and J. B. Harris, two newspaper men of experience, who for years were trusted and competent employees of the *Sacramento Bee*. It is understood that under the new management the *News* will be the organ of the Democracy. If a Democratic paper in Sacramento cannot pay under the trained guiding hands of such experienced journalists and excellent writers as J. A. Sheehan and J. B. Harris, certainly no one else could hope to make it a success.

Martinez has a new paper, called the *Weekly Enterprise*. It is a neatly made-up paper, and is published by T. S. Davenport and W. U. Bowen. In their salutatory the publishers announce that the paper has been issued as a means of earning their livelihood, and not for the injury of any one, and that they shall endeavor to make it "the leading journal of the county, both locally and otherwise." Contra Costa County has entered on an era of progress and development that will soon place it in the front rank. The best means to that end is the support and encouragement of the local press.

# THE HOLIDAY EDITIONS.



The Placerville *Mountain Democrat* appeared on New Year's healthy and vigorous as ever, though entering upon the forty-first year of its publication.

The holiday number of the Wheatland *Four Corners* consisted of eight pages of very interesting and instructive matter of local and general interest.

The Christmas number of the San Francisco *News Letter* was handsomely illustrated with copies of the most famous paintings of recent times, and was in every other way a triumph of journalism and the bookmaker's art.

The holiday number of the Marysville *Appeal* contained a record of important events occurring in Yuba county, with able articles on the industries which have been developed in the agricultural and mining localities included within its boundaries.

The *Breeder and Sportsman* of San Francisco issued a splendid holiday number full of information of peculiar value to those whose interests are so well served by this publication. Many fine pictures of noted horses are given, with their pedigree and record.

The *War Cry* holiday number was printed in colors and profusely illustrated. It was an eighteen-page paper and contained many articles of general interest, in addition to those devoted to the advocacy of the tenets of the organization which it represents.

The Fresno *Republican*, on New Year's Day, in twelve pages, set forth the attractions of the fruit-growing district of Fresno county. Valuable information was also given relative to different irrigation systems, the culture of raisins, oranges, olives and other fruits.

The San Bernardino *Courier* issued a holiday edition of eight pages, printed in colors and presenting the manifold beauties of scenery and productiveness of soil that await the seeker of health, pleasure or profit who visits the immense area which forms San Bernardino county.

The day before New Year's the Los Angeles *Herald* brought out its "Annual Trade Number," an edition of twenty-four pages, containing a great amount of interesting information about Los Angeles and the southern part of the State. The matter is judiciously selected, t the thing to send Eastern friends.

The special editions of the Woodland papers, the *Democrat* and the *Mail*, presented in concise form the splendid capabilities of the grain-growing section of the Sacramento valley included in Yolo county. Statistics of the rapid growth of wealth and population in Woodland were also given, with portraits of officials.

The Oakland *Tribune*, holiday edition, comprised thirty-two pages, and contained much interesting descriptive and statistical matter concerning Alameda county in general and Oakland in particular. The agricultural and manufacturing development and capabilities of the county were set forth in detail, while several literary contributions of merit added to the attractions of the paper.

The Christmas edition of the Paso Robles *Leader* included sixteen pages—a mammoth newspaper for the enterprising town. Fine views of the beautiful scenery, the old mission and other attractive features of San Luis Obispo county, together with portraits of prominent men, were among the illustrations. A general description of the county and its capabilities formed the greater part of the reading matter.

It is hard to decide which of the two great dailies, the *Examiner* or the *Chronicle*, excelled in their New Year's editions. Both of them, in their artistic features, were as near perfect as it is possible to find in the journalistic field, but in addition to this both of them were perfect encyclopedias of information of every character needed by the intending settler or by the resident of many years. They represented the labors of many bright and cultivated minds, and were a credit not only to San Francisco, but to the whole Pacific Coast.

The Sacramento *Bee*, one of the oldest and most reliable newspapers on the Pacific Coast, recently entered upon the thirty-sixth year of its existence. In order to celebrate the event it published a most superb edition. It was replete with good reading, solid facts, and all that goes to make a perfect newspaper. The *Bee* is without doubt the brightest and most fearless evening newspaper published on the Coast. There is no expense that it will not incur in getting the news, and there is no legitimate news item that it will not publish. The *Bee* in every sense is a newspaper, fearless and ably conducted.



# NORTHWEST NOTES.

The Ruby (Wash.) *Miner* has discontinued.

W. E. Bowen has commenced publication of the *News*, at Ontario, Oregon.

Wm. B. Shay, publisher of the *Miner*, Silverton, Wash., died recently in that town.

The *News* is the title of a new paper at Newport, Or. John E. Matthews is the publisher.

Ramsey & Robethan, publishers of the *Tribune*, Pocatello, Idaho, have sold out to George Ifft.

J. B. Morin, publisher of the *Harrisburg Courier*, has been succeeded by Morin & Russell.

R. E. Brown, the publisher at Cœur d'Alene, Idaho, has been succeeded by Ross & Wentworth.

The Telegram Printing and Publishing Co., of Vancouver, B. C., has been sold out by the sheriff.

Fred G. Grant, editor of the *Post-Intelligencer*, Seattle, has been appointed U. S. Minister to Bolivia.

The *Spectator*, published as a daily at Walla Walla, Wash., by O'Brien & O'Neil, has been discontinued.

Messrs. Anderson & Gray, publishers of the *Halsey*, Or., *News*, have been succeeded by Cross & Gray.

The *Pataha Farmer*, published at Pataha City, Wash., has been succeeded by the *Pataha City Democrat*.

The *Skagit County Democrat*, published at Mt. Vernon, Wash, has changed its name to the *Mt. Vernon Post*.

The firm of Alley & Bliton, publishers of the *New West*, Florence, Or., has been dissolved, B. F. Alley continuing.

The death of Thos. Henderson Boyd, editor and proprietor of the *Daily Olympian*, Olympia, Wash., has been reported.

A. R. Tuttle, publisher of the *Elgin Recorder*, was unfortunate enough to be burned out Dec. 6th, his office being totally destroyed.

Ross E. Moores & Co., job and book printers of Salem, Or., have dissolved partnership. J. E. Godfrey and W. J. Clark retiring from the firm.

R. J. Radebaugh, formerly publisher of the *New West*, at Tacoma, Wash, has moved his entire plant to Olympia, where he will resume publication.

W. H. Brooks, formerly publisher of the *Dispatch*, at Dufur, Oregon, has moved his plant to Grants, Oregon, and will continue publication at that place.

The Salem, Oregon, *Statesman*, issued a souvenir for the New Year, on tinted paper, with many excellent half-tone cuts, and the whole well printed and nicely bound.

A. G. Rogers, until recently engaged in the job printing and publishing business at Puyallup, Wash., has commenced publication of the *Tribune*, at Kalama, Wash.

M. Hartnett, formerly at Edmonds, Wash., has discontinued publication of the *Chronicle*, and is now engaged in running a first-class job office in Snohomish, same state.

The New Year's edition of the *Everett Times*, one of Washington's most progressive papers, was printed on paper made in Everett, from timber cut on the Everett townsite.

The Columbia Printing Co., of Spokane, has been incorporated, with a capital stock of \$10,000.00. S. D. Alexander, formerly connected with the Union Printing Co. of the same place, is interested in the new concern.

Walter B. and Charles B. Willcox have sold their interest and good will in the printing plant and business known as "Quick Print," Spokane, to the Willcox Printing Co., a corporation duly organized under the laws of the State of Washington.

The *West Coast Trade*, published by Orno Strong, in Tacoma, came near being burned out by a fire which, however, was happily extinguished before serious damage was done. This paper has just issued a large holiday boom edition, gotten out in their accustomed first-class style.

A. S. Abbott, publisher of the *Range and Valley*, at Mt. Home, Idaho, had his office totally destroyed by fire on January 5th. He has already placed his order for a new plant, including cylinder press, California Reliable jobber and Golden Gate paper cutter, together with a first-class news and job office, and will soon be on his feet again.

### "Satisfactory in Every Respect."

We have found the Cottrell Country Cylinder with table distribution satisfactory in every respect. Lately we have had cylinder delivery put on and consider it far ahead of tapes, both in saving time and mishaps. We do not in the least hesitate to recommend this press as it does good service, its cost is reasonable and it is simple in construction.

Very truly yours,

A. ANDERSON & Co.

PORTLAND, OR., June 13, 1889.

Published by the Portland Evening News, at the office of the printer, No. 100 Commercial Street, Portland, Oregon.

**Cutters.**—We manufacture three kinds of paper cutters at our machine shops. First comes the GOLDEN GATE, a strong, simple, durable machine, that cuts 25 inches square, is manufactured in the best manner from first-class material, and can be purchased at the extremely low price of \$120, (on skids, f.o.b. in San Francisco; boxing \$3.00 extra). Next comes the FAVORITE, (cuts 30 inches.) which is a low-priced good machine, suitable for all ordinary cutting. It is strong, heavy, substantial, and works with accuracy and ease. Is all iron and steel. The hand-lever swings to the left in front of the table. It has lines on the table, front and back, also extra gauges. Price, \$165; boxing, \$5.00 extra. Last we have the GEM, which is identical, in every respect, with the well-known "Gem," and is manufactured by us to meet the demand of printers who need a first-class article but cannot afford to pay a high price. It is manufactured from the best material, is very powerful, of extra strength, and will be found fully equal in its capacity to cutters of a much higher price. It cuts full 30 inches square, and has a back and side gauge. Price, \$190; boxing, \$5.00 extra.

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ELITE MANUFACTURING CO. Marshall, Mich.

For Sale by the PALMER & REY TYPE FOUNDRY, San Francisco and Portland.

### OFFICES FOR SALE.

Fifty cents per inch for each insertion in this column.

8

**JOB OFFICE FOR SALE.**—The Type, Presses, etc., used in the *Herald of Trade* Job Printing Office are offered for sale at a bargain. The office will be sold entire, if application to that end be made at once; and if not so disposed of, it will be sold in lots to suit purchasers. The material comprises the following: One 8 horse-power Steam Engine, with pump attachment; one 10 horse-power Steam Boiler; One Cottrell Drum Cylinder Press (bed 32x46); One Hoe Stop-Cylinder Press (bed 36x51); One Campbell Intermediate Two-revolution Press (bed 38x52); One Hoe Pony Press (bed 22x23 $\frac{1}{2}$ ); One Half-medium Gordon Press and two Quarto-medium Gordons; One Peerless Job Press (6x13), and one Eighth-medium Gordon Jobber; one 30-inch "Gem" Paper Cutter; Shafting, Pulleys, Belting, Tables; 250 or more fonts of Job Type; large quantity of body type in all sizes, from 250 lbs. of Pica down; Imposing stones, type stands, lead racks, lead and rule cutters, etc., etc. Any printers desiring to engage in business, or proprietors in need of material similar to that above enumerated, are invited to apply at once. HERALD OF TRADE PUBLISHING CO., 415 Market street, San Francisco

9

**FOR SALE, CHEAP**—230 lbs. Agate No. 3 Music Type. Johnson Foundry make. Apply to Palmer & Rey Type Foundry, San Francisco, Cal.

**11**  
**A** WELL-ESTABLISHED weekly paper and good job office in a lively and prosperous town in the interior. Good assortment of type; large advertising patronage and good circulation. Also large job printing trade. Good reasons for selling. Apply to L. T., care Palmer & Rey Type Foundry, San Francisco, Cal.

**12**  
**F**OR SALE—A seven-column newspaper in one of the best inland towns in western Washington. Everything all new; type all selected in Old Style Series. Paper earned nearly \$5,000 in two years. Will be sold for \$1,500 cash. Reason for selling; serious illness of proprietor's wife. Address M. S., care Palmer & Rey Type Foundry, San Francisco, Cal.

**13**  
**F**OR SALE—One 32-inch Paragon Steam Paper Cutter, cheap. Apply to Palmer & Rey Type Foundry, San Francisco, Cal.

**14**  
**F**OR SALE.—Established morning daily and weekly Newspaper with valuable plant and press privileges in Olympia, State Capital, Wash. Must be sold in order to close up the estate. Address F. T. DUNNING, Administrator, Tacoma, Wash.

**15**  
**F**OR SALE—One of the best paying offices on the Pacific Coast, situated in a growing town of about 1,200 people. Good circulation, no competition. Runs a daily during summer months, and job work enough to keep two job presses going. Price, \$500, part cash, balance notes with approved security. Particulars on application. Address J. P., care Palmer & Rey Type Foundry, Portland, Or.

**16**  
**F**OR SALE—Complete newspaper and job office; one cylinder and three job presses, one paper cutter, a stereotyping outfit, 200 cases job type, 3000 lbs. of body type. Wm. M. Hiatt, 60 Phillips Bk, Los Angeles, Cal.

### WILL BUY OR LEASE.

Two insertions free under this heading.

**WANTED**—To learn of a good opening for a democratic daily and weekly in a small city where hustle and enterprise can make itself felt. If you are the owner of such a paper already established, will you sell whole or part interest? Write to me stating conditions and terms. A. D. DORSETT, Alton, Iowa.

**WANTED**—By a good, all-round job and newspaper printer, a position, country preferred. Age 23, single, 11 yrs experience; fair local writer. Can take full management country paper, or mechanical dept. including presses. Would lease or work on shares with view to purchasing. References. FRANK H. SHOVE, P. O. Box 363, Santa Clara, Cal.

**WANTED** Position as managing editor of live daily or weekly. Have had successful experience as advertising and subscription agent and as editorial writer. Would invest money in good paying paper. A. D. DORSETT, Alton, Iowa.

### SITUATIONS.

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**WANTED**—The undersigned 23 years of age, industrious and strictly temperate, will take charge of work in a country printing office. Will give satisfaction. Address CARL A. LANE, Calistoga, Cal.

**WISHING** to become a No. 1 job printer. I desire to assist in a job office or job department of a newspaper office, under instructions. Am 21 years of age; have had three years of experience at newspaper and job printing; am steady, obliging and without any bad habits. Will work in the right place for very low wages. Address VOLNEY JONES, Vallejo, Cal.

**WANTED** Position by job printer, compositor and reporter; 7 years on leading Nebraska country weekly. A 1 references; strictly temperate. Address Box 43, Cedar Rapids, Nebraska.

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We will sell the following second-hand machinery to responsible parties at low prices, for part cash and monthly instalments, or 10 per cent. off for cash.

## Prices on Application.

### JOB PRINTING PRESSES.

No.	Size Inside.	Name and Style.	No.	Size Inside.	Name and Style.	No.	Size Inside.	Name and Style.
335	5½ x 9½	Babcock Jobber.	394	13 x 19	Gordon Old Style.	395	5½ x 7½	Pearl.
396	6 x 9	Columbian No. 2.	398	7 x 10	Gordon Old Style.	284	7 x 11	Universal.
349	8 x 12	Golding Official.	423	13 x 19	Gordon Old Style.	373	7 x 11	Universal.
378	7 x 11	Gordon Old Style.	439	7 x 11	Empire.	441	5 x 8	Model.
400	13 x 19	Gordon Old Style.						

### CYLINDER PRINTING PRESSES.

No.	Size.	Name and Style.	Rollers.	Dist.	No.	Size.	Name and Style.	Rollers.	Dist.
281	28 x 43	Acme or Fairhaven.	2	R & C	42	23½ x 28½	Hoe Drum, bed springs.	2	R & C
419		Bullock Press and Taylor Folder.			140	23½ x 28½	Hoe Drum, bed springs.	2	R & C
274	37 x 51½	Campbell, Book and Job.	2	R & C	387	41 x 60	Hoe Double Cylinder.	2	R & C
320	27 x 41	Campbell Complete.	2	Table	421	21½ x 17	Hoe Pony Cylinder Press	2	R & C
52	29½ x 46½	Campbell, Complete, (Springs).	4	Table	453	17 x 21	Hoe Pony	2	R & C
392	31 x 46	Campbell Country.	2	Table	329	32 x 48	Potter Drum	2	R & C
271	33½ x 48½	Campbell Intermediate.	2	Table	41	33½ x 45½	Taylor Drum.	2	Table
107	32 x 46½	Campbell, Job and News	2	R & C	55	26½ x 38½	Taylor Drum.	2	Table
324	31 x 46	Cincinnati Drum	2	Table	275	30 x 46	Taylor Drum.	2	Table
56	33 x 48	Cincinnati Drum, extra heavy.	3	Table	156	40 x 60	Taylor Double Cylinder.	2	R & C
407	32 x 46½	Cottrell & Babcock.	2	R & C	45	32 x 42	English Lithograph.		Table
434	32½ x 46	Cottrell & Babcock	3	Table	60	26½ x 34	English Lithograph.		Table
155	18 x 22	Califor'ia Reliable Pony.	2	R & C	197	34 x 42	German Lithograph.		Table
330	33 x 49	Hoe	2	R & C	232	24 x 32	Hoe Lithograph.		Table
391	27½ x 33½	Hoe Drum	2	R & C	23	424 x 32	Hoe Lithograph		Table

### GAS AND STEAM ENGINES.

No.	Name and Style.	Horse-power.	No.	Name and Style.	Horse-power.
399	Coal Oil Marine Engine, Shipman	2	390	Gas Engine, Pacific	4
253	Dempster Engine and Boiler	4	435	Regan Gas Engine	2
35	Excelsior Engine	4	401	Steam Engine, Upright	1
32	Gas Engine, Lawson	2	385	Steam Engine and Boiler, IXL	2
301	Gas Engine, Lawson	1	36	Vacuum Steam Engine, Davy	1
332	Gas Engine, Otto	7	102	Vertical Steam Engine	10
389	Gas Engine, Pacific	2			

### MISCELLANEOUS MACHINERY.

No.	Description.	No.	Description.
377	Folding Machine, Chambers'.	432	23-inch Jewel Paper Cutter.
89	Folding Machine, Dexter, attaching.	429	32-inch Sanborn Gem Paper Cutter.
90	Folding Machine, Dexter, attaching.	237	Scoring Machine.
192	Gilding Machine, Binders', (new).	430	7-column Army Press
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All the above machinery is thoroughly overhauled and guaranteed. Washington Hand Presses will be taken in exchange at \$150.00 for seven-column, and \$175.00 for eight-column, delivered in San Francisco.

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**IMPROVED NEW-YORK JOB CASE.**

On the shoulder of each letter is cast its appropriate number, thus avoiding confusion in distribution.

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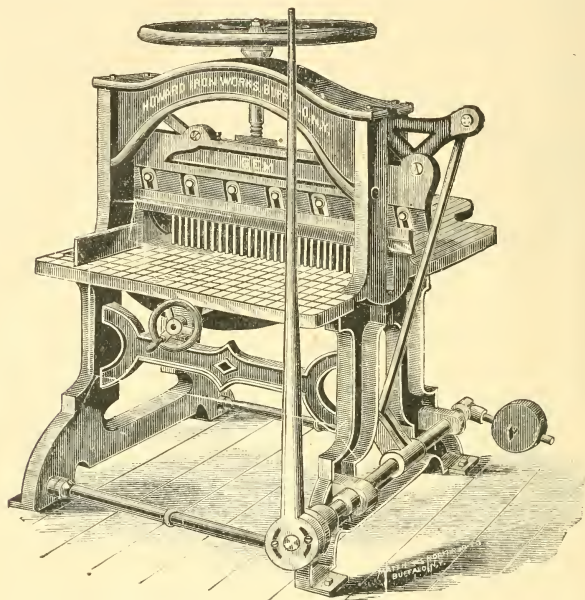


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**“GEM”** PAPER AND CARD **Cutter**

INVENTED AND MANUFACTURED ONLY BY THE

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Provided with Traverse Finger-Gauge and Clamp for Cutting Narrow Strips.

ITS CONVENIENCE AND ADAPTABILITY ARE WELL KNOWN TO THE TRADE.

PRICES—F.O.B., BUFFALO, NEW YORK:

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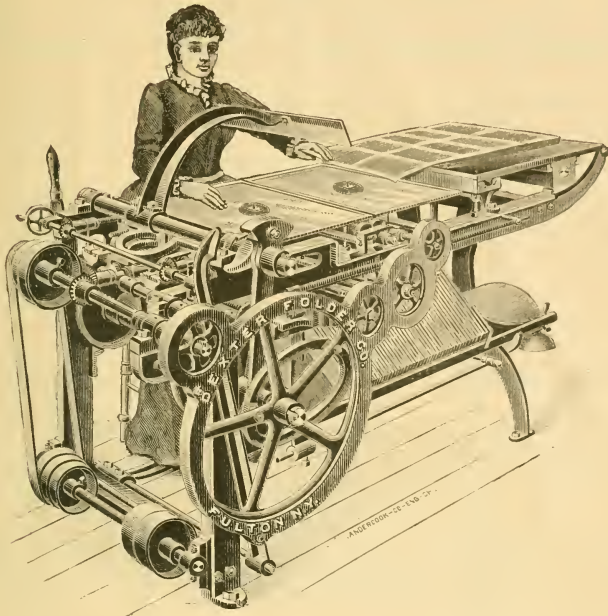
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We make all sizes and styles.

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We will be glad to furnish you with any information you may desire regarding these machines. Write us for descriptive circular.

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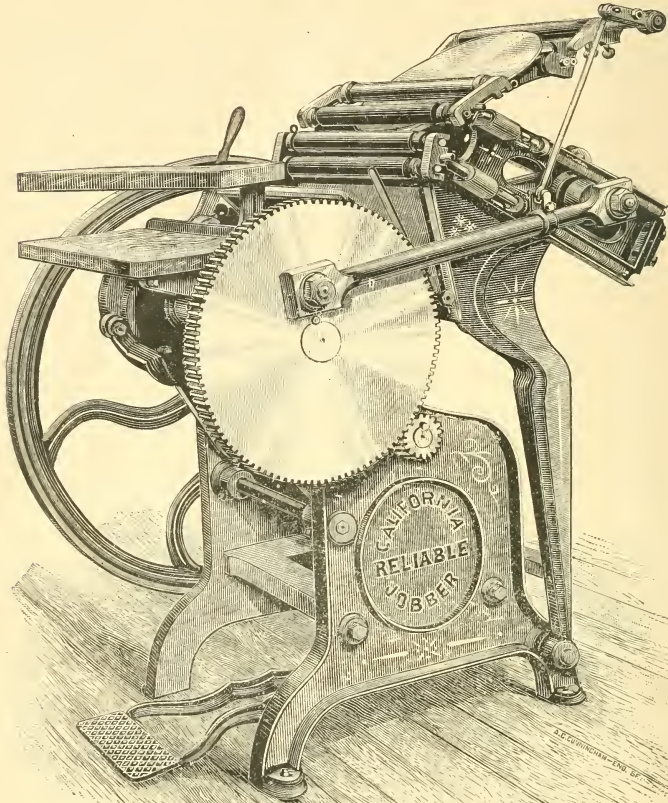
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# “California Reliable”



## JOB PRESS

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Complete with New Patent Throw-off, Ink Fountain and Depressible Grippers without extra charge.

MANUFACTURED BY

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# THE CALIFORNIA RELIABLE JOB PRESS.

## SIZES AND PRICES:

STYLES GIVEN BELOW.	Size Inside Chase.	STYLE A. with Throw-off and Fountain.	STYLE B	STYLE C.	SHIPPING WEIGHT.	BOXING.
No. 1-A Eighth Medium	8x12	\$200.00			1,000 lbs.	\$ 5.00
No. 1-B " "	8x12		\$225.00		1,010 "	5.00
No. 2-A Eighth Medium (large)	9x13	235.00			1,100 "	6.00
No. 2-B " "	9x13		260.00		1,110 "	6.00
No. 3-A Quarto Medium	10x15	300.00			1,400 "	6.00
No. 3-B " "	10x15		325.00		1,410 "	6.00
No. 3-C " "	10x15			\$350.00	1,435 "	6.00
No. 4-A Quarto Medium (large)	11x17	350.00			1,600 "	8.00
No. 4-B " "	11x17		375.00		1,610 "	8.00
No. 4-C " "	11x17			400.00	1,640 "	8.00
No. 5-A Half Medium (large)	14x20	450.00			2,300 "	10.00
No. 5-B " "	14x20		475.00		2,310 "	10.00
No. 5-C " "	14x20			500.00	2,360 "	10.00
No. 6-A Half Super Royal (large)	15x23	525.00			2,600 "	12.00
No. 6-B " "	15x23		550.00		2,620 "	12.00
No. 6-C " "	15x23			575.00	2,660 "	12.00

Style "C" is not made in the small sizes yet

Overhead Counter Shaft, \$25.00; Side Fixtures and Belt Shifter, \$15. Each press includes three Chases, Roller Mold, Wrenches, and two sets of Roller Stocks.

