

# "THE RISE OF THE AFTERNOON NEWSPAPER"

Undisputed Fact That Afternoon Newspapers Are The Most Prosperous in the Land—The Journalistic Leaders of the Future.

[From paper read by W. B. Chamberlain, managing editor of the Minneapolis (Minn.) Journal, before the thirty-fifth annual meeting of the Minnesota Editorial Association, St. Paul, Minn., March 1.]

There is one phase of modern newspaper development to which I desire to direct your attention, and that is "The Rise of the Afternoon Newspaper." As a member of the tribe of afternoon newspaper men I do this with some trepidation lest I be accused of blowing the tribe's horn overloud. And if I shall, indeed, wind that horn somewhat lustily I beg of you to ascribe the error to the enthusiasm of the tribemen for the achievements of his clan rather than to any invidious purpose.

It is a fact not to be disputed, I think, that the most successful dailies in America today—at least from a financial point of view—are the afternoon newspapers. This is especially true in the west, but even in the great metropolitan centers, New York and Chicago, where the ancient hegemony of the morning newspaper still obtains in a way, the afternoon editions are making the money which the morning editions are spending. As a single example of this latter fact take the Chicago News, whose pages, crowded every evening in the week with advertising, bring in the princely revenue which enables Mr. Victor Lawson to make the Chicago Record a model morning newspaper. Cast your eyes whithersoever you will—to Detroit, Milwaukee, Kansas City, Denver, St. Louis, Cleveland, Cincinnati, San Francisco, Pittsburgh—and the daily that is making money is issued at the close of the day. Without at this time entering into the question of which is the better newspaper—the morning or the evening—it must be evident that there are sound business reasons for this financial success, which in the more surprising when one recalls the great, influential morning dailies of not so very many years ago. Those were the days of personal journalism, when people bought the New York Tribune not to read the news, but to see what Horace Greeley had to say. There were giants in those days, but

they did not print newspapers as we understand the term today.

News is, after all, the alpha and the omega of journalism. Opinion is valuable, gossip is interesting, but news is essential. It is the foundation upon which the edifice is built, the base whereon the pyramid of the successful newspaper property is erected. This seems almost axiomatic, and yet the failure to appreciate its value has been responsible for many a journalistic disaster. News attracts readers. This circulation is won. Advertising patronage is the easy and sure reward of circulation, and that is the whole philosophy of newspaper success. The problem, then, in its last analysis, is simply that of printing the news, but the news is what the chemists would call a very unstable compound. It is volatile; it evaporates; it becomes flat, stale and unprofitable if allowed to stand. Put into print at the earliest possible moment, it comes piping hot from the presses with a delicate aroma that tickles the nostrils, but it won't keep. With every fleeting moment it loses something of its newsy character and acquires the chestnutty flavor that offends the palate. I have heard it said—with how much truth I do not know—that wine improves with age. Not so with news. Its very essence is freshness. What all the world knows—that is not news; what all the world will be surprised to find out—that is news! The problem, therefore, of printing the news is largely one of time. You must not only print it, but you must print it quick, and there you have in a word the secret of the rise of the afternoon newspaper. It prints the news, and it prints it quick.

The world does its work in the daytime. In the evening it amuses itself. The afternoon paper is an attempt to help the world amuse itself in the evening by reading what it has done in the day just closed. I say an attempt, because the problem is still in process of solution, as I shall point out a little later. A telegraph editor who has served long turns at both the day and the night desks once said to me: "There is no denying that fully 50 per cent of the important happenings of the world are first chronicled in the day report. The night report not infrequently follows on with interesting opinion and gossip about the happenings, but the actual happening itself is almost invariably an old story by the time the morning paper gets to its readers." And that is true. Take the Washington news, for instance, which week in and week out is the most important class of news printed in this country, and you will find that the first announcements of what has been done in the national capital are made in the afternoon papers. The farther east you go for the news the greater becomes the afternoon paper's advantage, when people bought the New York Tribune not to read the news, but to see what Horace Greeley had to say. There were giants in those days, but

noon editions. The happenings of Europe until 9 or 10 p. m. thus become available for the American evening paper. In other classes of news it is the same story. The bourses and markets of the world work feverishly a few hours in midday. The market page of the afternoon newspaper tells the whole story of the business world's day, completely, accurately and quickly. The courts sit in the daytime, great cases are heard then. The recent remarkable murder trial in the Minneapolis district court is a case in point. Court sat from 10 to 12 and from 2 until 5. The speedy evening papers "covered" the day's proceedings with substantial completeness, leaving "5 o'clock extras," so as to let not even the last hour of the day's evidence escape. The jury reported its verdict early in the morning, and the court pronounced sentence late in the afternoon, but neither event found the afternoon papers napping. Nearly all the great deliberative bodies, the legislatures, the political conventions, the religious assemblies, the trade and professional gatherings of state and nation, also meet by daylight.

There are, of course, certain classes of sensational news, such as fires, accidents, crimes and calamities, that may occur at any time. It is purely a matter of chance when they happen, so that in the long run they are perhaps evenly divided between night and day, and yet in even such cases the fact is often not discovered until daylight reveals the hideous truth.

So it may be said with perfect justice that by far the greater share of the world's news originates in the daytime and is or should be available for the afternoon papers. The problem of gathering this news quickly, of getting it into type and on the press promptly and of putting the finished newspaper into the hands of the readers to read it is solved every weekday by the afternoon newspaper with greater or less success. It is a constantly changing problem, because the conditions surrounding it are variable, but it is obvious that without the aid of the inventor it never could have been solved at all. It is equally obvious that every invention that lends wings to the newspaper in its mad daily race with time brings the perfect solution of the problem so much nearer.

The afternoon paper is still very far from being a perfect product even in a comparative sense. Probably no one realizes its shortcomings more keenly than those most intimately concerned in putting it together. The haste with which this daily synthesis is accomplished increases the liability to error, and the striving for accuracy on a conscientious afternoon paper is quite as strenuous as the race against time, but I believe that with the constant improvement in methods, machinery and men the afternoon newspaper will inevitably outstrip its morning rival and become the leader in every department of journalistic activity.

## SCIENTIFIC MISCELLANY.

Three kinds of electric furnace are recognized by M. Kellier. In the arc furnace, the heat of the voltaic arc is applied directly to the substance to be acted upon; in the resistance furnace, heat results from the passage of the current in imperfectly conducting materials, without any localized arc; and in the incandescent furnace, the material acted upon is wholly non-conducting, requiring a conducting layer to start the process. Electric furnaces may also be distinguished as electrolytic, in which electric decomposition takes place, and electrothermic, in which only heating effects are produced. Large electric furnaces—absorbing singly the equivalent of more than 1,000 horsepower—are a quite recent development; and they have yielded the highest artificial heat yet produced, probably exceeding 3,600 degrees C.

In condensed milk as ordinarily produced the percentage of water has been reduced by evaporation in a vacuum from 85 to 87 to 25 to 20. In a new German process, the water is separated by freezing, the milk being first skimmed, then placed in a centrifugal separator, and alternately frozen and thawed during rotation. The cream is restored to the milk before putting up, the taste of the product being that of fresh milk.

A method of cheapening storage battery plates consists in the use of a natural vegetable fibrous network, such as loofah or luffa. The lead oxide or active material is applied as a paste, and paste and network receive a charge of electricity until solidified, when the plates are ready to store current in the usual way. The plates are light and cheap, and acid percolates through them readily.

Of 75 Swiss glaciers observed last year, only 10 showed an advance, while 65 were retreating. Only one glacier of all that have been noted has shown a steady and continuous tendency to increase during the last few years.