**STYLE "A"**—This style is our regular job press, which includes a **full-sized fountain**, for single color work, and our own patent throw-off.

**STYLE "B"**—This press is fitted with a **Combination Single Color and Chromatic Fountain** with **flexible fountain blade**, and with double vibrating distributor for the printing of several colors at one impression with uniform blending of the colors. The presses of this style carry five rollers.

**STYLE "C"**—The presses of this style are fitted with fountain and throw-off, same as Class "B," but they carry **Seven Rollers**, which you can readily understand results in exceptional distribution. We also attach to the presses of this style our **Double or Multiple Roller Attachment**. The foregoing attachment we claim of great value in the printing of illustrated work where the fullest and most thorough distribution is required. When the switch or lever throws this attachment into action the rollers pass down over the plate and back again without taking ink from the fountain roller or inking the form. This operation can be continued without limit and the most perfect distribution can be obtained. It is of the greatest advantage for distributing colors in chromatic printing.

### WHAT THE TRADE SAYS ABOUT THESE PRESSES.

From hundreds of testimonials in our possession (which may be seen on application) from all parts of the Pacific coast, we present the following:

We have in our office one of Palmer & Rey's Old Reliable Jobbers which has been tested by us, as to strength and speed, for nearly two years and has given the best of satisfaction. It will print from a single line of type to a chase chock full, or if the pressman is full the press does good work just the same. It runs but little harder than a sewing machine, is easy to feed, has a good appetite for all kinds of job work, and although a hearty eater, is not expensive to keep. Notwithstanding the fact that it is often kicked it never squeaks when well oiled, and can be carried below the knees and kept well groomed with a rag. It is safe to assert that this press will soon rank second to none with the presses now in use.

DAYTON, WASH., COLUMBIA CHRONICLE.

I am perfectly satisfied with the 14 x 20 California Reliable press, and am working off a six-column weekly paper in one-half the time it used to take on the hand-press; and it only requires a 16-year-old boy to do the work. With the hand-press it required two men or two boys. The press will recommend itself to every intelligent printer. For poster work it is unexcelled, because the fountain admits of any required supply of ink and the distribution is perfect. I can recommend the press to all those desiring a good, large, economical printing machine capable of doing the finest newspaper and job work.

Yours, etc.,

ADAM AULEBACH.

WALLACE, IDAHO, Feb. 24, 1892.

We have been using one of your California Reliable Jobbers for the past year, and to say that it has met our expectations would be using but mild terms. For exactness, durability and, as its name implies, reliability, it is superior to any press we have used. We are perfectly satisfied with its work. Respectfully,

PORTLAND PRINTING CO.

PORTLAND, OR., July 26, 1892.

We have a quarto medium California Reliable job press, purchased from you, which has been run for over a year, and gives perfect satisfaction. We consider it first-class in every particular and equal to any press of the same size made, and would not exchange it for any other press manufactured.

THE E. M. WAITE PRINTING CO.

SALEM, OR., July 23, 1892.

# For \$110.00!

SPEAKING OF JOB PRESSES, how is your office fixed for getting out small work?

Do you run cards and bill-heads on a Half-Medium?

Of course you can do it, but does it pay?

Practising economy!

Economy is a matter worth studying.

Have you ever looked thoroughly into the merits of the

## Golden Gate Jobber

for small work?

It will take on nearly half of the work.

It is built for business!

It costs but one-hundred-and-ten dollars.

See how little work it is necessary to turn out to pay interest on such an investment.

Verbum sap.

# Think it over!

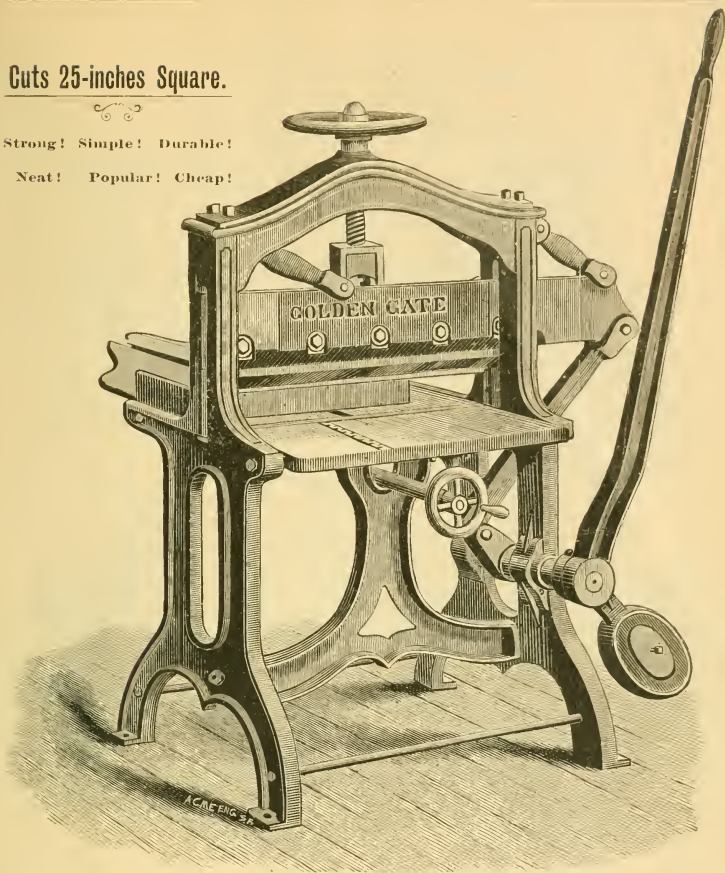


Cuts 25-inches Square.



Strong! Simple! Durable!

Neat! Popular! Cheap!



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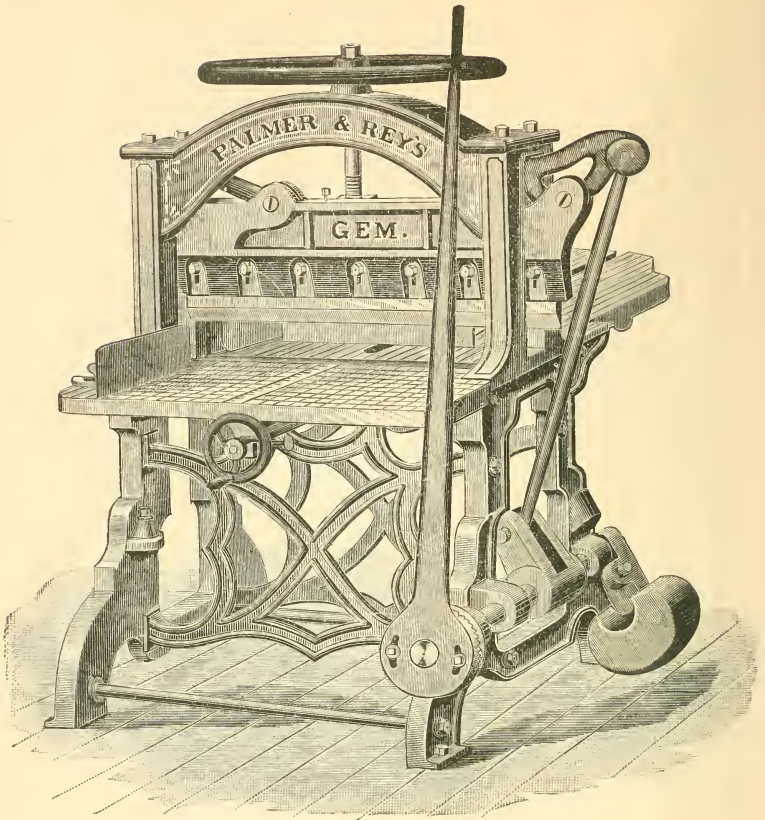
Manufactured in the Best Manner and from First-class Material.

PRICE,	{	<i>On Skids, F. O. B. in San Francisco.</i>	}	\$120.00
		<i>Boxing extra, \$3.00</i>		

The Only Twenty-five Inch Cutter that can be bought for \$120.

— MANUFACTURED BY —

San Francisco, Cal. **PALMER & REY TYPE F'DRY,** Portland, Or.



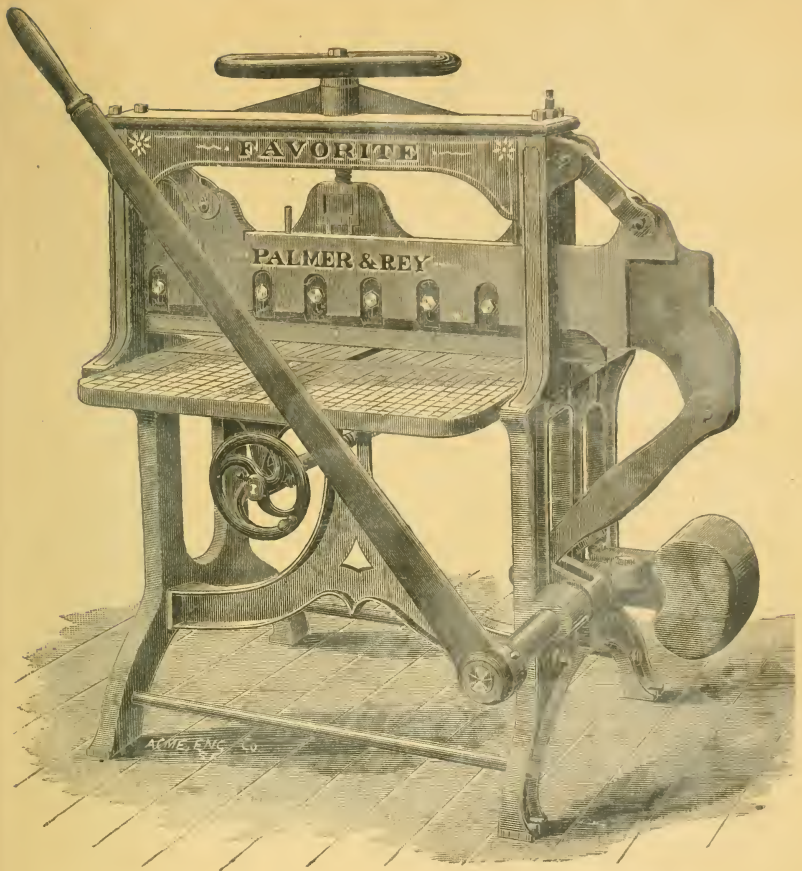
## Paper “GEM” Cutter

This Cutter is identical in every respect with the well-known “GEM,” and has been manufactured by MESSRS. PALMER & REY to meet the demand of printers who need a first-class article but cannot afford to pay a high price. It is manufactured from the best material, is very powerful and of extra strength, and will be found fully equal in its capacity to cutters of a much higher price. It cuts full 30 inches square, and has a back and side gauge.

**PRICE,** { Delivered in San Francisco, or on board } **\$190.00**  
cars. Boxing, \$5.00 Extra.

Manufactured by PALMER & REY TYPE FOUNDRY, San Francisco,

And Portland, Oregon.



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# The "Favorite" Cutter

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This Paper Cutter is intended for a good low-priced machine, and is suited for all ordinary cutting.

PRICE, \$165.

F. O. B. CARS IN SAN FRANCISCO.  
Boxing, \$5.00 extra.

It is strong, heavy, and substantial; works accurately and with ease; and is all iron and steel.

The hand-lever swings to the left, in front of the table. It has lines on the table, front and back, also extra gauges.

CUTS 30 INCHES.

Manufactured by PALMER & REY TYPE FOUNDRY, San Francisco,  
AND PORTLAND, OREGON.

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You are the unfortunate possessor of certain drum cylinder presses and you are asking yourself whether you ought not to replace them with new Two-Revolution high-speed Cottrells?

You hesitate because they cost you a great deal more than you can now get for them. It seems a little rough to sacrifice for \$1000 a press that stands on your ledger at a valuation of \$2500.

Now this is a time for straight talk. Make up your mind to one thing:—That you are going to own those presses, and not those presses own you.

They do own you when they hold you back,—fret you,—interfere with your progress,—handicap your success,—keep you out of the race.

And that is just what they are doing now. Are you going to let them own you? Are you willing to be outstripped by others? Do you expect to remain a poor printer.

What are you going to do about it?

### **C. B. COTTRELL & SONS,**

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PALMER & REY TYPE F'DRY, Agents,

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Portland, Oregon.



# The Newspaper Man

FOR

PRINTERS, PUBLISHERS AND REPORTERS.

VOL. II.

SAN FRANCISCO, CAL., SEPTEMBER, 1893.

No. 2.

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CHARLES A. MURDOCK.

## PALMER & REY TYPE FOUNDRY,

PUBLISHERS.

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**PORTLAND, OR.**

84782  
1893

# THE NEWSPAPER MAN.

VOL. II.

SAN FRANCISCO, SEPTEMBER, 1893.

No. 2.

## CHAS. A. MURDOCK.

THE subject of this sketch is an editor by avocation rather than by vocation. As a printer his business is closely associated with newspaper work, and from his establishment are issued a number of journals and periodicals. Of one of these, the Pacific Unitarian, he is the editor, and although it is yet in its first year it has gained a place among the leading religious journals of the country. It is published, monthly and is a thirty-two page paper, the same size as THE NEWSPAPER MAN. It is well printed, and filled with bright, attractive matter, very largely original. An eastern exchange recently spoke of it as a "millennial duet in which the eagle and the dove joined their voices."

Mr. Murdock came to California in 1855 and for nine years lived in Humboldt county. He closely missed becoming a newspaper man by profession. His father owned a half interest in the Northern Californian, published at Arcata, and Charles was about to learn the trade and become assistant editor, when Bret Harte strongly expressed a wish for the place, and as he was in greater need it was given to him.

At the age of twenty-two he was appointed by President Lincoln as Register of the Land Office at Humboldt, a position of honor, but at that time not of profit. His father's family having removed to San Francisco he soon after resigned and sought employment here. For a time he joined with a clerkship evening reporting on the Morning Call. For a year he carried on business as a money-broker, and in 1867 engaged in the printing business—first as a partner in the firm of M. D. Carr & Co., and subsequently as the head of the present firm.

In 1883 he served a term in the legislature, being one of the four Republican members from this city. He was instrumental in the passage of Sec. 1377 of the Penal Code, which provides for the probationary treatment of juvenile delinquents. Under this measure hundreds of young people, first offenders, have been rescued from imprisonment in prison or jail and restored to paths of rectitude.

For over twenty years he has been Superintendent of Pilgrim Sunday School of the First Unitarian Church, and has always taken an active interest in that church and the denominational work on the Pacific Coast. He is one of the directors of the Pacific Unitarian Conference, and President of the Sunday School Union. He is Secretary of the Hinckley Trustees, having the administration of a large charitable fund left by the will of Capt. Wm. C. Hinckley.

He was one of the founders of the Boys and Girls Aid Society nineteen years ago, and has been continuously a member of the Board of Trustees. For the seven years of its life he was associate editor of Child and State, a journal devoted to child saving.

Mr. Murdock is President of the San Francisco Typothete, the local organization of employing printers, and a Vice-President of the National organization.

He has contributed several stories and essays on literary and industrial topics to the Overland Monthly and other magazines, and has delivered a number of lectures on various topics. As a lay preacher he has several times filled local pulpits in cases of emergency.

He is a believer in the gospel of helpfulness, and much of his activity springs not from an abundance of self-confidence and desire to be at the front, but from simply a wish to "lend a hand."

AN opinion to the effect that printers are not mechanics, but artists, was made recently by a St. Louis lawyer. Compositors working for a printing concern, having some difficulty about getting their pay, consulted an attorney with the idea of having a mechanics' lien sued against the office. They were greatly surprised when the lawyer told them that they were not mechanics in the meaning of the law, but were artists, and hence they could not avail themselves of the advantages of the lien law.

IN Austro-Hungary there are newspapers printed in fifteen different languages.

## THE LOCAL MAN.

THE local man is one of the most important adjuncts of the newspaper staff, and his responsibility, both to the public and to his employer, is great. The editorial writer advances a theory or expresses an opinion; the reader may accept it or not, as he chooses. The exchange editor has others to credit for all he may publish; but the local man is constantly making statements of fact, and if his statements are ever incorrect someone will be sure to know it and to be affected by his error. His learning should be general rather than academical. He must have a knowledge of men and affairs which will enable him to write rapidly and well upon every subject; he must know something of law and the practice of courts; he must understand religious doctrines and medical terms; he must be posted in local politics and must have his memory stored with the names, business and personal peculiarities of hundreds of men.

The local man must be able to appear well in society; he must dress properly and must keep his clothes and his person clean; he must see that his breath does not smell either of intoxicating liquor or tobacco, and he must be respectful, obliging and attentive to all. He must study to please in his personal references to men and women, and he must never betray the little confidences with which he may be entrusted. The ability of the local man does not lie in his own facility of speech, but in his tact in making other people talk, his alertness to see the point in what they say, and his faculty to reproduce the facts or sentiments they utter in clear, concise and correct language. The local man must not depend upon his "cheek," nor can he afford to be over modest. He must be inquisitive without being impertinent, persistent without being impolite, and must indulge in detail and incidents without being undignified. He must be a diligent student of human nature; he must learn that this man will say a thing and mean it and that another man will say the same thing and not mean it. He must discriminate between facts and rumors, between truth and falsehood. He must be just and impartial, fearless and yet cautious, and his habits and character should be such as to win for him the respect and confidence of those with whom he labors.—Press and Printer.

FOUR hundred and twenty-eight feet of advertising were printed in the recent sixty-page anniversary edition of the Chicago Inter-Ocean.

## IN AMITY.

NOW who shall say again that editors may not dwell in amity and do business as well. It was only recently that the editors and newspaper men of Placer county in council assembled at the court house in Auburn, decided after much deliberation to form the Placer County Editorial Association. J. A. Filcher of the Herald was elected chairman, and Chris. Runckel of the Colfax Sentinel, secretary. A committee of four, consisting of J. A. Filcher of the Herald, Thorpe of the Republican, Rodehaver of the Argus, and Schardin of the News were appointed to draw a set of by-laws to be presented at a meeting to be held on Saturday, August 5th. All the editors of the county were appointed as a committee of the whole. There were present at the meeting editors Filcher, Thorpe, Rodehaver, Runckel, Richmond and Schardin, editors Dunkel and Sanders being absent, but the secretary was instructed to invite them to be present at the next meeting. The object of organization is to work in harmony on all subjects that will advance further the interests of Placer county, and much good is expected to result therefrom.

## HIS DECLINING DAYS.

Another applicant for admission to the Printers Home, at Colorado Springs, has developed from this coast in the person of A. D. Martin, an old typo, who has worked for many years in this city and the interior towns. The secretary of his Union has received notice that the application has been reported upon favorably by the Board of Examiners, and that the old gentleman has until September 17th wherein to present himself at the Home. This is a deserving case, and the craft is to be congratulated that there is such a place where its old and worn-out members can pass their declining days in peace and quiet.

A CHARACTER up in Hazelton is "Jack" McCarthy, where he runs the daily paper. His advertising methods are original, as well as effectual. He was anxious to get business from a firm that advertised in his field, and wrote, soliciting an order for his paper. The reply came, "Where does your paper go?" With promptness "Jack" answered, "To North and South America, Europe, Asia and Africa; and it is all I can do to keep it from going to hell—." He got the contract.

PERSIA has six newspapers, all in native languages, except one in Syriac.



## CHINESE NEWSPAPERS.

THE oldest newspaper in the world is the Peking Gazette, which has been regularly published since A. D. 911. It has now three issues daily (not merely editions) with a circulation of 10,000.

The contents are simply official information, imperial decrees and the like, which are communicated to the publisher by the functionaries of the imperial palace. The official documents are drawn up with great care, and only published after such careful revision that they do not appear until two or three days after the publishers have received them.

However, he has time to print an unofficial edition, and also issue a manuscript edition, which is the first edition, and appears two or three days before the official. There are six editors, so that there is ample reserve in case of absence of any of them for government reasons.

That this is not a needless precaution, in view of the strict watch kept on the paper, may be understood when it is stated that during the 1,000 years or so the paper has been in existence seventeen of its editors have been beheaded.

The Gazette is exactly the same in form to-day as it was 1,000 years ago. It is four inches wide by ten inches long, and each issue consists of about eighteen leaves of soft, thin paper with ragged edges, printed on one side in Chinese characters, the whole inclosed in a thin yellow cover and lightly stitched.

But, though China can boast of this ancient newspaper, it otherwise makes a show in the journalistic world. For all its 400,000,000 inhabitants it has only twenty-four newspapers, ten of which are daily and fourteen appear at longer intervals.

Only eleven are printed in Chinese one is printed in French, and the rest being English.

Japan presents a striking contrast, having ninety-two dailies and 175 other periodicals. Nearer home, even the little island of Iceland, with some 70,000 inhabitants, has the same number of newspapers as the great Empire of China.

SKILL in writing advertisements has become of such recognized value that a man has founded a school in London to teach it as a profession.

IF the rage for newspapers of an extraordinary size continues, a society for the prevention of cruelty to newspaper carriers will have to be organized.

## OBITUARIES.

Calvert B. Cottrell, one of the foremost printing-press builders of the world, died at his home in Westerly, R. I., on June 12th, 1893. His inventive work was notable in almost all branches of printing machinery. The printing press owes much of its present efficiency and speed to the years of study and experiment given it by this benefactor of the craft. His famous air spring, with its subsequent accompaniments of the yielding plunger, vacuum valve and governor attachment, was an invaluable contribution to press speed, and has been universally copied. He applied the tapeless delivery to the drum cylinder press; he introduced a positive slider motion, and he invented the hinged roller frame. His most important invention was the "shifting tympan," for preventing offset in printing the second side, and making possible the running of fine illustrated work on a perfecting press.

Mr. Cottrell was born at Westerly, R. I., Aug. 20th, 1821. In July, 1855, he joined with Nathan Babcock, under the firm name of Cottrell & Babcock, in the business of manufacturing machinery. In 1858 they made their first drum cylinder press. In 1867 the New York office at 8 Spruce street was opened, in which year they began to make printing presses their specialty. In July, 1880, Mr. Cottrell purchased Mr. Babcock's entire interest, and associated with him his three older sons, under the firm name of C. B. Cottrell & Sons. His death will make little change in the conduct of the Cottrell firm, as the active management has for some time been in the hands of his three older sons.

Horace B. Loomis, a newspaper man, long and favorably known in this State, died recently at his residence in Stockton. The deceased has been a resident of California for twenty years, except during a few years spent in Nevada, and during the last twelve or thirteen years has lived almost constantly in Stockton. He was first engaged in that city as a writer on the Independent, but subsequently worked on the Mail until ill health caused him to leave editorial work and for five years past he acted as traveling agent for Sperry & Co.'s mills. He leaves a widow, a daughter and a son, all of whom are widely and well known in Stockton and have the sincere sympathy of the community in their affliction.

NEW YORK State alone has more papers than are published in all the continents of the world south of the equator.

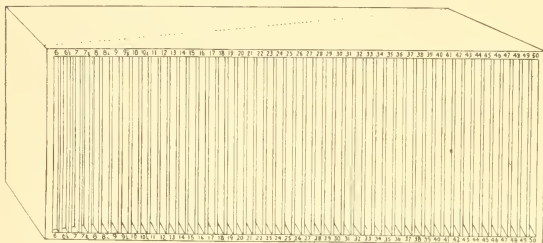


# PRACTICAL POINTS.



## LEAD RACKS.

An article that has stood the test of actual use for a period of over twenty-five years, and given good satisfaction during all that time, is a good thing to stick to. Such an article is the Lead Rack shown on this page. It is almost unnecessary to call the attention of California printers to it—to them it is as familiar as household words. It forms a staple article in every printing-office outfit. That this should be the case is no more than right, as it is the only article for the purpose ever put on the trade that fulfils all the conditions necessary for the perfect storage of leads and slugs, combining capacity, compactness, ease of handling



LABOR-SAVING LEAD RACK.

and every necessary qualification. The leads lie flat on their sides, and consequently are always in order.

The cut of the rack here shown needs but a glance to convince the printer of the merits of the article, and no matter what size may be required, the principle remains the same. It can be made larger or smaller, to contain many more sizes, or a larger quantity of each size, as may be needed, without in any way changing the plan on which it works. Some printers have the labor-saving leads in their establishment run by ens instead of ems, requiring double the number of boxes or pigeon-holes, but racks built on this principle can be readily adapted to any changes that may be found necessary.

When large quantities of leads are used in an office, or several thicknesses are in use and it is deemed advisable to keep them separate, longitudinal divisions are used, dividing the rack into two, three or more parts, equivalent to placing the desired number of complete racks, one on top of the other. When placing

the rack in position put a strip of wood under the front edge so that it will tilt slightly back, thereby preventing all liability of the leads falling out of their place.

With but an ordinary amount of leads and slugs of the regulation sizes to care for, this rack meets every requirement. But every large office finds it necessary to have extra quantities of some special sizes, and these are constantly increasing in number and quantity. Sets of furniture for book work, of different measure from the regular sizes in the furniture cabinet, are being constantly added to the stock. It takes but a short time before these odd sizes become so numerous that it is difficult to keep track of them, and it frequently

happens that new material is bought and cut up when ample quantities are already in stock, but stowed in some out-of-the-way place and of course forgotten.

To avoid all such expensive mistakes we have originated an article known as Surplus Lead and Furniture Rack, a cut of which appears on the opposite page. A glance at the cut of this rack, and the diagram of

one of the movable slides, shows exactly what it is and how it works. We carry in stock a size that will hold leads up to thirty-six ems in length, and a description of this will readily apply to any other size.

First a shallow box is made, thirty inches long, twenty-four inches wide and six inches deep, inside measures. This will hold twenty slides, thirty inches long and six inches wide. At the top and bottom of each slide a strip six inches long and three-quarters of an inch in width and thickness is permanently attached. These are marked B B. The strip C is loose and fits snugly between the top and bottom, as shown. This strip forms the back of the box or pigeon-hole when fixed in position, and is to be permanently fastened to suit the material to be placed therein. That is to say, if the leads or furniture is twenty-one ems long, the strip C is nailed to the slide at a distance of twenty-one ems from the face edge. Place it in position and stamp the length of the material it contains at the top and bottom, on the outer end of the strips B B. By tilting the rack

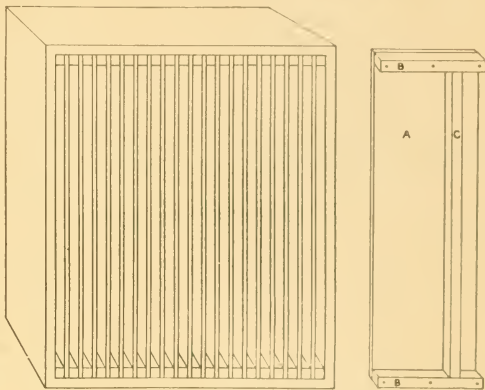
back slightly the slides remain in position without fastening. Always keep the slides with the smallest sizes at the left, and increasing toward the right as you face the rack. When any smaller or intermediate size is found necessary, prepare one of the loose slides for the length required and place it in the correct position. By this means all the surplus material of this class is kept constantly under the eye of the foreman and awkward mistakes in purchasing unnecessary material are avoided.

It will generally be found that some sizes will require the use of several of the slides or boxes, while others need but a single one. All that is necessary is to keep each size together, and the whole lot in consecutive order. The racks being so cheap, a new one should be added as soon as one is filled. The expense will be saved many times over in the time saved in handling the material.

For a fuller description of the different sizes and styles of the articles enumerated on this page, and the prices of each, our readers are referred to the small specimen book recently issued by the Palmer & Rey Type Foundry, called "Composing Room Specialties," which contains all the latest improvements in the trade, and which will be sent on application. A copy was sent to all the customers on our mailing-list with the July NEWSPAPER MAN. If you have not received one let us know and the book will be sent at once.

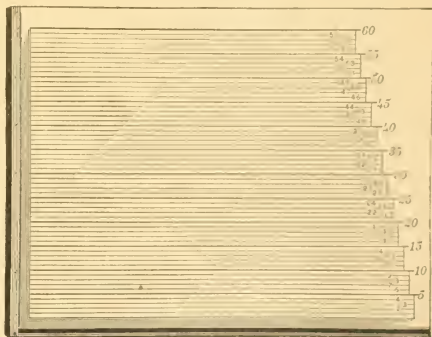
To handle the leads economically, no better device has ever been seen than our Lead Distributing Galley, shown herewith. The purpose of this galley is indicated by its name. It is a half-rimmed wood galley with a printed scale on its face, covered with glass. The lines are just a pica apart and are plainly numbered, from one to sixty, each fifth line and number being more heavily printed than the rest, as shown in the cut. The leads, slugs or brass rule to be sorted are laid edgewise on the galley, across the lines, which register at once their respective lengths. A galley full is quickly distributed in this way by removing successively the longest lengths. It is a genuine money-saver and worth its weight in gold to any office, large or small.

With the three articles here described any job office is equipped to handle the spacing-out material in an economical and satisfactory manner. To omit any one from the outfit is false economy, as it is a well-known fact that



SURPLUS LEAD AND FURNITURE RACK.

the better the facilities for storing and handling the material the less it costs to run the office; and the proprietor who thinks he cannot afford the cost of the necessary racks for this purpose generally pays for them several times over every year in the waste that necessarily follows this lack of proper appliances.



LEAD-DISTRIBUTING GALLEY.

Material is cheaper than labor every time, and the printer will always find that the best investment he can make in his business is in plenty of cases, stands, and all the necessary conveniences for keeping his stock in order and to facilitate its handling.

# The Newspaper Man

FOR

Reporters, Printers and Publishers.

ISSUED MONTHLY.

SANDS W. FORMAN, - EDITOR.

Mills Building, N. E. Corner Montgomery  
and Bush Sts., Room 3, 2d Floor.

PALMER &amp; REY TYPE FOUNDRY, Publishers, 405 Sansome St.

## SUBSCRIPTION TERMS:

One Year, . . . . \$1.00	Three Months, 25 Cents.
Six Months, . . . . .50	Sample Copy, . 10 "

Payment must be in advance in every case. All subscriptions discontinued at expiration of paid term.

A year's subscription presented free to any person securing 5 new subscribers, and remitting \$5 with order.

## ADVERTISING RATES.

Cover pages, \$40; inside, \$30; halves and quarters, pro rata; less than quarter, 25c, per nonpareil line. Discount: 10 per cent. on 3 months; 15 per cent. on 6 months; 25 per cent. on 12 months.

Terms on classified advertisements are given under each department heading on page upon which they appear. Remittances must accompany copy sent.

San Francisco, Cal. - September, 1893.

*THE NEWSPAPER MAN is emphatically the most effectual medium for the announcements of dealers in machinery or supplies used in the production of daily and weekly newspapers. No other periodical on the Pacific Coast is devoted especially to the topics that interest business managers or publishers—the men who select and buy.*

## WHAT FAILURE MEANS.

Do you know, *messieurs* the bankers, capitalists, money-bags and bond-holders in general, what a failure means in this case—a failure to render the Midwinter Fair in this city *un fait accompli*? Do you realize what will be the result if, through your penuriousness, your lack of public spirit, your greed for the almighty dollar, your desire to grab all and give none, you allow this grand and comprehensive scheme of a few master minds to fall through? Understand, then, what failure really means. It means that you will have given the State of California—the entire Pacific Slope—a set-back from which it may not hope to recover for many a year after you—the memory of you and your money—has

long been buried and forgotten. It means that the reputation you and your sympathizers have already acquired by your niggardliness and lack of enterprise will have been many times increased in detestation in the minds of those abroad. It means that the once most energetic and whole-souled people, the most generous and self-sacrificing of the whole confederation, will have lost their good name, and be held up hereafter for scorn and laughter.

No one can question the policy of having started this movement for the establishment of the Midwinter Fair. The times were out of joint, the air was rife with the reports of hard times and failures, the streets filled with idle, but willing men. Something had to be done and done quickly. The general stagnation was becoming deadly, and starvation—that horrid spectre that has too often stalked abroad in other lands than ours—'twas feared might come upon us at any day. And then came the idea of the great Midwinter Fair.

What man is there among us who is so obtuse as not to see the necessity—the vital importance—of lending all his energies to making it a success. Alas! too many failures in great enterprises have we already placed to our discredit, and shall we now place another brand of shame upon our brow? How many trans-continental railroads have we already built—on paper—and how many of them have we built in fact? How many great projects only requiring skill, energy, brains and money—and who shall deny us the possession of them all—have we originated, only to see them fade away into thin air from want of proper and combined support? And shall this, the grandest of them all, the one of all others that promises the much-needed relief for which every man, woman and child among us is longing and praying, be added to the already extensive list of

disgraceful fiascos, and only for the lack of a few hundreds of thousands of dollars? If we had them not, if the coffers of our banks of savings were not stuffed to overflowing, then indeed there might be some excuse for declining to respond to the calls made upon us. If we were in the position of certain boom cities of the great and glorious west, if our streets were crowded with desperate and unemployed men, if we were forced as our sister city, the silver princess, Denver, to establish soup kitchens for the starving horde that lined her streets, to call out the militia to prevent the looting of her banks by this same desperate host, then, indeed, might we hesitate before going down into our capacious pockets to dig up the wherewithal to accomplish this much-desired result. But, God be praised, these fearful straits have been spared us. Let us, then, from the newsboy to the millionaire, each and every one of us, contribute what we can. Let there be no delay, for time is the essence of our contract. Let there be no giving with an "if" or a "proviso." Subscribe not with the understanding that if some other one will give so much, then will we give the same. Let selfishness be forgotten, and remember the old Latin proverb, *Bis dat qui cito dat*. In the bright lexicon of youth, and the language of the Pacific Slope, "There is no such word as fail."

#### AS TO HEADLINES.

It is evident that the great sensational dailies of the Pacific Slope have much yet to learn in the matter of great headlines, though on extra occasions, it must be admitted, the "top-headitors" of the Monarch have accomplished decidedly startling results. But, after all, we must turn to the great blanket-sheets of the pork metropolis if we would see "headlines as is." The Cincinnati Enquirer publishes with religious regularity the

sermons preached by Rev. Dr. Talmadge. On a recent Sunday Dr. Talmadge took the story of the life of Jephthah as a text, and delivered an inspiring discourse. The following Monday the sermon was published in the Enquirer, under the annexed headlines:

Jeph—The Old Freebooter—At an Early Age He was Forced to Rough It—He Held Up the End of His String in Great Shape—And Soon Sewed Up the Gates of Twenty Cities—On His Return From Victory He Kept a Promise—He Must Sacrifice the First Person Seen in His Door—He Looks—Holy Horrors—It Is His Fair Daughter—But Jephthah Was a Man of His Word and the Beautiful Young Girl Was Slain.

Dr. Talmadge was so pleased that he wrote to the religious editor of the Enquirer complimenting him on the effort.

#### DISHONEST ADVERTISEMENTS.

For a publisher to permit the insertion of lying and dishonest advertisements in his columns, says Newspaperdom, is to allow his subscribers to be fleeced, and this is not different in principle from allowing a guest to be robbed in one's home. No paper can at once maintain a manly and honest tone, and act as agent to the advertising bunco man. Every such advertisement printed, marks a distinct lowering of confidence; and especially is this true in country newspapers, which have a more personal responsibility to their constituents. The argument one sometimes sees in certain journals, that "their readers are not in leading strings, and are capable of looking out for themselves," is merely an admission that the money from this source is more grateful than the respect and confidence of its readers.

NEVER let up in advertising, is the secret of success. Advertising that does let up never pays. To stop and see how it works is like throwing a double eagle in the water to see if it will float; you solve the problem but you lose your gold.



## EDITORIAL NOTES.

Can it be that printers, as a class, are negligent of their own interests? Can it be that they are less fitted for the practical duties of life than men engaged in other vocations? Indeed, it would seem so, when we are called upon to record the many failures taking place when the members of the craft are placed in positions requiring their undivided time and attention; and now it is the Childs-Drexel Home, an institution that promised so much for the worn-out veteran of the case, that comes to the front with its complaint. At a recent session of the International Typographical Union, evidence was taken tending to show that unless repairs costing in the neighborhood of \$6,000 were immediately made in that institution, erected scarcely two years ago, that the entire structure, or at least part of it, would fall down. The matter was considered in executive session, but the convention concluded that the men who contributed the money that built the home were entitled to know how it was expended, and President Prescott has sent to the press the record of the executive session at which it was considered. And yet, during the entire course of its construction, it was continually under the supervision of "practical printers," men who thought they knew what they wanted, and with intelligence enough to see that their plans were properly carried out.

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We acknowledge a kind and, we trust, a well-deserved compliment from our contemporary, the Paper and Printing Trades Journal, of London. In many ways it is superior to journals of its particular class appearing in this country, for the reason that it not only interests itself in the various trades connected with newspaper printing, paper, and bookmaking, but it has an especial care for the welfare of the artisans and the

other workmen engaged in these various branches. Its typographical appearance, though decidedly English, is attractive, and its editorial matter and selections are of the very best quality. We can commend this sterling English periodical to our contemporaries.

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One of the surprises in newspaperdom is the news of the financial straits into which Truth, of New York, has just fallen. If ever a paper looked healthy, and showed signs of strength and long life, surely it was this one; and yet we are now informed that the company has been placed in the hands of a receiver on the application of Charles Eddy, Louis Ettlinger and Gustavus H. Buck, who form a majority of the directors of the concern. Proceedings are being taken for a voluntary dissolution of the corporation. The Truth company succeeded the News-Letter company. Must it then be said that truth doesn't pay after all?

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On the first of this month (September) a startling change was made in the business management of the San Francisco Examiner, C. M. Palmer retiring as general manager and Tom Williams succeeding him. It is said that Mr. Palmer, who has been in charge for over two years, will go east to resume the management of his paper, the Northwestern Miller. During his stay in this city he has made many warm friends and admirers, and his departure will be sincerely regretted.

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Frank Siddall, the Philadelphia soap man, is credited with saying: "I have confined my advertising entirely to the newspapers. The man who does not read a newspaper does not use soap." This is the opinion of one successful business man, who has proven the benefits of judicious newspaper advertising.



# NORTHWEST NOTES.

The Elberton, Wash., Wheat Belt has been resuscitated.

The Mills City, Oregon, Gazette has been merged into the Detroit Freeman.

The Skamania County Pioneer Publishing Company, of Cascades, Washington, has been incorporated.

The Shaw & Borden Printing Company, of Spokane, Washington, has been incorporated with a capital stock of \$20,000.

Messrs. Donovan & Parkhouse of the Ballard, Washington, News, have recently added a complete job office to their plant.

The firms of C. W. Hodson and Ben C. Irwin & Company, Portland, Oregon, have been consolidated and will hereafter be known under the latter name.

The Democrat office at Hillsboro, Oregon, was completely destroyed by fire. Mr. Sanford the publisher, was partly insured, but not sufficient to cover his loss.

The circulation of the Oregon Observer, Grant's Pass, Oregon, has grown to such an extent that the publishers, Messrs. F. Chausse & Co., find it necessary to put in a power press.

The Seattle Typographical Union has passed and had published in the city papers resolutions condemning certain business houses for having their printing done outside of Seattle. They claim it is unpatriotic and unbusiness-like and will refuse hereafter to deal with such houses as persist in this practice.

The Spokane Silver Outburst has the following at the top of its editorial columns. "To Contributors in General—Write on one side of the paper only; we use the other side. Be natural in writing. Don't try to soar; the bat is the only mammal that flies. Write in English, or send glossary. To Poets—Poetry on all subjects accepted. Send lock of hair as guarantee of *divine afflatus*. Give children of your brain proper transportation. We do not furnish Pegasus."

## A BIG CONTRACT.

THE contract that was let to a paper mill located at Castleton, New York, a few days ago for the manufacture of United States postal cards for the next four years, was a large one. It calls for 11,000 tons, or 600,000,000 postal cards. The cards will be manufactured in two sizes, 3.2 x 5.2 inches. The paper used for the cards is made into long sheets of given width, which are run on reels.

From these reels the paper is run through machinery which prints, cuts, packs and bands the cards, and drops them out ready for delivery to the postoffice authorities to be sold to the people. Government officers are detailed to look after the cards at the mill and see that they are shipped to their proper destination. The machine counts automatically every card, and the government officers and contractors are bound by this count, and must render account accordingly. With the delivery of the cards to the postoffice officials at the mill the responsibility of the contractor ends.

THE largest circulation in the world is that of the Petit Journal, which issues more than 1,000,000 copies daily.

## THE EDITOR'S DREAM.

I would from the city's rule and law—from its fashions and forms cut loose—and go where the strawberry grows on its straw and the gooseberry grows on its goose; where the catnip tree is climbed by the cat as she clutches for her prey, the guileless and unsuspecting rat on the rattan bush at play. I will watch with ease the saffron cow and the cowlet in their glee, as they leap in joy from bough to bough on top of a cowslip tree, and list while the partridge drums in the wood and the dog devours the dogwood plum in the primitive solitude. Oh let me drink from the moss-grown pump that was hewed from a pumpkin tree—eat mush and drink from a rural stump, and form and fashion free—new gathered mush from the mushroom vine and milk from the milkweed sweet—with luscious pineapples from the vine—such food as the gods might eat! And then to the whitewashed dairy I'll turn, where the dairymaid hastening hies, her ruddy and gold-red butter to churn from the milk of her butterflies. And I'll rise at morn with the earliest bird, to the fragrant farmyard pass, and watch while the farmer turns his herd of grasshoppers out to grass.

# THE PENMEN.

Bowen & Dinkelspiel are now conducting the Solano Republican, and doing it in a manner that is eminently satisfactory to its host of subscribers.

John Isaac, an old journalist, well known in San Bernardino, is organizing an anti-poverty colony in Kern county, near Poso. The colony will contain 7,000 acres.

W. A. Sehorn has purchased W. D. Crow's interest in the Willows Journal, and under his sure-to-be-vigorous management we expect to see the Journal fairly boom.

Messrs. Foote and Woolfolk, of San Jose, are responsible for the recent appearance in that city of a beautiful souvenir, entitled "Picturesque San Jose and Environments."

H. M. Calkins has commenced the publication of a weekly paper at Woodbridge, San Joaquin county, called the Recorder. The first number is handsomely printed, and full of interesting matter.

Editor Jordan has turned his paper into twins—one called the Saratoga Sentinel and the other the Los Gatos Chronicle. The two together make one of the liveliest newspaper teams in the State.

Henry W. Patton, late editor and proprietor of the Herald, of Banning, Cal., was recently appointed Special Agent of the Interior Department to make allotments of land in severalty to the various Indian tribes.

P. H. Higgins knows how to handle a newspaper property in the best possible shape, as is evidenced by a glance at his newsy and popular paper, the Newman Banner, which has entered upon its second year.

W. P. Hughes, late proprietor of the Los Gatos Mail, and owner of the News, published at Northport, Wash., passed through this city recently en route to Tres Pinos, where he publishes another newspaper, the Tribune.

S. E. Moffett, of the Examiner, recently wrote for that paper a series of articles on the silver question. They are of historical value, and, as a whole, present a clear and exhaustive analysis of the problem before the country.

W. M. Penry, editor and proprietor of the Amador Dispatch, published at Jackson, shows his ability as a newspaper man with every

number. The Dispatch has recently celebrated its thirty-fourth birthday and looks back proudly on a long life well spent.

Messrs. J. J. Livernash and Sam Purcell have taken charge of the Orange county circulation of the Los Angeles Herald and Express, and are doing a rushing business for both of those papers. Both are rustlers of the most approved pattern.

J. E. Barber has sold his interest in the Daily Evening Telegram, Alameda, to E. L. Marshall, who, since February, has been associated with him in the business. Mr. Barber had been engaged in journalism in Alameda for the past six years.

J. J. Sheehan and J. B. Harris suspended the publication of the Sacramento Evening News the twelfth of this month. The failure is alleged to be due to lack of harmony between the proprietors, General T. J. Clunie and A. Abbot.

The weekly Antioch Ledger announces that on account of sickness in the family the editor-in-chief has had to go to the mountains, and will be absent one or two weeks. In the meantime the Ledger and its readers will have to take pot luck.

John H. Gilmour, whose breezy letters to the San Francisco Chronicle are an important and interesting feature in its columns, is still residing on his fruit and opium farm at Indio in the South, and enjoying his *otium cum dig.*—like any other nabob.

A Western editor who sends his paper out to "time subscribers" sends a bill each year. When a second bill is sent, and there is no response, he takes it for granted that the subscriber is dead, and publishes an "obituary notice" in his column.

The Banning Herald has engaged the services of Mr. Solomon Neumann, of San Bernardino, who will give special attention to the advertising and subscription business. The Herald is one of the most enterprising and best edited papers in the south.

A. Sexton edits and A. Coffin publishes a paper in Arizona called the Tombstone Epitaph. Mark Deadman is the foreman of the office, Miss Angel is a compositor, and Paul Graves one of the oldest subscribers. The paper doesn't pretend to deal with live issues.

George Augustus Sala is quoted by a San Francisco contemporary as declaring that while in almost all other callings of the professional order versatility is a drawback, in journalism it is an essential qualification. We see nothing remarkable in that, Mr. Sala—a self-evident fact.

Richard Henry Savage, author of "My official Wife," "The Passing Show" and other recent novels, is a son of the late Col. Richard Savage, foundryman of this city. The younger Savage is a graduate of West Point and although beyond the prime of life has only now found his vocation.

Lee W. Lloyd died recently in Oakland. Mr. Lloyd was a graduate of the State University of the class of '92, and was at one time editor of the *Occident*, the university paper. His death was due to inflammation of the bowels. He leaves a wife and many friends to mourn his loss.

Journalist—"I would like to get a pension." Pension Agent—"Were you injured while you were in the war?" Journalist—"Yes! I was a newspaper correspondent, and I did so much hard lying that I strained my conscience, and as everybody connected with the army has been getting pensions, I thought I'd just file my claim."

Mrs. Gertie de Force Cluff, a woman of great individuality and newspaper ability, has transferred the management of her paper, the *Valley Review*, published at Lodi, to her son, Frank B. Cluff, she contributing to its columns. The *Review* was started by Mrs. Cluff, is prosperous, and has just recently completed its fifteenth volume.

The *Sacramento Bee* has secured John Paul Cosgrave, well known as a newspaper man of much talent, as a member of its staff. Cosgrave is a verse writer of considerable ability, and has lately written a song of "Hard Times" which is being extensively copied and commented upon. Cosgrave is a valuable acquisition to the *Bee's* corps of writers.

A level-headed editor of an exchange penned the following: "My friend, do not speak slightly of that man with the battered hat and time-worn clothes. He is probably the editor of the home paper, while the man with the silk hat and well-brushed clothes that passes him by 'on the other side' is the delinquent subscriber. Appearances are often misleading."

One of the writers for the press who is now coming to the front more rapidly than all others is A. J. Waterhouse of the *Stockton Mail*, Un-

der the heading "Minor Topics" he has recently given us some bits of verse that are equal to the good things done by Eugene Field. His satire is never coarse or vulgar, but always clear-cut and incisive. The *NEWSPAPER MAN* predicts for him a brilliant future.

Ollie Teal, a dude, once well known on this Coast, who has recently been quite prominent among the swagger set of Gotham, has recently made an attempt at journalism, essaying an article for the *New York Recorder*. Suffice to say it contains, by actual count, forty-four libels, but bears the autograph of its writer, who holds himself personally responsible. The article, like its writer, was perfectly harmless.

Walker, the flowery editor of the *Moscow, Idaho, Democrat* mourneth thusly: The setting sun and rising moon have presented sights of rare beauty the past few evenings. Fires in the mountains have caused a densely smoky atmosphere and Old Sol and Luna have appeared like huge orbs of a deep carmine hue—blushing for shame, no doubt, at the action taken by Congress in throwing our good old silver dollars to the dogs.