A problem for twentieth century engineers is the reduction of the loss in time and energy from the stoppage and starting of trains at way stations. The London underground road, where this waste of time is great, Mr. John Perry proposes the use of a station of a platform in the form of a constantly rotating turn-table 500 feet in diameter, the rim of this platform, being a suitable curve in the track, to be kept close to the train upon the line for about half a mile, and to be given the same speed as the moving trains. The platform would be reached by a spiral stairway at the center, where the motion would be slight. Through this device, passengers could enter or leave the trains, stoppage being unnecessary, and on such roads as the London underground or New York elevated it might be possible to provide a continuous train, which could be boarded at any station at any instant. A similar plan was brought forward in India more than twenty years ago by Lieut. Col. W. Sedgwick. It was suggested that each station have a side-track a mile long, with a sharp incline at each end, and that passengers and baggage be carried on a platform car on this track. At the proper time the car would be sent down one of the inclines. The train on the main line would stop up without stopping, the car would be made fast, passengers and baggage would be transferred, and the car would then be released with sufficient momentum to carry it to the top of the second incline, where it would be ready to serve the next return train.

Fuel is to be made in English factories from street sweepings and sewage, even Thames mud being converted into a combustible, yielding great heat and only 25 per cent of ash. The waste pressed into blocks, and dried at 40 degrees F., the resulting briquettes being black and like the best coal in appearance. The cost of the sewage fuel is said to be only two dollars per ton. It burns freely, with little smoke, and is claimed to be equal in all respects to the cheaper coals.

The watch with ball-bearings of M. Leon Gruet is of ordinary man's size, but its pivots all roll on hard steel balls 1-50 and 1-100 of an inch in diameter, only the moving parts of the escapement being without them. Advantages in durability, etc., are claimed. "Jewels" of sapphire and other stones are not needed, and with the inevitable cheapening of the minute balls, considerable saving in cost is expected.

Electricity has proven the woman's friend at St. Etienne, where it now runs 5,369 ribbon looms in 2,380 weaving sheds. The looms were formerly worked by hand, and could be operated only by men, but under the new conditions female operatives can readily do the work.

A curious effect upon the glow lamps has been noted in California during severe thunderstorms. The glowing filaments suddenly brighten after each flash, then slowly return to normal brilliancy, and this has happened so often that the engineers have striven to explain it, without finding any defect in their circuits. The only theory open seems to be that the carbon acts as the coherer of a wireless telegraph apparatus. The flash produces, by its electric radiation, a sudden decrease in the resistance of the filament, with a corresponding rapid increase of its candle power, and gradual self-decoherence then reduces the brightness to the normal.

To Save Her Child From frightful disfigurement Mrs. Nannie Galleger, of LaGrande, Ga., applied Borden's America Salve to great sores on her head and face, and writes its quick cure exceeded all her hopes. It works wonders in Sores, Bruises, Skin Eruptions, Cuts, Burns, Scalds and Piles. 25c. Cure guaranteed by Z. C. M. I. Drug Dept.