Miss Eliza D. Keith, who shortly returned from an extended Eastern trip, is now located at 1538 Eddy street and expects to enter with renewed energy upon her local educational and newspaper labors. Her "Di Vernon" letters in the *News Letter* and her correspondence in the *Boston Journalist* have stamped her as one of the coming newspaper writers of the day. She is all pluck and perseverance and as to her future there can be no question.

An Eastern editor says that a man got himself into trouble by marrying two wives. A Western editor replies that a good many have done the same thing by marrying one. A Northern editor says that a number of his acquaintances found trouble enough in barely promising to marry and going no farther. A Southern editor says that a friend of his was bothered enough when he was simply found in in company with another man's wife.

The newspaper men of Placer and Sonoma counties have organized in their districts associations for the purpose of encouraging and assisting the Midwinter Fair. Now let the newspaper men in all other counties in the State do the same, for if this Fair is to be made the great and glorious success it deserves to be it can only become so through the combined and earnest efforts of journalists all up and down the Coast, and through and across as well.

# THE PAPERS.



The Paso Robles Leader, a most excellent and readable weekly journal, has entered upon a new volume.

The San Jacinto Register has entered upon a new volume, and its columns exhibit signs of continued prosperity.

The typographical arrangement of matter in the Hanford Journal has been changed and is a decided improvement.

The Citizen, published weekly in Sacramento for several months by S. E. Carrington and J. M. Anderson, has again suspended.

A recent number of the Pacific Union Printer had for its frontispiece a portrait of Chas. M. Shortridge, of the San Jose Mercury.

The Colusa Daily Gazette is now four years old. It has had an up-hill fight, but has held its own throughout and is still in the field.

The Sunrise is the name of a little paper that is being published at the Green Valley camp ground by Messrs. Waters & Bryant.

The last issue of the Golden Era is a special World's Fair number, and contains much interesting reading matter and many illustrations.

The Midday Sun of Modesto suspended publication recently, a thing much to be regretted, as the Sun was by far the newsiest paper in its locality.

Der Sud-Californier, of Los Angeles, has removed its office from the Downey block to the Panorama building, on the same floor as the Evening Express.

The Tulare Register has entered upon its seventh volume. The Register is one of the best edited papers in the interior of the State. The local news field is well covered.

The San Francisco Hotel Gazette has appeared in a much-improved form, with a handsome cover, and is now one of the most attractive papers of the kind in the Union.

The Oakland Times has shed its terra cotta frontispiece and adopted a plain but neat letter for a heading. The form has been changed to a folio, and it is an improvement all round.

The Four Corners, published at Lookout, says report is current that the Mountain Tribune will shortly be issued, under the editorship, ownership and management of N. Bieber.

The Stockton Mail, a paper that is for the masses—upright, fearless and independent—has just entered upon a new volume. Brother Colnon could not edit other than a good paper.

The Madera Evening Tribune has entered upon its third volume. The Tribune is an enterprising, well-edited paper, and is meeting with success in the metropolis of Madera county.

Poney Denig's paper, the Stockton Record, has just entered upon its eighteenth volume. It is a bright and newsy paper and is well entitled to the liberal support accorded it by the business firms of Stockton.

The fact that three newspaper offices were demolished in the recent cyclone in Kansas leads the editor of one of them to remark that "Even the Lord's chosen sometimes get it where the chicken got the ax."

In dismissing an action for libel against a newspaper, a level-headed Oregon judge ruled that "wherever a newspaper finds a case of flagrant wrongdoing and evil, it is its duty to expose it and give it the widest circulation.

The Los Angeles Herald has issued a World's Fair Columbian Edition of forty-eight pages, devoted to a complete description of Southern California, its industries and resources. It is very handsomely illustrated and will attract wide attention.

The Cottonwood Register has entered upon its ninth volume. John McGarrey, its able editor and proprietor, in casting a glance backward and reviewing his labors, must feel flattered at his success in giving to the public a readable, newsy paper.

The Tribune of Madera regales its readers with a story of the slaughter of thirty-two snakes, each a foot in length, alongside a Madera wood pile. Can it be possible that the newspaper man had corded up his breath stovewood length and carelessly left it out in the sun?

The Carson, Nev., Morning News has completed its first year under its new management. Annie H. Martin is the editor and the bright, readable condition of the paper and its abundant advertising is sufficient proof that her efforts are appreciated by the citizens of Nevada's capital.



The Calaveras Prospect has entered upon the thirteenth year of its existence and looks back with pride upon its progress. The Prospect is a good paper, is all printed at home, is well patronized, and is a credit to San Andreas and to Calaveras county.

The Oakland Saturday Press has taken up its quarters in a new handsomely-equipped office, and provided itself with a fine new dress, so that it is now doubly attractive—either when visited at home or when making visits to the homes of its friends.

The Mariposa Gazette has entered upon the thirty-ninth year of its publication. The Gazette is now edited by Mrs. Reynolds, a plucky and industrious woman, who gets up a paper of which her subscribers may well be proud. Women editors are coming steadily to the fore.

The Republican-Press at Ukiah is now publishing a daily. It is a neat five-column, four-page paper and we congratulate the publishers, Messrs. Pounstone & Mathews, upon the enterprise they have taken unto themselves. Mendocino county should and will feel proud of her daily newspaper.

The Yosemite Tourist has suspended for the season. But then it could hardly be expected of any newspaper man that he should run his paper during seven months in the year when the snow is walled up to the second floor of the office and his fourteen subscribers have betaken themselves to warmer climes.

The Sacramento Bee, the boldest and most ably edited paper in the northern belt, has entered upon a new volume, and takes occasion to speak boldly of its connection with the capitol removal question. That the Bee is satisfied with its course is evident, but the residents of the slough city are yet to be heard from.

The California Publishing Company announces that the headquarters of that company, and also, of course, of the Californian Illustrated Magazine, has removed to New York City. This probably means that the Magazine will be in the future published abroad. Alas! Can we keep anything with us, of merit, any longer?

The Adin (Modoc county) Argus has just completed the twelfth year of its life. Published in a remote section of the State, it contains interesting matter concerning a region that is little known in this great valley, except through the labors of the Argus in compiling and promulgating the news of the locality.

People in this "goody, goody" age may abuse the Sunday newspaper as much as they please, but the immense blanket sheets swell the coffers of paper men, all the same. Compared with week-day editions, the Sunday newspaper leads in our large cities, according to close observers. What a change in this connection since the first Sunday newspaper was published in England, March 26, 1780.

Thieves entered the office of the California Volksfreund, recently, a German weekly at 429 Montgomery St., this city, and made off with two suits of clothing, a lot of books from the office library, besides other articles. All told, about \$500 worth of property was stolen. The burglars maliciously did considerable damage in the composing room of the paper by emptying a lot of type cases of their contents in a pile upon the floor. A number of forms were also pied.

A newspaper for San Juan is being agitated by a few over-enthusiastic people. This is an excellent place—to starve an editor—so it is said! Still these same over-enthusiastic people are now corresponding with journalists all over the Coast to ascertain the probable cost of a press, ink, paper and the many etceteras that are indispensable to a well-equipped office. The paper will be christened the San Juan Rustler, and it will be the only Rustler San Juan ever had.

The most northern newspaper is the Nordslap, published at Hammerstein. The editor and his staff work in a small turf-covered house. News comes by mail boat, and the Hammersteiners are made aware of the world's events generally eight days late, and, as the paper is a weekly, its news is sometimes a fortnight old. The subscribers are kept still further behind, as many of them have their copies delivered by boat, unless they fetch them, which they sometimes do, paying for them in herring and other fish.

In the world there are 4,965 daily newspapers published, of which no fewer than 1,759, or more than a third, are issued in the United States. This country is, in fact, more plentifully supplied with newspapers than any other, there being, besides the dailies, 13,404 weeklies and 605 papers which appear at other intervals, without taking into account the monthlies and other magazines and reviews, which bring up the total about 24,000, giving employment, it is estimated, to over 200,000 people, in the various branches and department necessary to their issuance. We are indeed a people of papers.



## KINDLY SAID.

Bright and entertaining as ever the **NEWSPAPER MAN** for August comes to us, as usual loaded with good things, among which is a portrait and sketch of Hon. J. F. Thompson, editor of the Eureka (Humboldt Co.) Standard. We concur and endorse the many complimentary things said in the article regarding Mr. Thompson, as we know him well, and have always found him to be a whole-souled, genial gentleman, and one who deservedly stands high in the esteem of members of the printers' craft, owing to his just dealings with them. His journal is one of the best Democratic papers in the State. If merit stands any show with the administration, Mr. Thompson should come in a sure winner for some of the offices that are to be filled.—Hollister Free Lance.

## NOTICE TO PRINTERS.

In shipping old type all boxes must be marked plainly with shipper's name in addition to our address, and shipping receipt forwarded to us as soon as goods are shipped. Unless this is complied with we will not pass any credits for material received. We are receiving old type nearly every day and sometimes two or three lots are delivered to our teamster at a time and it is impossible to keep lots separate unless there is some distinguishing mark. Mark as follows, numbering boxes consecutively:

From John Smith,  
Los Angeles.

Palmer & Rey Type F'dry,  
San Francisco, Cal.

No. 1.

## OFFICES FOR SALE.

Fifty cents per inch for each insertion in this column.

**FOR SALE.**—On account of ill health the best and only printing and binding establishment in Idaho is for sale. Address W. S. O., care Palmer & Rey Type Foundry, Portland, Or.

**PARTNER WANTED.**—A half interest in a well established weekly paper and job office in a prosperous town in the Willamette Valley is for sale. Must be a practical newspaper man. A good investment for the right person. Reference furnished and required. For particulars address H. K., care of Palmer & Rey Type Foundry, Portland, Ore.

**FOR SALE.**—A weekly newspaper in a prosperous, incorporated town. Large advertising patronage and large job printing trade. Will be sold on easy terms. Address W., care of Palmer & Rey Type Foundry, San Francisco.

**FOR SALE AT A GREAT SACRIFICE.**—An old established and well-stocked job office in this city, or will take a competent printer as partner. For particulars apply to A. W. OXLEY, at Palmer & Rey Type Foundry, 405 Sansome St., San Francisco.

**FOR SALE.**—A job printing office complete. One Gordon press, one Pearl press, one Paragon paper cutter, and over 100 fonts of job type, and all the furniture necessary for conducting a small job office. All in perfect order. Good will of business will follow plant. Terms to suit on approved credit. Address the S. CARSON Co., 731 Market St., San Francisco.

**FOR SALE.**—A first class five-column, eight-page weekly newspaper in a prosperous and growing county-seat town. New and complete plant. Good advertising patronage and job trade. Address N. E., care Palmer & Rey Type Foundry, San Francisco.

**OREGON CITY.**—Manufacturing center of the Pacific Coast. Largest woolen mills and paper mills in the West. Largest electric power station in the world—76 water wheels, 250 horse-power each. The Enterprise news and job office for sale. Established 1866. One of the best equipped offices in Oregon. Republican paper and county. Investigate. Rare chance for an energetic man. Address C. MESERVE, care of Palmer & Rey, Portland, Oregon.

**FOR SALE.**—A weekly paper on the Columbia River. Two townships surveyed and others to be surveyed, immediately tributary. Good chance for a live man. Address GEO. B. MALLIHAN, 271 Alder St., Portland, Or.

**FOR SALE.**—A good paying weekly newspaper in a prosperous Southern Californian railroad town. Only paper in an incorporated town with all legal, public and land advertising. Reasons for selling are that proprietor has other affairs that prevent personal attention to business. Address F. B., care of Palmer & Rey, San Francisco, Cal.

**NEWSPAPER.**—One of the best-paying country newspapers and job printing offices in the State; Can prove and show business; ample reasons fully explained for selling. \$1200 cash, \$1200 on time will buy it. Address H. P., care Palmer & Rey Type Foundry, San Francisco, California.

## WILL BUY OR LEASE.

Two insertions free under this heading.

**NOTICE.**—Wanted by old newspaper men, a good newspaper property in California, in exchange for Seattle, Washington, real estate. Address A. T. M., care Palmer & Rey, San Francisco, Cal.

**WANTED.**—To buy a newspaper in Northern California or Oregon; \$500 to \$3,000; Republican or Independent politically. Please state full particulars and send copies of sheet. Address C. W. GORHAM, Mt. Vernon, Iowa.

**WANTED.**—A practical printer and journalist wants a weekly newspaper, prefers Independent. State circulation, month's receipts and disbursements, job work, plant, its age and cost and the lowest spot cash price wanted. Address A. E. POWTER, Hillsdale, Cal.

## SITUATIONS.

Two Insertions free under this heading.

**JOB PRINTER.** Young man of 20 wants position in job office. Strictly temperate, steady and reliable. Six years experience. Can "make-up." Address C. E. MAY, 324 10th St., Moline, Ill.

**TO PRINTERS.**—A reliable and industrious man of considerable experience, desires a position in book news or job office. Capable of holding any position. Prefers office where an opportunity will be given to secure an interest in the business. First-class testimonials. Address with particulars to W., care of Palmer & Rey, San Francisco.

**TO PRINTERS.**—Printer (married) wants permanent position in country office; 12 years experience in country offices and on San Francisco dailies. Address A. M. B., 559 Minna St., San Francisco.

# Midwinter Exposition Buildings.

The following cuts represent the accepted designs of the Buildings to be constructed for the approaching Midwinter Fair.



ADMINISTRATION BUILDING.

This Size, \$2.50. Three-Column Size, \$3.50.

•••

Special Sizes of these Buildings will be engraved to order at small cost. The designs shown herewith are all copyrighted and electrotypes can be obtained only from us.

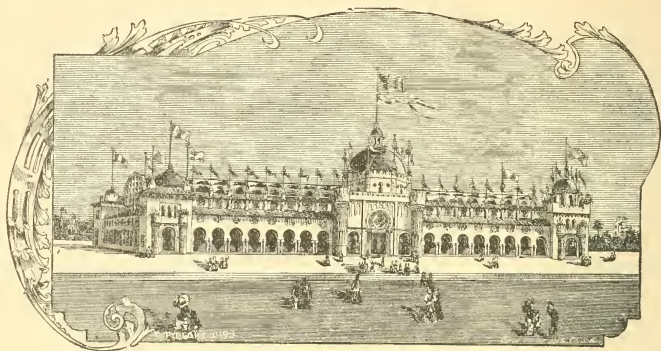
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## PALMER & REY TYPE FOUNDRY,

405-407 Sansome Street,

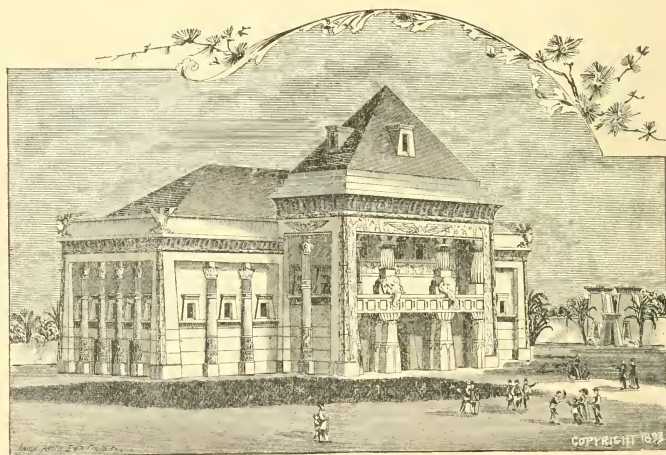
SAN FRANCISCO, CAL.

# Midwinter Exposition Buildings.



**MANUFACTURES BUILDING.**

This Size, \$2.00. Three-Column Size, \$3.00.



**FINE ARTS BUILDING.**

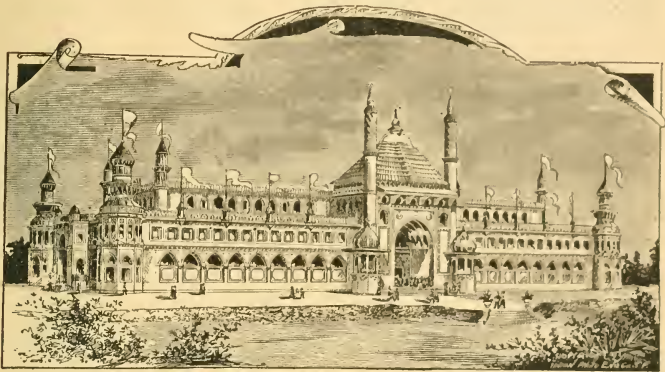
This Size, \$2.00. Three-Column Size, \$3.00.

For sale by PALMER & REY TYPE FOUNDRY, San Francisco,

Nos. 405-407 Sansome Street.



# Midwinter Exposition Buildings.



**MECHANICS BUILDING.**

This Size, \$2.00. Three-Column Size, \$3.00.



**AGRICULTURE BUILDING.**

This Size, \$2.00. Three-Column Size, \$3.00.



For sale by PALMER & REY TYPE FOUNDRY, San Francisco,

Nos. 405-407 Sansome Street.

# SECOND-HAND BARGAINS.

We will sell the following second-hand machinery to responsible parties at low prices, for part cash and monthly instalments, or 10 per cent. off for cash.

## Prices on Application.

ALL THESE PRESSES OVERHAULED AND GUARANTEED.

### JOB PRINTING PRESSES.

#### SECOND-HAND.

No.	Size Inside.	Name and Style.
335	5½ x 9½	Babcock Jobber.
29	6 x 9	Baltimore Jobber.
478	6 x 9	Columbian Jobber.
396	6 x 9	Columbian No. 2 Jobber.
439	7 x 11	Empire Jobber.
530	8 x 11½	Empire Jobber.
495	10 x 15	Gordon Old Style Jobber
134	10 x 15	Gordon Old Style Jobber.
531	8 x 12	Gordon Old Style Jobber, with Fountain and Throw-off.

No.	Size Inside.	Name and Style.
400	13 x 19	Gordon Old Style Jobber.
394	13 x 19	Gordon Old Style Jobber.
423	13 x 19	Gordon Old Style Jobber.
506	13 x 19	Gordon Old Style Jobber.
513	9 x 13	Globe Jobber.
373	7 x 11	Universal Jobber.
518	13 x 19	Universal Jobber.
532	8 x 12	Universal Jobber.
535	5 x 7½	Pearl Jobber.
507	8 x 12	Peerless Jobber.

### CYLINDER PRINTING PRESSES.

#### SECOND-HAND.

No.	Size.	Name and Style.	Rollers.	Dist.
419	.....	Bullock Perfecting Press with Folder.		
274	37 x 51½	Campbell, Book and Job....	2	R & C
551	31 x 46	Campbell Country.....	Table	
52	29½ x 46½	Campbell, Complete, (Springs,)....	4	Table
271	33½ x 48½	Campbell Intermediate..	2	Table
107	32 x 46½	Campbell, Job and News ...	2	R & C
56	33 x 48	Cincinnati Drum, extra heavy..	3	Table
155	18 x 22	Califor'ia Reliable Pony..	2	R & C
544	30 x 46	Fairhaven.....	2	R & C
330	33 x 49	Hoe Drum, No. 6.....	2	R & C
387	41 x 60	Hoe Double Cylinder.....	2	R & C

No.	Size.	Name and Style.	Rollers.	Dist.	
421	17 x 21	Hoe Pony Cylinder.....	2	R & C	
453	17 x 21	Hoe Pony Cylinder.....	2	R & C	
524	26 x 33	Hoe Drum Cylinder.....	2	R & C	
415	25 x 30	Hoe Drum Cylinder.....	2	R & C	
	42	23½ x 28½	Hoe Drum Cylinder.....	2	R & C
541	32 x 47	Hoe Drum Cylinder.....	2	R & C	
522	33 x 50	Taylor Drum Cylinder...2	Table		
41	33½ x 45½	Taylor Drum Cylinder...2	Table		
55	26½ x 38½	Taylor Drum Cylinder...2	Table		
275	30 x 46	Taylor Drum Cylinder...2	Table		
156	40 x 60	Taylor Double Cylinder...2	R & C		

### LITHOGRAPHIC PRESSES.

#### SECOND-HAND.

No.	Size.	Name and Style.	Table
45	32 x 42	English Lithograph.....	Table
60	26½ x 34	English Lithograph.....	Table
197	34 x 42	German Lithograph.....	Table

No.	Size.	Name and Style.	Table
234	24 x 32	Hoe Lithograph.....	Table
232	24 x 32	Hoe Lithograph.....	Table
285	32 x 47	Hand Lithograph Press.	

### HAND AND ARMY PRESSES.

#### SECOND-HAND.

No.	Description.
552	6-column Washington Hand Press.
555	6-column Washington Hand Press.
564	6-Column Washington Hand Press.
550	7-column Washington Hand Press.

No.	Description.
406	8-column Washington Hand Press.
538	8-column Washington Hand Press.
343	13x18 Hand Press.



# SECOND-HAND BARGAIN LIST CONTINUED.

## GAS AND STEAM ENGINES.

### SECOND-HAND.

No.	Name and Style.	Horse-power.	No.	Name and Style.	Horse-power
32	Gas Engine, Lawson	2	525	Steam Engine and Boiler, Dempster	4
389	Gas Engine, Pacific	2	35	Steam Engine and Boiler, Excelsior	4
485	Gas Engine, Pacific	2	401	Steam Engine, Upright	1
390	Gas Engine, Pacific	4	385	Steam Engine and Boiler, IXL	2
435	Gas Engine, Regan	2	102	Steam Engine, Vertical	10
399	Coal Oil Engine, Shipman, Marine	2	36	Vacuum Steam Engine, Davy	1
493	Coal Oil Engine, Shipman	2			

## PAPER AND CARD CUTTERS.

### SECOND-HAND.

No.	Description.	No.	Description.
429	32-inch '87 Paper Cutter.	458	32-inch Sauborn Paper Cutter.
497	30-inch Rival Paper Cutter.	556	30-inch Peerless Paper Cutter.
457	28-inch Riehl Paper Cutter.	463	Index Cutting Machine.

## MISCELLANEOUS MACHINERY.

### SECOND-HAND.

No.	Description.	No.	Description.
340	Bevel Cutting Machine	523	Folding Machine, Dexter, attaching.
377	Folding Machine, Chambers'.	462	No. 5 $\frac{1}{2}$ Success Wire Stitcher.
89	Folding Machine, Dexter, attaching.	466	14-inch Backus Water Wheel.
90	Folding Machine, Dexter, attaching.	454	Perforator.

# NEW MACHINERY BARGAIN LIST.

No.	Description.	No.	Description.
486	11 x16 Peerless Job Press.	336	Wire-Stitching Machine, Steam.
487	14 x20 Peerless Job Press	351	Job Backing Machine.
388	35 x40 Campbell Lithograph Press.	342	Book-Sawing Machine.
230	33 $\frac{1}{2}$ x49 German Hand Litho, (steam return.)	192	Gilding Machine, Binders', (new).
488	23-inch Jewel Paper Cutter.	481	3-inch Centrifugal Pump, new.
489	30-inch Jewel Paper Cutter.	503	6-inch Centrifugal Pump, new.
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464	Marshall & Son's Card Cutter, small size.	470	Grape-Crushing Press.
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**CONSECUTIVE  
 NUMBERING  
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IS the only Automatic Numbering Machine manufactured in the world suitable for use on any style or make of printing press for consecutively numbering checks, tickets of any description, order blanks, insurance policies, etc., occupying minimum space of 1/4 inch. A saving of 100 per cent. No printer can afford to be without them. Every machine guaranteed.

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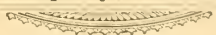
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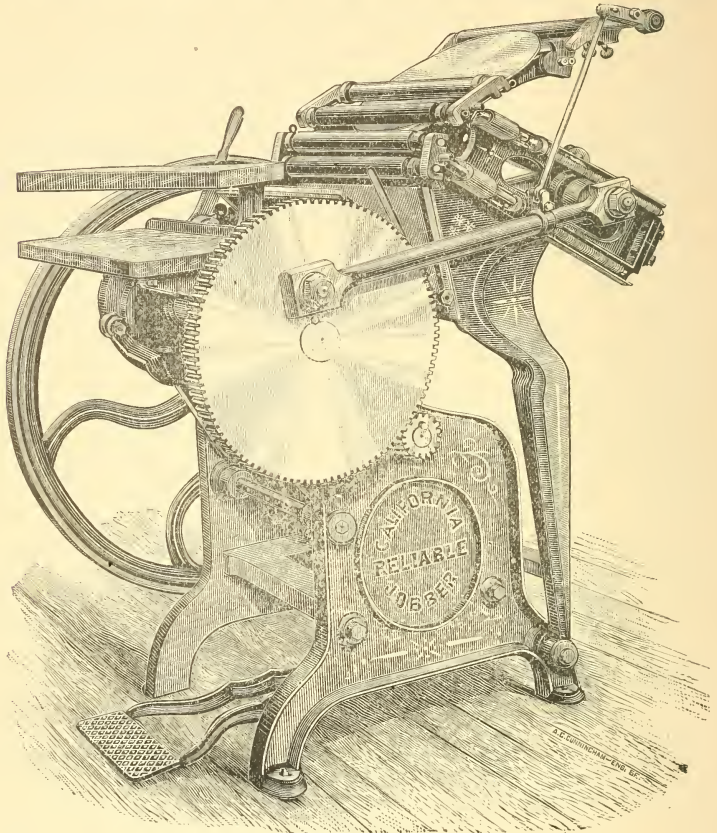


No. 520 Commercial Street,

SAN FRANCISCO, CAL.



# “California Reliable”



## JOB PRESS

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Complete with New Patent Throw-off, Ink Fountain and Depressible Grippers,  
without extra charge.

MANUFACTURED BY

**PALMER & REY TYPE FOUNDRY,**

**Type Founders and Press Manufacturers,**

SAN FRANCISCO, CAL. and PORTLAND, OR.

# THE CALIFORNIA RELIABLE JOB PRESS.

## SIZES AND PRICES:

STYLES GIVEN BELOW.	Size Inside Chase.	STYLE A. WITH Throw-off and Fountain.	STYLE B	STYLE C.	SHIPPING WEIGHT.	BOXING.
No. 1—A Eighth Medium	8x12.	\$200.00.			1,000 lbs.	\$ 5.00
No. 1—B " "	8x12.		\$225.00.		1,010 "	5.00
No. 2—A Eighth Medium (large)	9x13.	235.00.			1,100 "	6.00
No. 2—B " "	9x13.		260.00.		1,110 "	6.00
No. 3—A Quarto Medium	10x15.	300.00.			1,400 "	6.00
No. 3—B " "	10x15.		325.00.		1,410 "	6.00
No. 3—C " "	10x15.			\$450.00.	1,435 "	6.00
No. 4—A Quarto Medium (large)	11x17.	350.00.			1,600 "	8.00
No. 4—B " "	11x17.		375.00.		1,610 "	8.00
No. 4—C " "	11x17.			400.00.	1,640 "	8.00
No. 5—A Half Medium (large)	14x20.	450.00.			2,300 "	10.00
No. 5—B " "	14x20.		475.00.		2,310 "	10.00
No. 5—C " "	14x20.			500.00.	2,360 "	10.00
No. 6—A Half Super Royal (large)	15x23.	525.00.			2,600 "	12.00
No. 6—B " "	15x23.		550.00.		2,620 "	12.00
No. 6—C " "	15x23.			575.00.	2,660 "	12.00

Style "C" is not made in the small sizes yet

Overhead Counter Shaft, \$25.00; Side Fixtures and Belt Shifter, \$15. Each press includes three Chases, Roller Mold, Wrenches, and two sets of Roller Stocks.

**STYLE "A"**—This style is our regular job press, which includes a **full-sized fountain**, for single color work, and our own patent throw-off.

**STYLE "B"**—This press is fitted with a **Combination Single Color and Chromatic Fountain** with **flexible fountain blade**, and with double vibrating distributor for the printing of several colors at one impression with uniform blending of the colors. The presses of this style carry five rollers.

**STYLE "C"**—The presses of this style are fitted with fountain and throw-off, same as Class "B," but they carry **Seven Rollers**, which you can readily understand results in exceptional distribution. We also attach to the presses of this style our **Double or Multiple Roller Attachment**. The foregoing attachment we claim of great value in the printing of illustrated work where the fullest and most thorough distribution is required. When the switch or lever throws this attachment into action the rollers pass down over the plate and back again without taking ink from the fountain roller or inking the form. This operation can be continued without limit and the most perfect distribution can be obtained. It is of the greatest advantage for distributing colors in chromatic printing.

### WHAT THE TRADE SAYS ABOUT THESE PRESSES.

From hundreds of testimonials in our possession (which may be seen on application) from all parts of the Pacific coast, we present the following:

We have in our office one of Palmer & Rey's Old Reliable Jobbers which has been tested by us, as to strength and speed, for nearly two years and has given the best of satisfaction. It will print from a single line of type to a chase chock full, or if the pressman is full the press does good work just the same. It runs but little harder than a sewing machine, is easy to feed, has a good appetite for all kinds of job work, and although a hearty eater, is not expensive to keep. Notwithstanding the fact that it is often kicked it never squeaks when well oiled, and can be carried below the knees and kept well groomed with a rag. It is safe to assert that this press will soon rank second to none with the presses now in use.

DAYTON, WASH., COLUMBIA CHRONICLE.

I am perfectly satisfied with the 14x20 California Reliable press, and am working off a six-column weekly paper in one-half the time it used to take on the hand-press; and it only requires a 16-year-old boy to do the work. With the hand-press it required two men or two boys. The press will recommend itself to every intelligent printer. For poster work it is unexcelled, because the fountain admits of any required supply of ink and the distribution is perfect. I can recommend the press to all those desiring a good, large, economical printing machine capable of doing the finest newspaper and job work.

Yours, etc.,

ADAM AULBACH.

WALLACE, IDAHO, Feb. 24, 1892.

We have been using one of your California Reliable Jobbers for the past year, and to say that it has met our expectations would be using but mild terms. For exactness, durability and, as its name implies, reliability, it is superior to any press we have used. We are perfectly satisfied with its work.

Respectfully,

PORTLAND PRINTING Co.

PORTLAND, OR., July 26, 1892.

We have a quarto medium California Reliable job press, purchased from you, which has been run for over a year, and gives perfect satisfaction. We consider it first-class in every particular and equal to any press of the same size made, and would not exchange it for any other press manufactured.

THE E. M. WAITE PRINTING Co.

SALEM, OR., July 23, 1892.

# For \$110.00!

SPEAKING OF JOB PRESSES, how is your office fixed for getting out small work?

Do you run cards and bill-heads on a Half-Medium?

Of course you can do it, but does it pay?

Practising economy!

Economy is a matter worth studying.

Have you ever looked thoroughly into the merits of the

## Golden Gate Jobber

for small work?

It will take on nearly half of the work.

It is built for business!

It costs but one-hundred-and-ten dollars.

See how little work it is necessary to turn out to pay interest on such an investment.

Verbum sap.

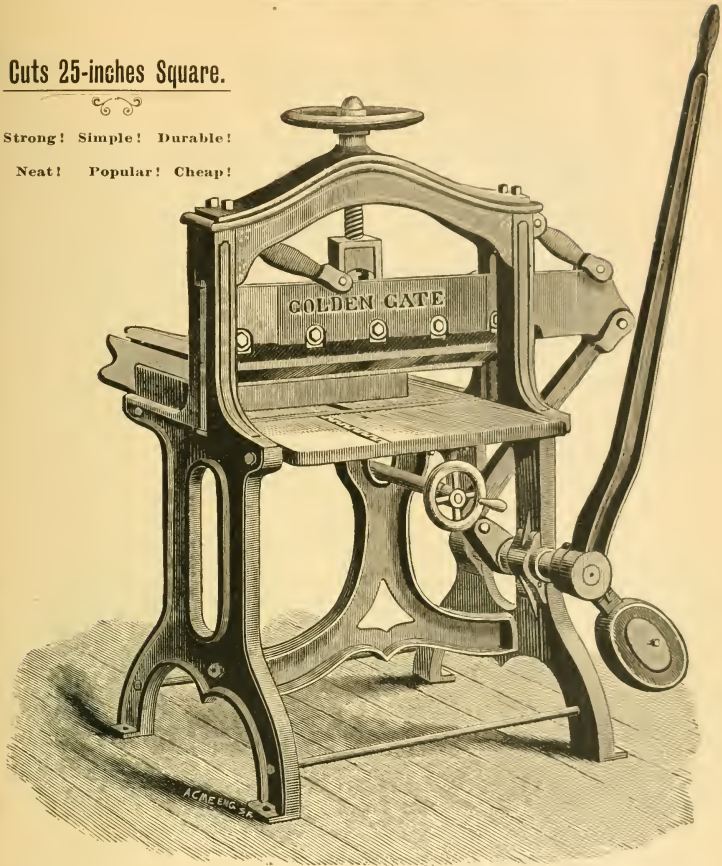
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TYPE FOUNDRY  
BUILDERS.

Cuts 25-inches Square.

Strong! Simple! Durable!

Neat! Popular! Cheap!



# Golden Gate Cutter.

Manufactured in the Best Manner and from First-class Material.

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 { Boxing extra, \$3.00 }

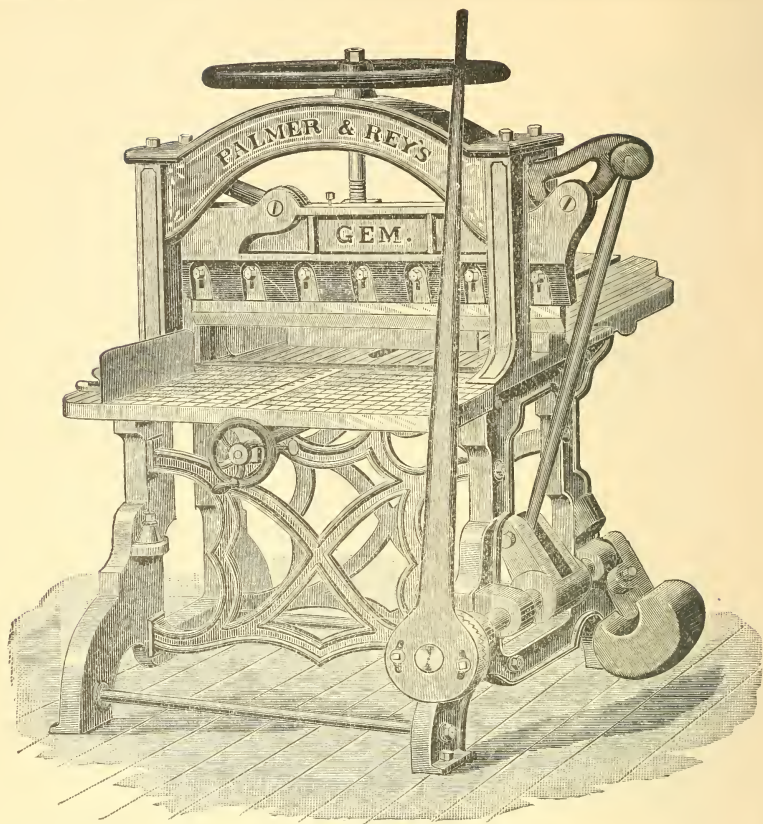
\$120.00

The Only Twenty-five Inch Cutter that can be bought for \$120.

— MANUFACTURED BY —

San Francisco, Cal. PALMER & REY TYPE F'DRY, Portland, Or.



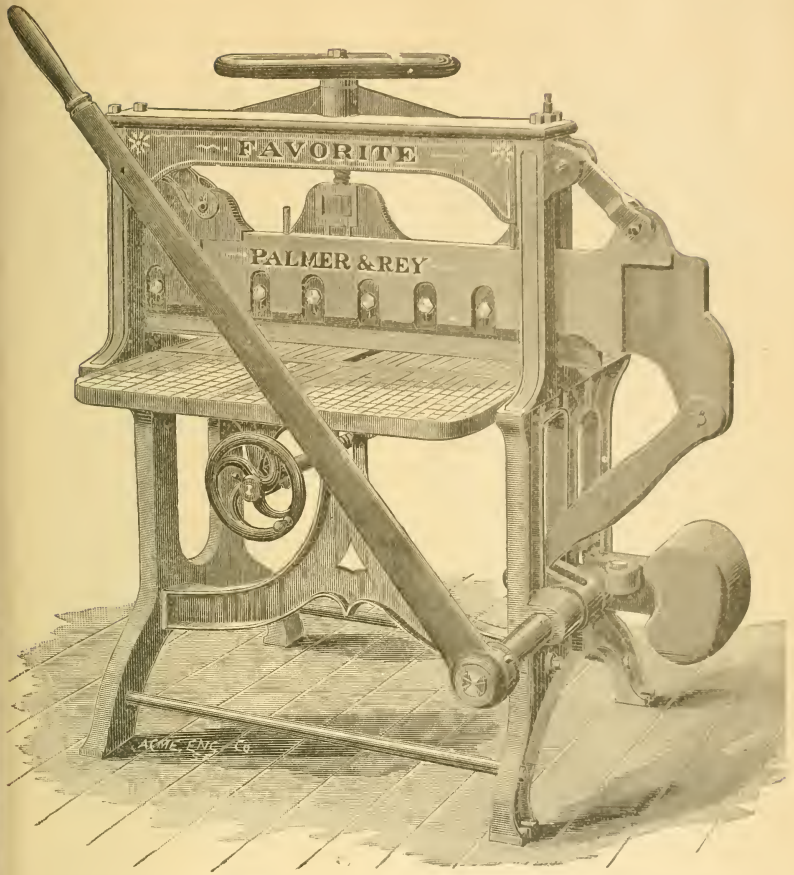


## Paper “GEM” Cutter

This Cutter is identical in every respect with the well-known “GEM,” and has been manufactured by MESSRS. PALMER & REY to meet the demand of printers who need a first-class article but cannot afford to pay a high price. It is manufactured from the best material, is very powerful and of extra strength, and will be found fully equal in its capacity to cutters of a much higher price. It cuts full 30 inches square, and has a back and side gauge.

**PRICE,** { Delivered in San Francisco, or on board } **\$190.00**  
                           cars. Boxing, \$5.00 Extra.

Manufactured by PALMER & REY TYPE FOUNDRY, San Francisco,  
 And Portland, Oregon.



\*\*\*\*  
 The "Favorite" Cutter  
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This Paper Cutter is intended for a good low-priced machine, and is suited for all ordinary cutting.

PRICE, \$165.

F. O. B. CARS IN SAN FRANCISCO.  
 Boxing, \$5.00 extra.

It is strong, heavy, and substantial; works accurately and with ease - and is all iron and steel.

The hand-lever swings to the left, in front of the table. It has lines on the table, front and back, also extra gauges.  
 CUTS 36 INCHES.

Manufactured by PALMER & REY TYPE FOUNDRY, San Francisco,  
 AND PORTLAND, OREGON.

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# Dexter Folding Machine

MACHINERY HALL ANNEX,  
COLUMN S 41.

In advocating the sale of any kind of machinery, no fairer proposition can be made than that of inviting an actual comparison with competing machines.

The World's Columbian Exposition offers just this opportunity, and should be made the most of by those contemplating the purchase of Folding Machinery. We have seven machines in actual operation, among them one of our

## Rapid Drop Roll Book Folding Machines.

In this machine we

REGISTER THE SHEETS BY AN AUTOMATIC ELECTRICAL ATTACHMENT

which gives absolute register at high speed.

A most careful investigation of these machines is requested. We are giving special attention to the development of modern labor-saving Paper Folding Machinery. Write for printed matter.

# Dexter Folder Co.

FACTORY AND MAIN OFFICE, FULTON, N. Y.

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BOSTON, 149 Congress Street, Room 10.

CHICAGO, Columbian Exposition until Oct. 31.

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S.F.

# The Newspaper Man

FOR  
PRINTERS, PUBLISHERS AND REPORTERS.

VOL. II.                      SAN FRANCISCO, CAL., OCTOBER, 1893.                      No. 3.

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JAMES G. PIRATSKY.  
EDITOR OF THE HOLLISTER "FREE LANCE."

**PALMER & REY TYPE FOUNDRY,**  
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**SAN FRANCISCO.**

Cor. Front and Alder Streets,  
**PORTLAND, OR.**

# THE NEWSPAPER MAN.

VOL. II.

SAN FRANCISCO, OCTOBER, 1893.

No. 3.

## JAMES G. PIRATSKY.

THE subject of the sketch and frontispiece for the October number of THE NEWSPAPER MAN is Jas. G. Piratsky, editor and half owner of the Hollister Free Lance. He came to this State in 1854 and after a residence in El Dorado county, in company with his parents, took up the line of march for Virginia City, Nevada, then attracting the attention of all adventurous minds, in consequence of its recently-discovered bonanza. In this busy and prosperous city Mr. Piratsky remained until the spring of 1864 when he again changed his place of residence, coming to this city and finding employment in a little book store, located on the present site of the Grand Hotel. Being a great reader of books he found in this place ample opportunity to indulge in his passion, and it was here that he first took up the idea of becoming a printer. But the time was not yet ripe for his venture, and for a time he was employed in the streets as a newsboy. Later on, in 1868, he was employed by B. F. Sterrett, who had a little printing office on Clay street, near the old Campi Restaurant, and at the end of five years he left that place, an accomplished and ready typesetter, to work in the Alta job-printing office. From this time on his advancement and change of base was rapid. In 1870 he had charge of the job office of the Colusa Sun, and later he was the assistant foreman of the Bancroft printing office, on Market street. In 1876 he was employed by W. B. Winn, of the Hollister Free Lance, for a term of three months, but his employer was so well pleased with him that he lengthened out the engagement to two years. In the year 1888 we find him in the employment of the Eureka Times in the capacity of foreman, where he remained until 1891, when he returned to San Francisco for a much-needed rest. In the meantime the Hollister Free Lance, his earlier love, had become the property of Messrs. Lahiff & Stephenson, and when he subsequently made an offer to buy out the interest of the first-named gentleman it was accepted. He at once assumed editorial charge,

for he had long been fitting himself by close application and study for such a position, and immediately the columns of that journal began to show a master mind was to the fore.

In 1884 Mr. Piratsky, who has always been a consistent union man, was elected President of the San Francisco Typographical Union at a period when the great struggle toward bringing the Call and Bulletin offices into the Union was at its height. Though he did not succeed to the full in this contest, yet he had the satisfaction of seeing the much-wished-for result obtained later on under the Presidency of his immediate successor Mr. Desmond, of the Examiner office.

It may not be generally known, but still it is a fact, that Mr. Piratsky had at one time a decided penchant for the stage and played in a number of local companies with considerable success. He admits that this was due to the fact that while employed in the Alta job-printing office he had much to do with the old California Theatre in the way of advertising, this procuring for him the run of the house, and hence the sequel. But though he has given up this temporary calling, his love for all things dramatic has in no way abated and he is now the happy possessor of a library of over 1,000 of the oldest and best plays.

It goes without saying that Mr. Piratsky is a thorough printer in every sense of the word. Beginning from the very foot of the ladder he has worked his way well up to the top, and there is not a man to-day in his calling who is not proud of his success, knowing that he has won it by untiring energy and honest perseverance. Though still a young man, he has had a long and severe experience that has well fitted him for the filling of any position in his vocation, however exalted it may be, which calls for sound judgment, cool headedness and manly pluck. Knowing full well how to control himself, he is equally competent to control his employees.

BURNT sienna and white give a reddish-brown tint; burnt umber and white a stone color.

# PRACTICAL POINTS.



[June-July Newspaperdom.]

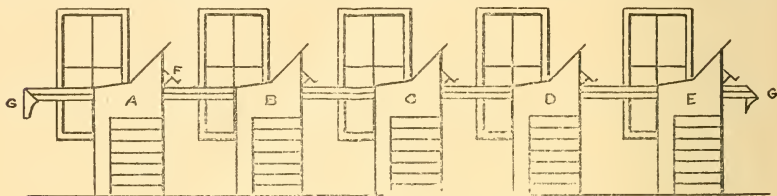
## A NEWSPAPER COMPOSING ROOM.

### HOW TO ARRANGE IT.

O. A. DEARING.

It suggesting a new arrangement for a newspaper-office composing room, one thing is apparent; any change must necessarily be for the better, as it is next to impossible to make a worse arrangement than that now in general use throughout the United States, both in city and country. Under this time-honored system a man's ability as a pedestrian is a matter of

The outline here shown shows at a glance the arrangement of the composing room. Place the stands as shown, about 36 to 38 inches apart, and each one nine inches away from, and at right angles with, the wall. Against the wall, crossing each window, and at the height indicated in the plan, place a galley (G G), about 30 feet long and eight inches wide, divided into two divisions longitudinally. This must be perfectly smooth, permitting a column of type to be slid the entire length. This is the dead galley. All the dead matter is lifted from the forms and placed at one end of this galley,



ARRANGEMENT OF CASE STANDS.

much more consequence than his skill as a compositor. Ingenuity has been taxed to the utmost to invent the hardest possible way of doing anything, and causing the most trouble to every other workman while doing it. "How not to do it" has been too long the rule. Isn't it time for a change?

The size and shape of the room to be used will have much to do with the placing of the material, and modifications of this plan will

and pushed down as more matter is deposited. If two sizes of Roman are used, take one slide for each size. This galley will accommodate from 15 to 20 columns of each size. Place one compositor at each frame, leaving balance for heading-letter cases, italic cases, etc. Each workman has then a left-hand light, and a seat next the window. It will never be necessary to place a galley covering a case in this office.

Attached to the back of each frame is a standing galley (F), 9 inches wide, to hold the all-brass galley on which the live matter is emptied as it is set. The cases in all the racks pull out from the back of the stand, and stops are nailed on the slides to prevent cases from going through. Between

the two pair of cases upon each stand is what is termed a galley-rest, nine inches wide, divided by strips into sections to hold leads, slugs, "misery" and news dashes, ad. rules, ect. From this description it will be seen that a compositor, sitting on a stool at his case, can

8

Roman 12.

CASE LABEL.

often be found necessary. A careful study of the various points brought out here will enable any ingenious printer to readily adapt them to his own requirements.

My description applies solely to a newspaper office, say an eight-page weekly and a four-page daily, allowing for the use of plates, if desired. No provision is made for a job-printing department.

De Vinne

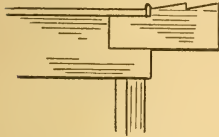
Eastman

Art Old Style

CABINET LABEL.

reach on his left all the matter required for distribution, on his right the leads, slugs, dashes, etc., and by turning on his stool can empty his stick, all without being obliged to leave his seat. At the same time other workmen have access to every case in the 10 racks, without in any way disturbing the compositors.

The galley at the back of the stand (E), as shown in cut, should be divided into three sections longitudinally, and in length. This gives us six galleys, each three feet long by about two and one-half inches wide. Mark them for the days of the week—Monday, Tuesday, etc.; and keep here the e. o. d., or alternating ads., as they come out of the form.

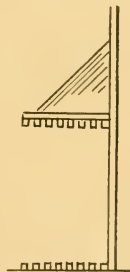


HANDY FOR MAKEUP.

At the end of each stand between it and the wall, is an unoccupied space of 9 x 26 inches, and about 40 inches high. If the dead galley is so made that water will not drip through, then this space can be easily utilized for hats and coats.

The office can be fitted entirely with the three-quarter or Rooker cases, stands to match, and the three-quarter Californin job cases for the display letter. As these stands are but 21 inches wide, considerable space can be gained by their use. Old newspaper hands prefer these cases to any other, and claim increased speed in composition.