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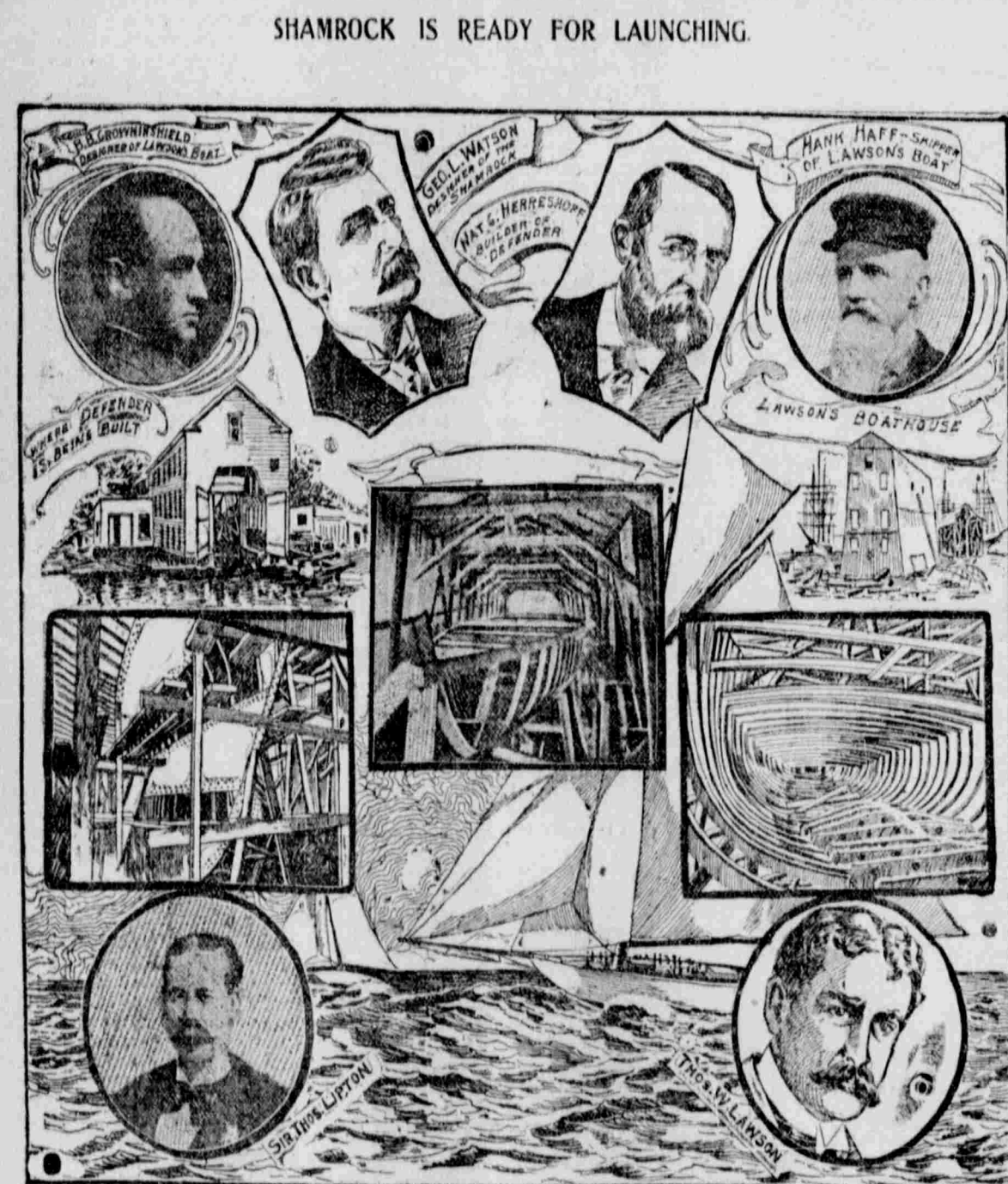
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SHAMROCK IS READY FOR LAUNCHING.

New Challenger will be floated April 20th. Her Captain Says She is an "Eye Opener." Lawson Says Yacht Club Dare Not Bar His Boat. Herreshoffs Confident That New Defender Will Keep Cup on This Side of Water. Here is a fine combination picture showing the principals in the big three cornered boat building contest which will be the greatest the world has ever seen. All these yachts are now nearing completion. The Shamrock II, Lipton's challenger, will be launched April 20th. The Herreshoffs expect to have their boat The Constitution in the water by May 1, while Lawson's fine yacht, the Independence, will be sailing some days before that time.

# Were You Ever Embarrassed

When your valise, trunk or traveling case burst and spread the contents about the car? If you ever were in that predicament, I venture you said some unpleasant things about the man that made them. If you had had one of my make, no such accident could have happened.

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