Buy a small paint brush, about the size of a lead pencil, and mark plainly every case of body or display type in the office with correct name and number as given in the specimen book of the foundry from which it was purchased. Ordinary writing ink can be used, as this can be easily erased by first wetting with a sponge, then scraping with a knife. Make the figure representing the number of points as large as the space will permit, as shown in cut. A



CHASE RACK.

compositor who does not know type by its proper name and size in points has not learned the rudiments of his business. The time has gone by for the style of nomenclature once prevalent when, as in a down-east office, a font of Doric was known for years only as "the round-faced letter behind the stove." How

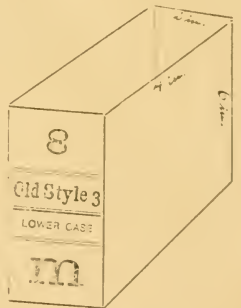
they designated it in summer, when the stove had been taken out, does not appear of record. Keep all the fonts of one series together, ranging them down from the smallest to the largest. Cards printed in prominent type containing the names of each series in each rack will be found very convenient as an index when tacked up in a prominent position over the rack. One can

use his taste or judgment as to putting contrasting or corresponding faces in the same cabinet. Its advantage will be appreciated when it is found necessary to put on



FORM SINK.

extra workmen. Two imposing tables, 26 x 27 inches, will be ample for both daily and weekly. Drawers in these tables are worse than useless. Nail them up, or knock them to pieces for the lumber. Then place on each end of both stones boxes reaching the full width, nine inches wide and six inches deep. Divide this by cross partitions, as may be needed. Notch the ends and partitions of the boxes, as shown in small cut, to hold single galleys in position for use, while making up the forms. These end boxes hold the mallet, planers, quoins and keys, side sticks, and foot sticks, benzine, brushes, etc. Everything is in open sight, easy to get at for use or to put away. A galley cabinet can be placed under the stone to keep the galleys containing the matter accumulating each day for the weekly edition. Makeup



SORT BOX.

should face the light while at work. When the weekly is published in an eight-page quarto form, four chases are generally used. To avoid mistakes, more than likely to occur should the unexpected absence of the regular makeup throw the job into the hands of an unexperienced man, mark plainly with a file or cold-chisel on the top of each chase in the correct corner the folio of the pages belonging in that chase: I. and VIII. for the first, II. and VII. for the second, and so on.



If plate matter is used in the office, a place to keep the stock is necessary. Make a shallow box, 24 inches square and three inches deep. Divide this into eight spaces, each about two and one-half inches; stand it on end, the partitions running up and down, and fasten it at the end of the imposing stones, the top inclining back about 15 degrees. Arrange all serial matter so that the next plate required is always on top. The size given will hold over a hundred columns.

In placing the press and engine, if in the same room, proximity to the stone and the sink are about all that is necessary. Avoid short belts, as they cause trouble and delay. Get the foundation as solid as possible.

To make a rack for eight chases, get 18 strips of wood, seven-eighths of an inch square, and as long as your chases. Nail the first strip on the floor snug against the wall and parallel to it. Place two more strips against this, and nail the outside one. Remove the gauge strip from one to the other until nine strips are securely nailed down. This gives you eight parallel grooves, into which chases slip easily. Nail on a board of same width and length of the other nine strips, in corresponding position, and fasten this against the wall at the proper height above and parallel to the floor, to hold the tops of the chases when they slide into the grooves below. Forms can be put in the rack face to face, without the slightest chance of injury, no matter how carelessly handled. If more convenient, the rack may be made in same manner under one of the imposing stones.

It will cost no more to put in a good sink than one of the usual back-breaking affairs. Make it large enough to hold two chases side by side, and shaped as in cut. The front should be not more than two feet high, sloping down at an angle of 15 degrees, and as the back is at right angles with the bottom, that would make the angle of the back with the wall 15 degrees. It should also slope slightly to one side to let the water run off readily. In fixing the height of the front it should not be so low that stooping to wash the forms will be uncomfortable, or so high that lifting the heavy forms will be difficult. The whole is covered with zinc, and forms can be washed either standing or lying. Use a short hose for rinsing.

Sort boxes like the sample shown on the preceding page are probably the handiest that can be used. Have a six-inch shelf put up on the wall, and keep the boxes arranged in regular order, so that any person can find what is

wanted without assistance. A box 6 1/4 x 12 will hold five pounds of type. Any boxmaker should supply them at a cost of not over five cents each.

Plenty of light is an important essential in a composing room. It would be well to bear this point in mind on starting in: It is cheaper to put in a few extra windows than to pay gas bills for lack of them.

Order and system in the printing office are sources of constant profit to the proprietor. An establishment that cannot change its entire working force at an hour's notice, and substitute new men without any appreciable hindrance to its business, has something radically wrong in its arrangement, and needs an overhauling. The proprietor who allows the expensive material necessary for his business to be kept in such a state that it requires long experience in the office to be able to use it profitably, and by so doing places himself and his business at the mercy of some one man or set of men, has no right to complain if he is constantly being swindled.

#### OUTLOOK FOR PRINTERS.

During one week in September it is said that 75 printers from abroad deposited their cards with the San Francisco Typographical Union. They report that the new type-setting machines have ruined business in the East. In Chicago the union has adopted a rule that no "regular" may work more than four days each week, the other three days being given to substitutes. They have arrived in San Francisco at a bad time, for the craft feels the depression of business and the general financial strain very severely. Quite a number of type-setting machines are now in successful use through the Northwest, and more are contemplated.

NEWSPAPER men looking for a good opening will probably find the long-felt want in Texas. It looks as if a necessity existed for a Democratic paper in that State. A new Republican paper has just been established, making the third in the State, while to offset these heretical doctrines there are only a little over four hundred Democratic organs. This opportunity should be grasped at once.

A BOSTON Post reporter, describing a suicide, said: "It is quite certain that he was unmarried, and there is absolutely no apparent motive for the self-destruction." And yet there are many persons who are prone to believe that reporters are not good judges of human nature.

## IF NOT, WHY NOT?

HAS it occurred to you that the Dexter Folder Company is the only company that has been proclaiming, ever since the opening of the World's Fair, not only the fact of their having an exhibit of seven machines in operation, but also the fact that every other leading machine is represented, and endeavoring by every means to get parties interested in the subject to embrace this opportunity to make an actual comparison of the various makes of folding machines, and to establish their preference in the most fair of all ways, by actual fact rather than by the indefinite claims made by some of being "always ahead" and having "something new."

If you are a bookbinder or a publisher we will suggest to you that it will be well to fully satisfy yourself that you are getting the best you can for your money, or the machine best suited to your work.

They make every style of machine that long experience has taught them is practicable or needed. Their catalogue bears full evidence of this fact, and they will be glad to send you one. See their advertisement elsewhere in this journal. The Palmer & Rey Type Foundry are their authorized and only Pacific Coast agents.

## A FINANCIAL APPEAL.

The following from a contemporary is the most complete financial appeal we have seen; "All persons knowing themselves indebted to this office are requested to call and settle. All persons indebted to this office and not knowing it are requested to call and find it out. All those knowing themselves indebted and not wishing to call are requested to stay in one place long enough for us to catch them. All those not indebted are requested to call and become indebted."

A MAN writes that he can swear in seven different languages. He says his style of delivery is effective, and he can swear the smoothest and vilest of any man in the swearistic field. He wants to hire out to compositors on large dailies, and claims that in ten hours he can do all their swearing for a week with his tongue tied behind him. Give him a call and listen to his blue-edged words of inspired eloquence.

THE first playbill was issued from Drury Lane Theatre on April 8th, 1663, and the piece represented was the Humorous Lieutenant.

## THE HOME NEWSPAPER.

THE remonstrance against giving advertising of their towns to "outside" publications of questionable influence, which are seen in the columns of Western Washington's papers at present, are justifiable and well taken. When a local newspaper is not good enough to herald a town's advantages abroad, there is something wrong with the town. The newspaper is, to a very great extent, what the community makes it; and by reasons of its representative capacity, the community has a measure of responsibility toward it. The people who will not help make a good paper for their town must not complain if they are held in low esteem by the outside world. The home paper, properly supported, not particularly by advertising patronage, but in a hundred ways of kindness and of service which costs nothing, is always the best possible medium for advertising its locality, because it will be bright, newsy, and will be read by intending settlers and capitalists as a truer index to the town's social and business life than any other printed matter could be.

The proprietor always spends his income to improve his paper. It seems that he can't help it. When he has a few dollars ahead he must get the paper a new dress, or some all-brass galleys, or an improved mailing machine. Or if a few hundred, he buys a new press, and once again puts his nose to the grindstone to get out of debt. When he thinks he sees good times ahead he enlarges his paper and increases his pay-roll. When money gets scarce again he tries to keep a stiff upper lip, taking wood and potatoes on subscription, works eighteen hours a day, backslides at the church, defaults the lodge, forgets his friends and neglects his family. Whatever else he may prove recreant to, with his paper it is always "love, honor and cherish." All the aid and comfort the town gives to its paper goes in it. Subscriptions paid in advance blossom into breezy locals, and half-page ads bring forth double-headed editorials on the new water works and the shipping en-route and the country's wonderful wealth and progress. To tender it generous support is to invite capital; to withhold, "tendeth to poverty."

The live town will have a live paper; and if it has anything worth the attention of the outside world, and wants it told where it will do the most good, it will put its trust in the home paper, and the home paper will do the business. —Oregonian.

# The Newspaper Man

FOR

Reporters, Printers and Publishers.

ISSUED MONTHLY.

SANDS W. FORMAN, - EDITOR.

Mills Building, N. E. Corner Montgomery  
and Bush Sts., Room 3, 2d Floor.

PALMER &amp; REY TYPE FOUNDRY, Publishers, 405 Sansome St.

## SUBSCRIPTION TERMS:

One Year, . . . . . \$1.00	Three Months, 25 Cents.
Six Months, . . . . . .50	Sample Copy, . 10 "

Payment must be in advance in every case. All subscriptions discontinued at expiration of paid term.

A year's subscription presented free to any person securing 5 new subscribers, and remitting \$5 with order.

Payment may be made by check, draft, postal note, registered letter, express, money order, or stamps.

## ADVERTISING RATES.

Cover pages, \$40; inside, \$30; halves and quarters, pro rata; less than quarter, 25c, per nonpareil line. Discount: 10 per cent. on 3 months; 15 per cent. on 6 months; 25 per cent. on 12 months.

Terms on classified advertisements are given under each department heading on page upon which they appear. Remittances must accompany copy sent.

San Francisco, Cal. - - October, 1893.

*THE NEWSPAPER MAN is emphatically the most effectual medium for the announcements of dealers in machinery or supplies used in the production of daily and weekly newspapers. No other periodical on the Pacific Coast is devoted especially to the topics that interest business managers or publishers—the men who select and buy.*

## DON'T BE A CROAKER.

Oh, don't be a croaker! What good in the world did anyone of this large and disgruntled horde ever accomplish? When was one of them ever known to stand up like a man, place his shoulder to the wheel, and do his part in the great undertakings of life? Never; and yet we find these disagreeable birds of ill-omen flapping their dark wings and uttering their hoarse cries of warning in every community where there are weak spirits to frighten and beings foolish enough to hearken to their forebodings.

Just at the present time, and right here in our midst, these sable birds are fairly swarming. All through the day, and far into the night, they may be

heard crooning out the same old refrain, "It cannot go; it will never prove a success." And so they croak, whenever the words Midwinter Fair are borne on the breeze.

Months ago, when a few public-spirited citizens began to agitate this all-important subject, these harpies took up the hateful chant, which they have never since ceased to sing. "What good will it do, anyway?" they ask. What good! Cease your evil prophecy for a moment, you carping flock, and let us tell you what good it will do. You say that it will bring a throng of unemployed to this coast to swell the host already here; that it will seriously affect the interests of skilled labor. Now can you not bring the same objection against the starting up of any new enterprise of magnitude? If this is sufficient cause for trying to discourage the promoters of the Fair, could it not be brought as well against the construction of new railroads, canals, wharves, foundries, factories, or any of the great enterprises which give employment to the working classes? Would not the Fair be the means of creating a greater demand for labor outside of the labor required in the many buildings required for the housing of the exhibits, the guards and attendants in charge, etc? Would not the holding of the Fair create a farther stimulus for every sort of enterprise in the State? Would it not attract perhaps hundreds of thousands of home-seekers and investors from the far-off and over-crowded east and Europe? Most assuredly it would, and for this reason we must have the Fair. It will arouse the people already here from their apathy and it will be the means of withdrawing from the vaults millions of capital, now hidden away, and setting on foot many large enterprises, that are needed among us for the proper development of our vast and varied resources. It would tend to make money abundant, and to

quicken all the currents of trade. San Francisco cannot afford to let this mighty project fail and die. Her reputation is at stake, and if by any chance these croakers should succeed in their evil designs, she will henceforth be a thing for jibe and scorn. Again we say, don't be a croaker. Be a man and do your level best to lift us from this dead level ere it becomes a veritable slough of despond.

#### HOIST WITH ITS OWN PETARD.

Whether the united voice of the press of the Coast is right or wrong, it is the fact that they are unanimous in the opinion that one of the labor unions is morally, if not legally, responsible for the great crime of the night of September 23d, in this city, when four innocent men were blown to fragments in a bloody and awful death. It had preached the gospel of force, and now it is too late for it to shirk the responsibility of its teachings.

Thus far, says the San Francisco Chronicle, the best opinion of the civilized world goes with trades unions, but when such unions undertake to substitute violence for argument, and brute force for reason and arbitration, public opinion must change and society must, in self-defense, arm itself against organizations which under pretense of being associations of workmen, are really bands of anarchists and assassins. The right of self-defense is just as sacred to a community as to an individual, and it matters not from what side the assault may come which renders defense of life and property necessary.

One of two things must be done in California; either trades unions must be suppressed by law or they must be regulated by law. The safety of the community cannot permit the continuance of unlicensed and unregulated organizations which shall preach anarchy and dynamite in secret and then seek to rehabili-

tate themselves in public opinion by offering rewards for the perpetrators of outrages for which they are responsible.

There is no half-way course in such matters as these. The organization that does not boldly condemn these dastardly outrages will be considered as approving them. It remains with these societies to decide how they wish to be ranked. If the labor unions connected with our own craft desire to retain the confidence and respect of the community, they will not fail to denounce promptly, and in no uncertain terms, this despicable crime.

#### AFTER US, WHAT?

Very few people realize the extent to which newspapers are drawing upon the world's timber resources for pulp material for the papers upon which their editions are printed. It is estimated that the white paper for the daily supply of the several editions of the New York World requires all the marketable spruce lumber fit to cut which grows on seven acres of average spruce forest. The Boston Globe's edition requires the growth of three acres of New England spruce forests. The wood pulp now used in the United States requires about 2,200 cords of spruce daily, or 1,700,000 feet of spruce logs for every twenty-four hours, amounting to 500,000,000 feet per annum. That amount of lumber, now going to waste as soon as the newspaper is a day old, used to suffice to build houses intended to last half a century or more. The pulp drain upon spruce forests uses up the mature timber of 1,000 acres a year.

#### TO SUBSCRIBERS.

You may say what you please,  
 You may cough, you may sneeze,  
 And cut up a wonderful caper;  
 But the man who's respected,  
 And always elected,  
 Pays cash-in-advance for his paper.



## EDITORIAL NOTES.

It is hardly reasonable to expect that Mrs. Frank Leslie Wilde will find many to sympathize with her in her divorce troubles recently made known to the world. It was not so long ago that this same woman was loudly decrying Americans girls who went abroad for their husbands, and yet she, a woman well on in years, and supposedly free from the caprice and passion of her younger sisters, goes forward to select the greatest snob in all England for her help-mate. Mark the result! A few short months and she is as anxious to burst the bonds of this ill-assorted match as she was to take them on. And of all the pease ever set up in the courts her's is truly as remarkable as any. First she avers that she had to pay all of her husband's gin bills, that he does not get up until noon and would insist on leaving his false teeth on the bureau at night, to her horror and dismay. Not caring to give up the good times he has been enjoying, Willie begs to be taken back, but his wife is obdurate and insists on a separation. It is suggested that in view of the immense traffic in foreign-born husbands, and resulting divorce scandals indulged in by wealthy American women, a Geary law against the snobs of Europe would be hailed with delight by Americans:

Notwithstanding the amazing progress made by the people of Japan within the past quarter of a century, their advance in the matter of the amelioration of the lot of their women has not been perceptible. It may be, however, that the wise legislators of that oriental clime believe liberty of a certain kind, when given into the hands of the female, tends rather to harden than to ameliorate. At any rate, at the last sitting of the Imperial Parliament, an amendment to the constitution was adopted which provides that no woman may become the editor or

proprietor of any newspaper. At the same time an attempt to abolish the power of the government to suspend a paper which has published anything calculated to disturb the public peace, was defeated. The field of journalism in Japan seems to be somewhat contracted, as it were!

The editor of the New York Times, Chas. R. Miller, knows how it is himself from long experience, and in a recent article in the Forum he handles these critics of newspaper men without gloves. These castigations of the press, he declares, have set up standards that are either wrong or unreasonable, and a newspaper managed to please them would be a ghastly failure. Taking the world as it is, which is the way editors have to take it, he declares that the publication of a newspaper devoted entirely to exalted themes is commercially impossible, whereas the newspapers now are as good as the age and world in which they are published.

Let every editor on the entire Pacific Slope understand how much depends on the success of the great Midwinter Fair, and we feel assured that each and every one of them will give his best energies to making it a great big go. If the thing is to be boomed, it must be through the aid of the pens of the interior press. What is for the good of one, in this case, is for the good of all! Don't forget this and boom it with a will. Scratch and scribble, but let the Midwinter Fair be your aim first, last and all the time.

The Boston Press Club is on the point of moving into new and more commodious quarters at 14 Bosworth street, two doors from its old location. The house to which it moves is that formerly occupied by the New England Electric Club, and is so handsomely furnished throughout that it will make an almost ideal home for the press-club men.

# NORTHWEST NOTES.

The Mail Publishing Co., of Boise, Idaho, has failed.

The Blaine, Wash., Journal has entered on its ninth year.

The Willcox Prtg. Co., of Spokane, Wash., is in financial difficulty.

Messrs. McKechnie & Coley have purchased the Journal, at Sultan City, Wash.

The Pacific Canadian is a new publication at New Westminster, issued by J. F. Galbraith.

The Commercial Review published by Leo Peterson, at Portland, Or., has been attached.

Mr. Jesse Ferney takes full charge of the Blade, at Tekoa, Wash., succeeding Mr. J. E. Nessly.

The Pacific Engraving Co., of Spokane, has discontinued, the business field being too limited.

The Kelso, Wash., Courier has been sold to W. P. Ely, who has changed the name to the Kelso Journal.

The job and newspaper business in the Northwest is very bad indeed, in fact, worse than ever known.

W. W. Beeson, of the Vancouver, Wash., Independent, left Sept. 2nd for an extended tour of the Eastern States.

The Yakima Republic has reached its fifteenth birthday with good prospects of a long and useful life still ahead.

Harry E. Lutz has removed the Port Crescent Leader plant to Beaver, Wash., where he will publish the Beaver Leader.

Sargent & Meisnboth have sold out their interests in the job-printing business at Olympia, Wash., to Mr. J. C. Rathbun.

Mr. H. J. Neely has resumed charge of the Wilbur, Wash., Register, which has recently been published by Cole & Waynick.

The marriage of W. W. Robertson, publisher of the Chehalis, Wash., Nugget, and Miss Grace M. Barrett took place in Chicago, August 24th.

The Union Pub. Co., of Walla Walla, Wash., has added a 10 x 15, Style B, California Reliable Jobber to their already very complete establishment.

The one-year old Custer County Graphic, lately published at Challis, Idaho, by Eldredge & Hardy, has finished its life work and suspended.

The Sunday Mercury Prtg. Co. has been incorporated for \$20,000 by O. P. Mason, Ben P. Watson and Lucea A. Watson, all of Portland, Oregon.

Oregon has too many poor newspapers now, says the Oregon Statesman. The early demise of half or two-thirds of them would be a blessing to a weary land.

The Tacoma Sun has been re-established under the management of P. B. Egtert and L. E. Rader, editor. The paper will be devoted to the interests of the Populist party.

Major B. F. Smythe will take charge of the Arlington, Wash., Times, Mr. Geo. M. Orrill retiring. Major Smythe has recently been connected with journalism in Snolomish, Washington.

The Herald, of Oregon City, Oregon, has been closed by attachment after a short life of two weeks. It is thought, however, that the Peoples party will come to the rescue and the publication will be resumed at an early date.

P. W. Parker has retired from the Astorian, Astoria, Or., and Mr. W. F. D. Jones, for some time publisher of the Tillamook, Or., Headlight, has associated himself with Mr. S. Elmore and will take charge of the Astorian hereafter. Success to you, Mr. Jones.

The State Press Association, says the Salem Journal, should be composed of actual newspaper men of the state or it should change its name. It would be difficult, however, for the real workers to run it, requiring as it does a great deal of gall. But for appearance there should at least be some person's name connected with it who is in reality an Oregon newspaper man.

We regret to note that in the recent fire in Elgin, Or., the Recorder was caught. This is the second time within a year that this paper has been burned out. Mr. A. R. Tuttle, the energetic manager of the company, will soon have the paper on its feet again, and stronger than ever. He being a careful business man, appreciates the value of insurance, so the actual loss to the company will be slight, if anything.

# THE PENMEN.

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F. P. McDivitt has just started the Santa Paula News, and is issuing a very creditable seven-column paper.

W. P. Hughes, proprietor of the Tres Pinos Tribune, has returned from the Northwest and resumed charge of his paper.

The Big Valley Gazette is the name of Nathan Bieber's paper at Bieber, Cal. It will be a six-column paper, published weekly.

W. N. Bowen, editor of the Solano Republican, has bought a large tract of land and proposes to become an honest raiser of profitable prunes.

The California Press Association will hold its Fall meeting at Paso Robles, San Louis Obispo county, beginning October 16th and continuing four days.

T. M. Shove, for some time local editor of the Fresno Republican, after a severe illness of several weeks, has gone to Santa Clara Co. to recuperate.

T. M. Blakely, formerly of Santa Rosa, has taken editorial charge of the Palermo Progress, and under his management the paper promises to be greatly improved.

T. C. Hocking has just completed his first year on the Modesto Herald, and judging from the well-filled advertising pages his good work is receiving its just reward.

P. H. Jordan has sold his other newspaper, the Saratoga Sentinel, to the West Side Pub. Co. of Saratoga, which already owns the Saratoga Standard and Mountain View Register.

Geo. Garrett, formerly manager of the Tres Pinos Tribune, was presented by the citizens of Tres Pinos with a testimonial of their esteem, and regret at his departure from their midst, recently.

Editor Durst, of the Wheatland Four Corners, left for an extended trip among the States of the North, recently. He will probably have a full report to make upon his return, of North country happenings.

The Arbuckle People's Voice has taken the place of the Autocrat, and is published by A. J. Shellhammer and W. W. Felts the former being business manager. It has been increased from four to eight pages.

The editor of the Pineville, Missouri, News printed a recent issue of his paper two days ahead of the time in order to attend a circus at Joplin. A Missouri editor would rather lose subscribers than a circus.

Charles S. Aikin, who has been connected with the San Francisco Bulletin for many years, is visiting Los Angeles. He is in poor health, but hopes to be greatly benefitted by the climate of that section.

Mrs. D. B. Price, proprietor of the Oroville Mercury, is attending the Chico Normal School. It would not be a bad thing if some other journalists we know of would follow the example of this worthy lady.

The plant of the defunct Ledger Publishing Company, of Los Angeles, has been purchased by Messrs. Parker & Baumgardt who have extensively added to the plant, and are conducting the business as a first-class book and job office.

The selection of Mr. T. F. Bonnet as President of the Press Club is a most excellent choice. Mr. Bonnet holds a very high position among the young journalists of the city and will reflect credit upon the club over which he presides.

Alfred Chaigneau, proprietor of Le Franco Californien, is to issue a volume on California, its Resources and Marvels, in the French language, of which 5,000 copies will be distributed among French-speaking people during the Midwinter Fair.

Will S. Green, of the Colusa Sun, has been for thirty years continuously the editor and proprietor of that paper, and in all that time he has never written a line of which he had cause to be ashamed. He is a worthy Dean of the corps of interior editors.

Bob Einfalt has purchased the Gilroy Gazette, from Wardell & Son, and will hereafter conduct that journal. While sorry to lose Bro. Wardell, yet we welcome genial Bob back to the ranks, and look for the Gazette to be brighter and better than ever.

D. J. Foley, editor and proprietor of the Turlock Times and of the Yosemite Tourist, recently came out of the valley traveling on a bicycle. He was fairly successful with his paper in the valley this season, although the travel was much less than for many years.

Once in a while a newspaper writer's pen will drip a truth so manifest, so striking, so apropos, so admirably put that the reader involuntarily pauses a moment to gaze at in in rapt admiration. For instance, an Eastern paper says this week: "Now is the very time to advertise."

Wm. M. Bunker, one of the proprietors of the Daily Report, left for the East on the 16th inst., on a pleasure trip. Mr. Bunker will remain for a number of weeks in Chicago taking in the sights of the World's Fair, and will then proceed farther eastward visiting all the larger cities on his way. This long rest is well deserved by one of the most pains-taking members of the profession.

A lively meeting of the women compositors of Boston was held in Typo Hall to protest against the action of the New England Newspaper Union. Resolutions were adopted condemning the alleged discrimination against their sex, and they called upon women compositors to keep away from that office. It was urged that the female typesetters of Boston should organize for mutual protection.

The editor of the Orange, Texas, Tribune, says: "We have had no "pud" this week, having had to set the type, make the forms, run the press, hunt the copy, bring water, entertain all the company, attend all the meetings, write receipts for money—when they were needed—and in fact, do everything about the office, the balance of the force being on the sick list. We have done the best we could under the circumstances."

Edward Bok receives one of the largest personal mails in the country, a year's mail consisting of over 20,000 letters. Three-fourths of these letters are from women. No part of this huge mail reaches Mr. Bok directly: It is opened by a private secretary and distributed to assistants for answer. Every letter, however, receives a reply. One of Mr. Bok's editors, on The Ladies' Home Journal, Ruth Ashmore, who writes to girls, receives over 5,000 letters during a year.

"Why don't you run a paper like that?" said a merchant throwing down a blanket sheet daily. "Why don't you run a store like that?" said the publisher of the country sheet, as he turned to a full page advertisement that brought the city publisher \$350 an issue. Just then the country publisher presented a monthly bill for \$5, and the merchant began to talk of economizing by cutting down his advertise-

ment and stopping his paper. He did both and now the sheriff is doing his advertising for him.

Texas journalism is nothing if not enthusiastic and outspoken, as note the following from the Cisco, Texas, Round-Up. "Who is J. M. Terry? Don't know, only that he lives over at Bonham and gets out one of the neatest and newsiest country weeklies published in Texas; The Favorite by name. We don't usually let the bung fly out and blow off about a rank stranger in this manner, but every time the Favorite reaches the Round Up's exchange table we feel just like doing so, and this time couldn't help it."

### OBITUARIES.

Dr. W. B. H. Dodson, editor and proprietor of the Red Bluff Sentinel, after a long and painful illness, died during the latter part of Sept. in Sacramento. The Doctor was sixty-five years of age and was born in Kentucky. He came to this State in early manhood, and was a successful practitioner of medicine for a number of years. He had a strong predilection, however, for newspaper work, and entered the journalistic field nearly a quarter of a century ago, and at the time of his death was looked up to as being one of the old guard of California editors. He was a prominent and honored member of the California Press Association, and was one of the active and moving spirits in its organization. He leaves behind four sons and three daughters, all grown. He was highly esteemed by a large constituency in the Northern counties, and his taking off is a matter of sincere regret.

William Bausman, who has been connected with Pacific Coast journalism for forty years, died in this city last month, at the age of seventy-three. Mr. Bausman began reporting on the Washington Reporter when only eighteen years of age. In 1844 he founded the People's Press at Crawfordville, Ind. Among the papers which he was intimately connected with during his long career were the Washington Globe, Sacramento Union, the old San Francisco Daily Sun and Times, and Transcript, the Northern Light of Whatcom, the Hydraulic Press at San Jaun and the Marysville Appeal. His wife and six children survive him.

Col. W. L. Malone, for the past ten years managing editor of the Fort Worth, Texas, Gazette, is dead. That State loses a great and experienced journalist.



# THE 'PAPERS



The Venturian will publish a daily edition in the near future.

The Sacramento Weekly Bee has entered upon a new volume.

The Napa Journal issued a very creditable Admission Day edition.

The Colfax Sentinel is now in its fourth year and continues to grow stronger, more clever and brighter.

The Gilroy Gazette has ceased to be a semi-weekly, and will make its appearance hereafter only on Thursdays.

The Niles Messenger has recently made its initial bow to the public and gives fair promise of becoming a decided success.

The Seaport News of San Diego has entered upon its second year. The News is ably edited and neat and attractive in makeup.

The Resources of California for August gives an excellent review of Santa Cruz county, with a number of well-executed illustrations.

The Ventura Democrat has entered upon its eleventh volume, and we extend our congratulations and wish it continued prosperity.

The Pacific Tree and Vine for August is a splendid number, beautifully illustrated. It is a fine production and a credit to the publisher.

Newspaper enterprises appear, indeed, to flourish all over the new world, at least, to the extent of putting forward great numbers of separate papers.

The Willits news has started on its second volume. Under the present management the News has been made a bright paper, and we wish it abundant success.

The Pomona Times closes the eleventh year of its existence this month, and during all that time has not missed an issue. It is the pioneer paper of the town and valley.

The only paper that does not complain when other journals clip from its columns and fail to give credit is the Congressional Record. It simply saws wood and says nothing.

The Amador Dispatch has entered upon the thirty-fifth volume. The Dispatch is one of the brightest of our mountain exchanges and is duly appreciated by its many subscribers.

The Napa weekly Register has attained the age of thirty years, and, in the hands of its able editor, Mr. Francis, shows the full vigor of California journalism under its best aspects.

The Sacramento News, after a brief and brilliant existence of eight months, has been forced to suspend. Sheehan, Harris, and the entire local Democracy, with all their efforts could not save it.

The Los Gatos Chronicle is an aspirant for journalistic honors which has recently come to the front. It looks well, reads well, and is bound to do well in the thriving community in which it is published.

We have received a copy of the Placer county Republican, a weekly published by Mr. W. B. Thorpe, formerly connected with the newspaper business in Crescent City. It is a newsy and well-appearing paper.

The Plumas National-Bulletin has just celebrated its twenty-seventh anniversary of useful existence, during which time it has always been one of the most progressive papers published in Northern California.

The Bradley Mercury has entered upon the fourth year of its existence, in good spirits and full of hope for the future of Southern Monterey. Editor Malony has changed his publication day from Tuesday to Saturday.

The San Bernardino Times-Index, under its present management, is one of the best edited and brightest of our exchanges, and there are few, if any, of the leading topics of the day neglected by it in its editorial columns.

A peculiar example of newspaper enterprise under difficulties is offered by the Rhoddesia Chronicle and Advertiser, a Mashonaland paper, not printed in type but written by hand and duplicated by an office stylograph process.

We have received the first number of the San Joaquin Recorder, published at Woodbridge, in that county. Its editor and publisher is H. M. Calkins, a newspaper man of experience and ability, who is bound to make it a go-

The Wonder, an ably conducted organ of the Populist party, published in Sacramento and edited by A. B. Sanborn, has entered upon its third volume. We are glad to note that it seems to be in a healthy and prosperous condition.

The Santa Clara Journal has issued for Eastern circulation an illustrated pamphlet of eight pages giving a description of the county and town of Santa Clara. The pamphlet shows a commendable enterprise and deserves a wide distribution.

The Draskova Sloga of this city will change its name and hereafter be known as the Slavjanska Sloga. Mr. Louis Piskulich will be the sole proprietor, and he promises us many improvements in the paper. We have not yet finished reading the last number.

By some typographical mistake a Pittsburg newspaper man put a marriage notice under the headlines, "Held Up and Robbed," and now the groom is suing the paper for damages. After he's married a year he'll find that headline was not far wrong. Perhaps!

The Visalia Delta, one of the largest and best papers in the South, has entered upon its fourth volume. The demand for the Delta has grown until it has been found necessary to employ mounted carriers, who deliver the paper at an early hour to every part of the city.

We have received the initial number of the San Juan Enterprise, a bright, newsy six-column folio, whose advertising, local and editorial columns give evidence of excellent ability in all of its departments. The NEWSPAPER MAN wishes it a long and successful career.

The Redlands Leader lately published a splendid twenty-four page special edition, setting forth the resources and natural advantages of the county where it is published. The edition is filled with fine half-tone illustrations and is crowded full of interesting and instructive reading.

The Gilroy Gazette has changed hands, the former editor, B. A. Wardell, giving place to Robert G. Einfalt. The new editor is young and ambitious, and is known as a vigorous and incisive writer, who has already made his mark in journalism.

The Marysville Appeal very truthfully says, "A newspaper should give value received for what it gets and should exact value received for what it gives. The paper that, just to fill up, takes advertising below paying rates can no more succeed than the merchant who sells goods below cost price.

We have received the first number of the Gilroy American published and owned by Mr. Bert Bynon, who also owns the Morgan Hill

Sentinel. In its salutatory the American says: "The most essential object of a newspaper is to advertise to the world the merits of the section it represents." True enough!

One of our exchanges says a superstitious subscriber who found a spider wants to know if it is a bad omen. Nothing of the kind. The spider was merely looking over the columns of the paper to see who was not advertising, so that he could spin his web across the shop door and be free from disturbance.

The fire in the office of the Alameda Telegram is believed to have been the work of incendiaries. It is not plain how else it could have aught. The plant was insured for \$2,250 and the underwriters adjusted the loss on a basis of \$575. The press and engine was not injured, the damage being principally to type.

The Maxwell Phoenix, a paper just started at Maxwell, Colusa county, under the management of the Phoenix Publishing Co., says it shall endeavor to put out a "bright, newsy, reliable paper" and make it "typographically one of the neatest papers in Northern California." The first number fully justifies the claim.

The Cottonwood Register which was burnt out recently now appears in a decidedly diminished form. The origin of the fire is unknown, but is supposed to be incendiary. McGarry, the owner, lost every thing, and had a narrow escape in getting his family out. His loss is about \$2,500, and the total loss by the fire is estimated at \$7,500.

We see by our Eastern exchanges that the newspaper world has been enriched by the publication of a new weekly called the Servants' Own Paper. An exchange remarks it is scarcely necessary to say it is published in England, for if a paper of the kind were to appear in this country it would be called the Ladies' Help Society Journal.

The Overland Monthly says editorially in the May issue. "Our American tyrants are Trusts, Trades Unions and Newspapers. The tyranny of the American newspaper is far-reaching, and is perhaps the vulgarest of all. The methods that it employs to provide its public a sensation are constantly used in the oppression of private individuals, and in forwarding private and selfish ends. This is done in California as well as in New York."

Young Lady (frankly)—I know you are very famous, Mr. Greatname; but although I have read a number of your articles I did not like them one bit.

Mr. Greatname—(literary lion) Of course you didn't like them, my dear young lady. How could you? They were not written to please the public?

Young Lady—Not written to please the public.

Mr. Greatname—No, indeed. They were written to please the magazine editors.—Puck.

## California Press Bureau.

News, Editorials, Paragraphs, Descriptive Illustrations, Humorous Sketches, etc., prepared on short notice for Newspapers and Periodicals not retaining a permanent staff, and others requiring occasional assistance.

Correspondence Furnished Regularly to Country Papers

Speeches prepared for Politicians and others in strictest confidence.

Address California Press Bureau,

123 SOUTH FIRST STREET, SAN JOSE, CAL.

### OFFICES FOR SALE.

*Fifty cents per inch for each insertion in this column.*

18

**F**OR SALE.—On account of ill health the best and only printing and binding establishment in Idaho is for sale. Address W. S. O., care Palmer & Rey Type Foundry, Portland, Or.

21

**F**OR SALE.—A weekly newspaper in a prosperous incorporated town. Large advertising patronage and large job printing trade. Will be sold on easy terms. Address W., care of Palmer & Rey Type Foundry, San Francisco.

26

**F**OR SALE.—A first class five-column, eight-page weekly newspaper in a prosperous and growing county-seat town. New and complete plant. Good advertising patronage and job trade. Address N. E., care Palmer & Rey Type Foundry, San Francisco.

29

**O**REGON CITY—Manufacturing center of the Pacific Coast. Largest woolen mills and paper mills in the West. Largest electric power station in the world—76 water wheels, 250 horse-power each. The Enterprise news and job office for sale. Established 1866. One of the best equipped offices in Oregon. Republican paper and county. Investigate. Rare chance for an energetic man. Address C. MESERVE, care of Palmer & Rey, Portland, Oregon.

30

**F**OR SALE.—A weekly paper on the Columbia River. Two townships surveyed and others to be surveyed, immediately tributary. Good chance for a live man. Address Geo. B. MALLIHAN, 271 Alder St., Portland, Or.

31

**F**OR SALE.—A good paying weekly newspaper in a prosperous Southern Californian railroad town. Only paper in an incorporated town with all legal, public and land advertising. Reasons for selling are that proprietor has other affairs that prevent personal attention to business. Address F. B., care of Palmer & Rey, San Francisco, Cal.

33

**F**OR SALE.—Font of Pearl, old body, for sale, cheap. Cost \$9.00, will take \$3.00 for it. In good condition. Address J. C. ALLISON, 8 MONTGOMERY AVE., San Francisco.

34

**F**OR SALE.—On account of illness, one of the oldest weekly papers published in San Francisco, with job office attached; will be sold at a great bargain. Address W. C., care Palmer & Rey, San Francisco, Cal.

35

**F**OR SALE.—A good book and job office in this city can be bought for half its value. Type and machinery as good as new. Address P., care Palmer & Rey, San Francisco, Cal.

### WILL BUY OR LEASE.

*Two insertions free under this heading.*

**N**OTICE.—Wanted by old newspaper men, a good newspaper property in California, in exchange for Seattle, Washington, real estate. Address A. T. M., care Palmer & Rey, San Francisco, Cal.

**W**ANTED.—To buy a newspaper in Northern California or Oregon; \$500 to \$3,000; Republican or Independent politically. Please state full particulars and send copies of sheet. Address C. W. GORHAM, Mt. Vernon, Iowa.

**W**ANTED.—A practical printer and journalist wants a weekly newspaper, prefers Independent. State circulation, month's receipts and disbursements, job work, plant, its age and cost and the lowest spot cash price wanted. Address A. E. POWTER, Hillsdale, Cal.

**W**ANTED.—A second-hand Washington hand press, seven or eight column. Also second hand printing material, including about 200 pounds Long Primer or Small Pica type. Must be in good condition. Please quote lowest cash price. Don't answer unless you have a bargain. Address X. Y. Z., Calistoga, Napa Co., Cal.

### SITUATIONS.

*Two Insertions free under this heading.*

**T**O PRINTERS—Printer (married) wants permanent position in country office; 12 years experience in country offices and on San Francisco dailies. Address A. M. B., 559 Miuna St., San Francisco.

**W**ANTED.—An all-round printer of seventeen years' experience, principally at job printing and press work, desires a place in some country office where strictly steady habits and close attention to business in an employee are expected. Good testimonials from last employers. Address Box 63, Bakersfield, Cal.

**W**ANTED.—A situation as reporter on a city paper or to take charge of a country paper by a young man of experience. Address CALVIN STUART, Box 973, Tacoma, Wash.

**W**ANTED.—A young man twenty years of age would like a position in country printing office. Is good compositor, fair job printer and good pressman. Would like place where he can attend solely to business. Is of steady habits. Wages according to necessary expenses at place where engaged. Address P. HARRY, 527 LOMBARD ST., San Francisco, Cal.

**P**RINTER.—A first-class practical man would like a position as foreman or job hand. Address JOHN ADAM, 1320 MISSION ST., San Francisco, Cal.

### HELP WANTED.

**P**ARTNER WANTED.—A half interest in a well established weekly paper and job office in a prosperous town in the Willamette Valley is for sale. Must be a practical newspaper man. A good investment for the right person. Reference furnished and required. For particulars address H. K., care of Palmer & Rey Type Foundry, Portland, Ore.

**W**ANTED.—Job printer wanted. One with about \$400 can find a "stap" in a good office. Invoice \$10,000. Population 6,500. Wages from \$21 to \$24 per week. Address H. care Palmer & Rey San Francisco.

# PERPETUAL CALENDARS.




No. 1.

1892 JANUARY 1892						
SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

PERPETUAL CALENDAR No. 1.—Price \$4.00 per set, including 52 Logotypes, Rules, and Fonts for Month and Year; can be used for any Month in any Year, and 3 minutes will make the changes.

No. 4.

1892 FEBRUARY 1892						
Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29					




SEPT

30

1776






JUNE

31

1893



PERPETUAL CALENDAR No. 4.—Price, \$2.50 per set, including 52 Logotypes, Rules, and Fonts for Month and Year; can be used for any Month in any Year; change made in three minutes.



# SECOND-HAND BARGAINS.

We will sell the following second-hand machinery to responsible parties at low prices, for part cash and monthly instalments, or 10 per cent. off for cash.

## Prices on Application.

ALL THESE PRESSES OVERHAULED AND GUARANTEED.

### JOB PRINTING PRESSES.

SECOND-HAND.

No.	Size Inside.	Name and Style.	No.	Size Inside.	Name and Style.
335	5½ x 9½	Babcock Jobber.	506	13 x 19	Gordon Old Style Jobber.
29	6 x 9	Baltimore Jobber.	566	8 x 12	Gordan Old Style Jobber.
478	6 x 9	Columbian Jobber.	513	9 x 13	Globe Jobber.
439	7 x 11	Empire Jobber.	373	7 x 11	Universal Jobber.
530	8 x 11½	Empire Jobber.	518	13 x 19	Universal Jobber.
134	10 x 15	Gordon Old Style Jobber.	532	8 x 12	Universal Jobber.
400	13 x 19	Gordon Old Style Jobber.	535	5 x 7½	Pearl Jobber.
394	13 x 19	Gordon Old Style Jobber.	507	8 x 12	Peerless Jobber.
423	13 x 19	Gordon Old Style Jobber.			

### CYLINDER PRINTING PRESSES.

SECOND-HAND.

No.	Size.	Name and Style.	Rollers.	Dist.	No.	Size.	Name and Style.	Rollers.	Dist.
419	.....	Bullock Perfecting Press with Folder.			453	17 x 21	Hoe Pony Cylinder,.....	2	R & C
274	37 x 51½	Campbell, Book and Job.....	2	R & C	524	26 x 33	Hoe Drum Cylinder,.....	2	R & C
551	31 x 46	Campbell Country.....	2	Table	415	25 x 30	Hoe Drum Cylinder,.....	2	R & C
52	29½ x 46½	Campbell, Complete, (Springs),....	4	Table	42	23½ x 28½	Hoe Drum Cylinder,.....	2	R & C
271	33½ x 48½	Campbell Intermediate,.....	2	Table	541	32 x 47	Hoe Drum Cylinder,.....	2	R & C
107	32 x 46½	Campbell, Job and News.....	2	R & C	522	33 x 50	Taylor Drum Cylinder,.....	2	Table
56	33 x 48	Cincinnati Drum, extra heavy,.....	3	Table	41	33½ x 45½	Taylor Drum Cylinder,.....	2	Table
155	18 x 22	Califor'ia Reliable Pony,.....	2	R & C	55	26½ x 38½	Taylor Drum Cylinder,.....	2	Table
330	33 x 49	Hoe Drum, No. 6.....	2	R & C	275	30 x 46	Taylor Drum Cylinder,.....	2	Table
387	41 x 60	Hoe Double Cylinder,.....	2	R & C	156	40 x 60	Taylor Double Cylinder,.....	2	R & C
421	17 x 21	Hoe Pony Cylinder,.....	2	R & C					

### LITHOGRAPHIC PRESSES.

SECOND-HAND.

No.	Size.	Name and Style.	No.	Size.	Name and Style.
45	32 x 42	English Lithograph,.....	234	24 x 32	Hoe Lithograph,.....
60	26½ x 34	English Lithograph,.....	232	24 x 32	Hoe Lithograph,.....
197	34 x 42	German Lithograph,.....			

### HAND AND ARMY PRESSES.

SECOND-HAND.

No.	Description.	No.	Description.
552	6-column Washington Hand Press.	406	8-column Washington Hand Press.
555	6-column Washington Hand Press.	538	8-column Washington Hand Press.
564	6-column Washington Hand Press.	343	13x18 Hand Press.
550	7-column Washington Hand Press.		

# SECOND-HAND BARGAIN LIST CONTINUED.

## GAS AND STEAM ENGINES. SECOND-HAND.

No.	Name and Style.	Horse-power.	No.	Name and Style.	Horse-power.
32	Gas Engine, Lawson .....	2	525	Steam Engine and Boiler, Dempster.....	4
389	Gas Engine, Pacific .....	2	35	Steam Engine and Boiler, Excelsior.....	4
485	Gas Engine, Pacific .....	2	401	Steam Engine, Upright .....	1
390	Gas Engine, Pacific.....	4	385	Steam Engine and Boiler, IXL .....	2
435	Gas Engine, Regan.....	2	102	Steam Engine, Vertical.....	10
399	Coal Oil Engine, Shipman, Marine.....	2	36	Vacuum Steam Engine, Davy.....	1
493	Coal Oil Engine, Shipman.....	2			

## PAPER AND CARD CUTTERS. SECOND-HAND.

No.	Description.	No.	Description.
429	32-inch '87 Paper Cutter.	458	32-inch Sanborn Paper Cutter.
497	30-inch Rival Paper Cutter.	556	30-inch Peerless Paper Cutter.
457	28-inch Rieh1 Paper Cutter.	463	Index Cutting Machine.

## MISCELLANEOUS MACHINERY. SECOND-HAND.

No.	Description.	No.	Description.
340	Bevel Cutting Machine	523	Folding Machine, Dexter, attaching.
377	Folding Machine, Chambers'.	462	No. 5 $\frac{1}{2}$ Success Wire Stitcher.
89	Folding Machine, Dexter, attaching.	466	28-inch Backus Water Wheel.
90	Folding Machine, Dexter, attaching.	454	Perforator.

# NEW MACHINERY BARGAIN LIST.

No.	Description.	No.	Description.
486	11 x16 Peerless Job Press.	336	Wire-Stitching Machine, Steam.
487	14 x20 Peerless Job Press	351	Job Backing Machine.
388	35 x40 Campbell Lithograph Press.	342	Book-Sawing Machine.
230	33 $\frac{1}{2}$ x49 German Hand Litho, (steam return.)	192	Gilding Machine, Binders', (new).
488	23-inch Jewel Paper Cutter.	481	3-inch Centrifugal Pump, new.
489	30-inch Jewel Paper Cutter.	503	6-inch Centrifugal Pump, new.
497	30-inch Rival Paper Cutter.	469	Olive Oil Press.
464	Marshall & Son's Card Cutter, small size.	470	Grape-Crushing Press.
465	Sanborn Card Cutting Machine.	471	Grape-Crushing Press.
459	Round Corner Machine.	472	Grape-Crushing Press.
339	Embossing Machine.	473	Grape-Crushing Press.
490	Embossing Machine.	474	Grape-Crushing Press.
491	Bookbinders Leather Paring Machine.		

All the above machinery is thoroughly overhauled and guaranteed. Washington Hand Presses will be taken in exchange at \$150.00 for seven-column, and \$175.00 for eight-column, delivered in San Francisco.

Nos. 405-407  
Sansome St.

**PALMER & REY TYPE FOUNDRY.**

San Francisco  
Cal.

Also, Corner Front and Alder Streets, Portland, Oregon.

# We Have in Stock

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*Quite an assortment of Hand and Power  
Lithographic Presses, New and Second-  
Hand, to which we invite attention.*

# Lithographic Presses!

*Lithographers will find all the latest improvements in  
Lithographic Machinery by calling and inspecting this  
assortment of Presses.*

## Palmer & Rey Type Foundry

*405-7 Sansome St., San Francisco.*



●●●●●●●●  
 THE FINEST LINE  
 —OF—  
 JOBBERS \* CUTTERS  
 NEWS and BOOK CYLINDERS  
 GAS ENGINES  
 CASES \* STANDS  
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# YOU CAN SAVE

**TIME:** which is Money.

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**ANNOYANCE:** which Costs both Time and Money.

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 Printers' Supplies to



**SOLE AGENCY**

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 Marder, Luse & Co.,  
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 and the Productions of Other Lead-  
 ing Foundries.

E. H. PALMER, Mgr.

## PALMER & REY

Type Foundry,

Portland - Oregon.

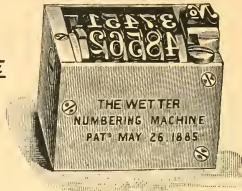


## THE WETTER



**CONSECUTIVE  
NUMBERING  
MACHINE**

PATENTED MAY 26, 1885  
OCTOBER 16, 1888.



OVER 6,000 IN USE.

IS the only Automatic Numbering Machine manufactured in the world suitable for use on any style or make of printing press for consecutively numbering checks, tickets of any description, order blanks, insurance policies, etc., occupying minimum space of  $\frac{3}{8}$  inch. A saving of 100 per cent. No printer can afford to be without them. Every machine guaranteed.

PRICE, \$25.00

Entirely Self-Acting. All Parts Best Tool Steel. Numbers and Prints at One Impression.

**JOSEPH WETTER & CO.,**

Send for Catalogue and Circular.

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PALMER & REY TYPE FOUNDRY, PACIFIC COAST AGENTS.

A New Tool for Bending  
Brass Rule

The Mode of Operation is Very  
Simple, and with the

**ELITE RULE  
BENDER**

You Can Easily Learn the Art of Rule Bending. Price \$2, Postpaid.  
Full Instructions with each Bender

ELITE MANUFACTURING CO. Marshall, Mich.

For Sale by the PALMER & REY TYPE FOUNDRY, San Francisco and Portland.

**REMEMBER!**

Everything in the Way  
of Lead or Rule-Cutting  
and Shaping Machines can  
be Found at

PALMER & REY TYPE FOUNDRY.

**NEVADA WAREHOUSE  
AND DOCK CO.**



Warehouses and Docks, Port Costa, California.

Capacity, 100,000 Tons.

Regular Warehouse for San Francisco  
Produce Exchange Call Board.

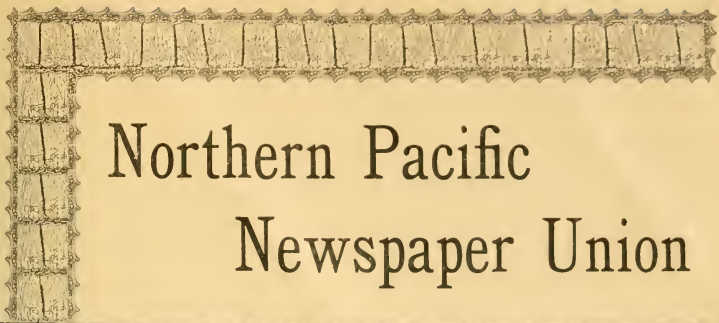
These Warehouses are the largest on the Pacific Coast, and are furnished with the latest improvements for the rapid handling and storing of grain. A mill attached, supplied with the best and newest machinery for cleaning foul and smutty wheat.

Money advanced at lowest rates of Interest on Grain stored in Warehouses. Insurance effected at lowest rates in First-class Companies, or grain sold, if desired, at current rates.

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Over the Anglo-Californian Bank,

SAN FRANCISCO, CAL.



# Northern Pacific Newspaper Union

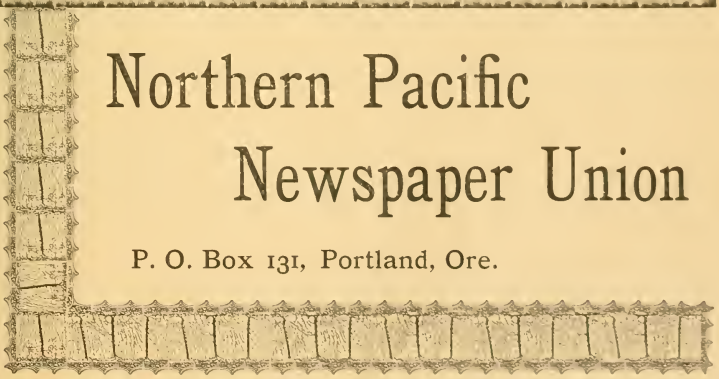
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Publishers of Highest Quality Ready Prints, in all sizes and styles. . . . .

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Send for Samples and Prices. . . . .



# Northern Pacific Newspaper Union

P. O. Box 131, Portland, Ore.

## WORLD'S FAIR ANNOUNCEMENT



# Dexter Folding Machine

MACHINERY HALL ANNEX,  
COLUMN S 41.

In advocating the sale of any kind of machinery, no fairer proposition can be made than that of inviting an actual comparison with competing machines.

The World's Columbian Exposition offers just this opportunity, and should be made the most of by those contemplating the purchase of Folding Machinery. We have seven machines in actual operation, among them one of our

## Rapid Drop Roll Book Folding Machines.

In this machine we

REGISTER THE SHEETS BY AN AUTOMATIC ELECTRICAL ATTACHMENT

which gives absolute register at high speed.

A most careful investigation of these machines is requested. We are giving special attention to the development of modern labor-saving Paper Folding Machinery. Write for printed matter.

# Dexter Folder Co.

FACTORY AND MAIN OFFICE, FULTON, N. Y.

BRANCHES: NEW YORK CITY, 49 Wall Street.

BOSTON, 149 Congress Street, Room 10.

CHICAGO, Columbian Exposition until Oct. 31.

LONDON, England, 21 Cheapside, E. C.

SAN FRANCISCO, PALMER & REY TYPE FOUNDRY, AGENTS.

# E. F. Shattuck & Company



Inks

Rollers

Composition

Lithographic Stones

and Material

Bronzes

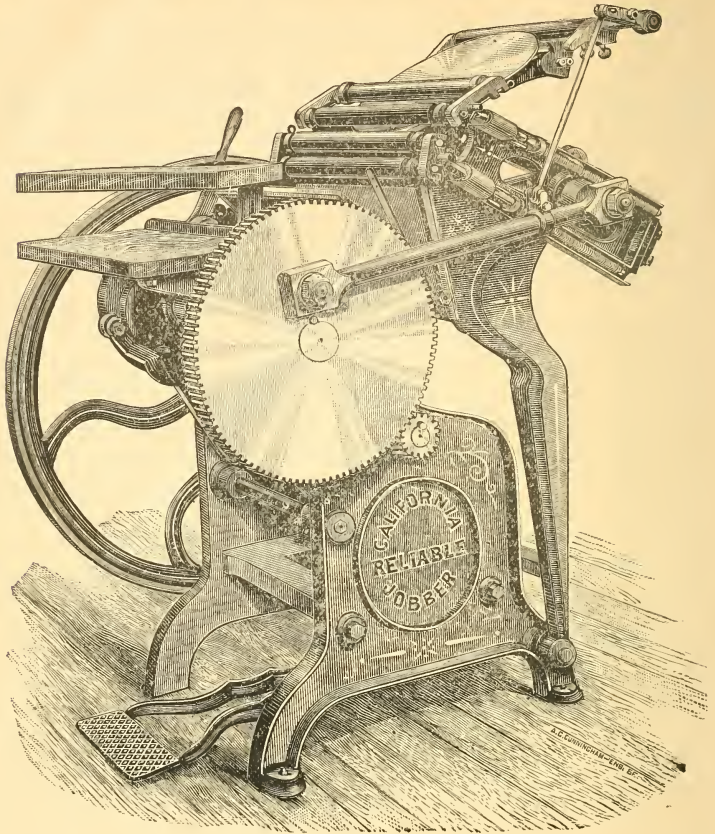
Oils



No. 520 Commercial Street



# “California Reliable”



## JOB PRESS

\* \* \* \* \*

Complete with New Patent Throw-off, Ink Fountain and Depressible Grippers, without extra charge.



MANUFACTURED BY

**PALMER & REY TYPE FOUNDRY,**

Type Founders and Press Manufacturers,

SAN FRANCISCO, CAL. and PORTLAND, OR.

# THE CALIFORNIA RELIABLE JOB PRESS.

## SIZES AND PRICES:

STYLES GIVEN BELOW.	Size Inside Chase.	STYLE A. with Throw-off and Fountain.	STYLE B	STYLE C.	SHIPPING WEIGHT.	BOXING.
No. 1—A Eighth Medium	8x12.	\$200.00.			1,000 lbs.	\$ 5.00
No. 1—B " "	8x12.		\$25.00.		1,010 "	5.00
No. 2—A Eighth Medium (large)	9x13.	235.00.			1,100 "	6.00
No. 2—B " "	9x13.		260.00.		1,110 "	6.00
No. 3—A Quarto Medium	10x15.	300.00.			1,400 "	6.00
No. 3—B " "	10x15.		325.00.		1,410 "	6.00
No. 3—C " "	10x15.			\$350.00.	1,435 "	6.00
No. 4—A Quarto Medium (large)	11x17.	350.00.			1,600 "	8.00
No. 4—B " "	11x17.		375.00.		1,610 "	8.00
No. 4—C " "	11x17.			400.00.	1,640 "	8.00
No. 5—A Half Medium (large)	14x20.	450.00.			2,300 "	10.00
No. 5—B " "	14x20.		475.00.		2,310 "	10.00
No. 5—C " "	14x20.			500.00.	2,360 "	10.00
No. 6—A Half Super Royal (large)	15x23.	525.00.			2,600 "	12.00
No. 6—B " "	15x23.		550.00.		2,620 "	12.00
No. 6—C " "	15x23.			575.00.	2,660 "	12.00

Style "C" is not made in the small sizes yet

Overhead Counter Shaft, \$25.00; Side Fixtures and Belt Shifter, \$15. Each press includes three Chases, Roller Mold, Wrenches, and two sets of Roller Stocks.

**STYLE "A"**—This style is our regular job press, which includes a **full-sized fountain**, for single color work, and our own patent throw-off.

**STYLE "B"**—This press is fitted with a **Combination Single Color and Chromatic Fountain** with **flexible fountain blade**, and with double vibrating distributor for the printing of several colors at one impression with uniform blending of the colors. The presses of this style carry five rollers.

**STYLE "C"**—The presses of this style are fitted with fountain and throw-off, same as Class "B," but they carry **Seven Rollers**, which you can readily understand results in exceptional distribution. We also attach to the presses of this style our **Double or Multiple Roller Attachment**. The foregoing attachment we claim of great value in the printing of illustrated work where the fullest and most thorough distribution is required. When the switch or lever throws this attachment into action the rollers pass down over the plate and back again without taking ink from the fountain roller or inking the form. This operation can be continued without limit and the most perfect distribution can be obtained. It is of the greatest advantage for distributing colors in chromatic printing.

### WHAT THE TRADE SAYS ABOUT THESE PRESSES.

From hundreds of testimonials in our possession (which may be seen on application) from all parts of the Pacific coast, we present the following:

We have in our office one of Palmer & Rey's Old Reliable Jobbers which has been tested by us, as to strength and speed, for nearly two years and has given the best of satisfaction. It will print from a single line of type to a chase chock full, or if the pressman is full the press does good work just the same. It runs but little harder than a sewing machine, is easy to feed, has a good appetite for all kinds of job work, and although a hearty eater, is not expensive to keep. Notwithstanding the fact that it is often kicked it never squeaks when well oiled, and can be carried below the knees and kept well groomed with a rag. It is safe to assert that this press will soon rank second to none with the presses now in use.

DAYTON, WASH., COLUMBIA CHRONICLE.

I am perfectly satisfied with the 14x20 California Reliable press, and am working off a six-column weekly paper in one-half the time it used to take on the hand-press; and it only requires a 16-year-old boy to do the work. With the hand-press it required two men or two boys. The press will recommend itself to every intelligent printer. For poster work it is unexcelled, because the fountain admits of any required supply of ink and the distribution is perfect. I can recommend the press to all those desiring a good, large, economical printing machine capable of doing the finest newspaper and job work.

Yours, etc.,

ADAM AULBACH.

WALLACE, IDAHO, Feb. 24, 1892.

We have been using one of your California Reliable Jobbers for the past year, and to say that it has met our expectations would be using but mild terms. For exactness, durability and, as its name implies, reliability, it is superior to any press we have used. We are perfectly satisfied with its work.

Respectfully,

PORTLAND PRINTING CO.

PORTLAND, OR., July 26, 1892.

We have a quarto medium California Reliable job press, purchased from you, which has been run for over a year, and gives perfect satisfaction. We consider it first-class in every particular and equal to any press of the same size made, and would not exchange it for any other press manufactured.

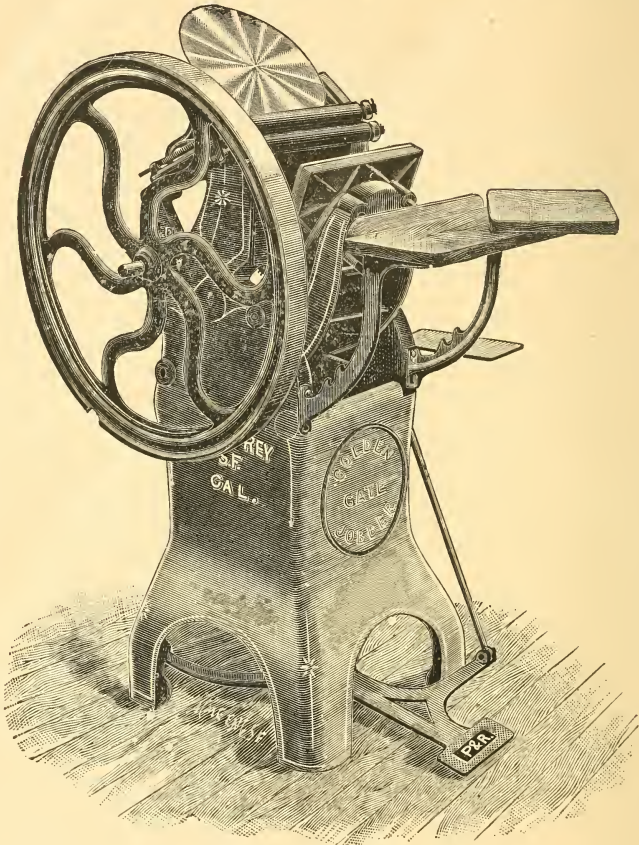
THE E. M. WAITE PRINTING CO.

SALEM, OR., July 23, 1892.

THE LATEST COMMERCIAL JOB PRESS.

# GOLDEN GATE

Price, - - **\$110.00** Boxing, \$3.00



Size inside chase 7 x 11 inches.  
 Price of Extras. — Chases, \$1.00 each. Roller Cores, 60 cts. each. Roller Moulds, \$2.75. Side Steam Fixtures, \$10.00

## JOBBER

The entire frame of the press, including the bed, being cast in one solid piece, it cannot spring or get out of line even if it does not set on a level floor. It can be run with ease, the speed being limited only by the capacity of the person feeding. It has a simple impression adjustment, and is complete with two chases, two rollers, brayer, and ink table, wrench and gauges, also extended shaft for adding side steam fixtures.

LIBERAL DISCOUNT FOR CASH.

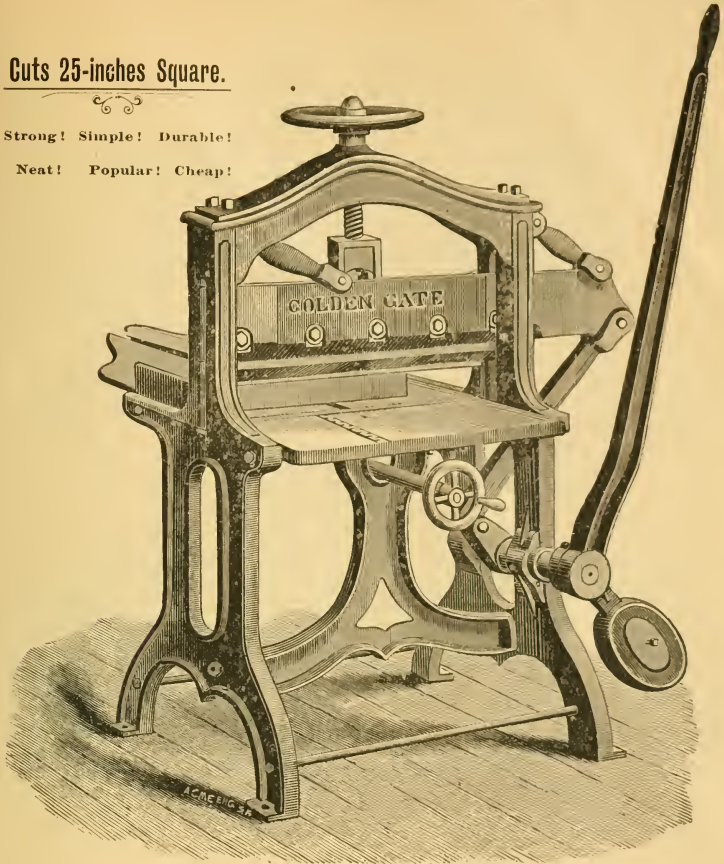
San Francisco, Cal. Palmer & Rey Type F'dry, Portland, Oregon.



Cuts 25-inches Square.

Strong! Simple! Durable!

Neat! Popular! Cheap!



# Golden Gate Cutter.

Manufactured in the Best Manner and from First-class Material.

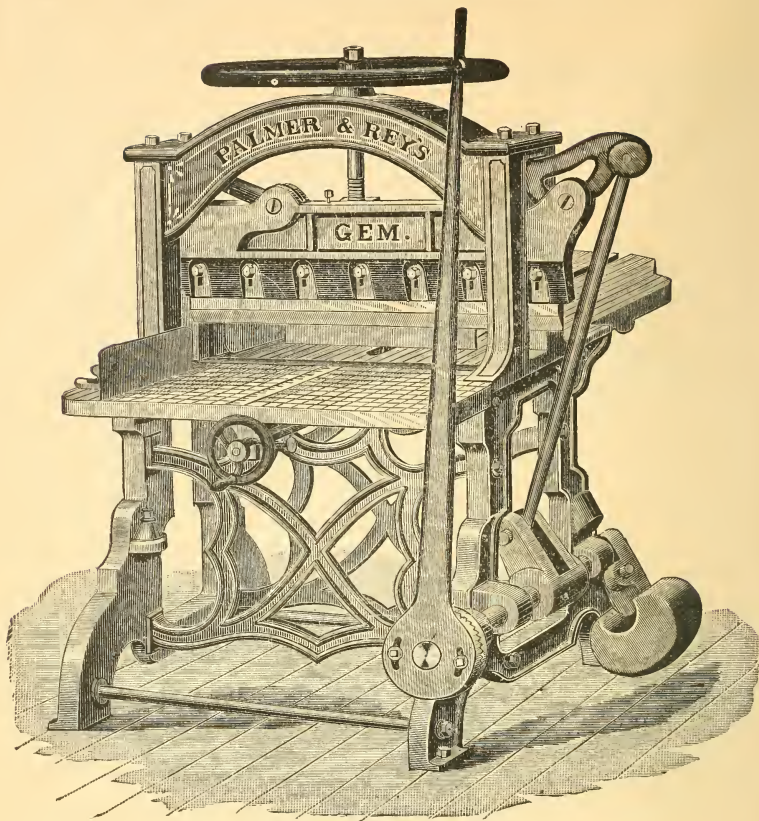
PRICE,	{ <i>On Skids, F. O. B. in San Francisco.</i>	\$120.00
	Boxing extra, \$3.00	

The Only Twenty-five Inch Cutter that can be bought for \$120.

— MANUFACTURED BY —

San Francisco, Cal. **PALMER & REY TYPE F'DRY,** Portland, Or.



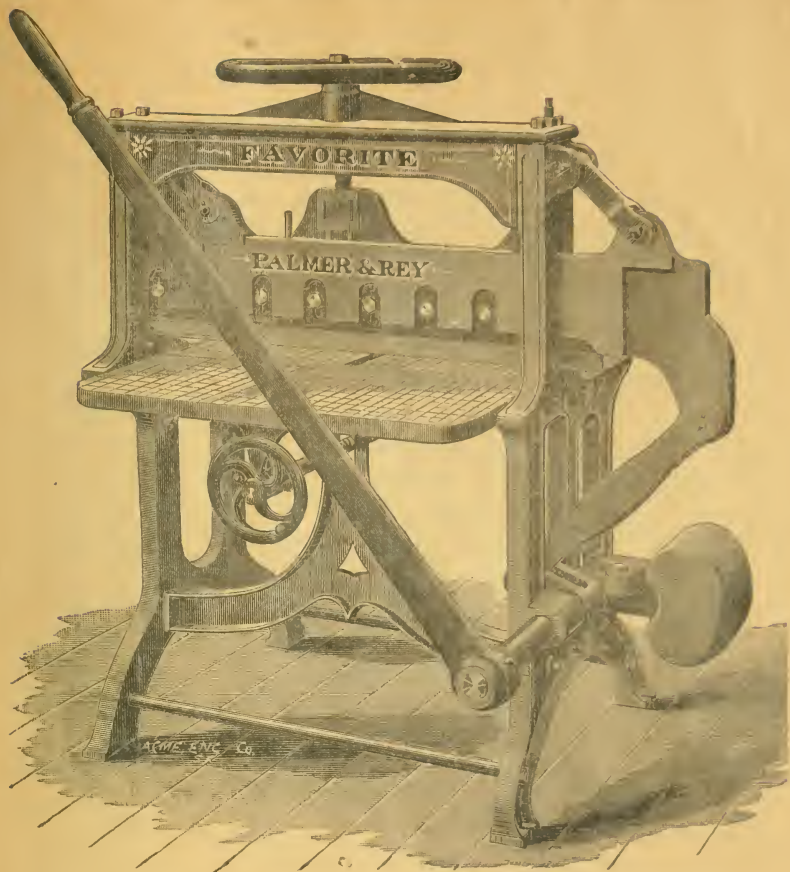


## Paper “GEM” Cutter

This Cutter is identical in every respect with the well-known “GEM,” and has been manufactured by MESSRS. PALMER & REY to meet the demand of printers who need a first-class article but cannot afford to pay a high price. It is manufactured from the best material, is very powerful and of extra strength, and will be found fully equal in its capacity to cutters of a much higher price. It cuts full 30 inches square, and has a back and side gauge.

**PRICE,** { Delivered in San Francisco, or on board } **\$190.00**  
cars. Boxing, \$5.00 Extra.

Manufactured by **PALMER & REY TYPE FOUNDRY**, San Francisco,  
And Portland, Oregon.



\*\*\*\*  
 The "Favorite" Cutter  
 \*\*\*\*

This Paper Cutter is intended for a good low-priced machine, and is suited for all ordinary cutting.

PRICE, \$165.

F. O. B. CARS IN SAN FRANCISCO.  
 Boxing, \$5.00 extra.

It is strong, heavy, and substantial; works accurately and with ease; and is all iron and steel.

The hand-lever swings to the left, in front of the table. It has lines on the table, front and back, also extra gauges.  
 CUTS 36 INCHES.

Manufactured by PALMER & REY TYPE FOUNDRY, San Francisco,  
 AND PORTLAND, OREGON.

# The World's Columbian Exposition, CHICAGO.

There is nothing large or new that we can say of the World's Columbian Exposition. Every Nation, every State and every Trade has been requisitioned to supply the allurements that are found there.

There are printing presses enough to make the most reckless men discriminate and be shy of absolute praise. It is an admirable time to study all mechanisms. Here is the true place to decide between presses for any special work.

The Cottrell Presses are in practical operation printing the Official Guide to the Exposition. In the same enclosure is a complete book-making establishment, and shows all of the operations of printing, folding, and binding, from the white sheet of paper to the printed and bound volume. It is the only exhibit of the kind in the Exposition.

We have six presses in our exhibit:—

- One Cottrell Stop Cylinder Press,
- One Cottrell Flat Bed Perfecting Press,
- One Cottrell Patent Improved Two-Revolution Press,
- One Cottrell Two-Roller Pony Press,
- One Cottrell Four-Roller Pony Press, with Automatic Self-Feeder,
- One Cottrell Country Press.

No. 2 is the most important for city printers. It shows what the future press must do. Requiring no more space than an ordinary two-revolution press, it has **double the production!**

No. 5 is also a press bound to attract much attention from progressive men.

In fact, each of the presses is the latest product of our shops in that line, and marks the farthest advance of mechanical art to date.

NOTE.—All printers are cordially invited to visit our exhibit in Machinery Hall. Section 34, Column Post 36 and 37.

## C. B. COTTRELL & SONS CO.

8 Spruce Street, New York City.  
319 Dearborn Street, Chicago, Illinois.  
174 Forthill Square, Boston, Mass.

PALMER & REY TYPE F'DRY, Agents,  
San Francisco, California, and  
Portland, Oregon.









