

kindred material cannot well be left out regarding the means of Newspaper development, which the Electric Telegraph is to the Editorial Department, and the Railway system to the Publishing Department, which follows.

A few exceptional Feats in Telegraphing for Newspapers are reserved for what I may add in connection with the *Evening Times*, as such cases are mostly associated with evening papers in the public mind.

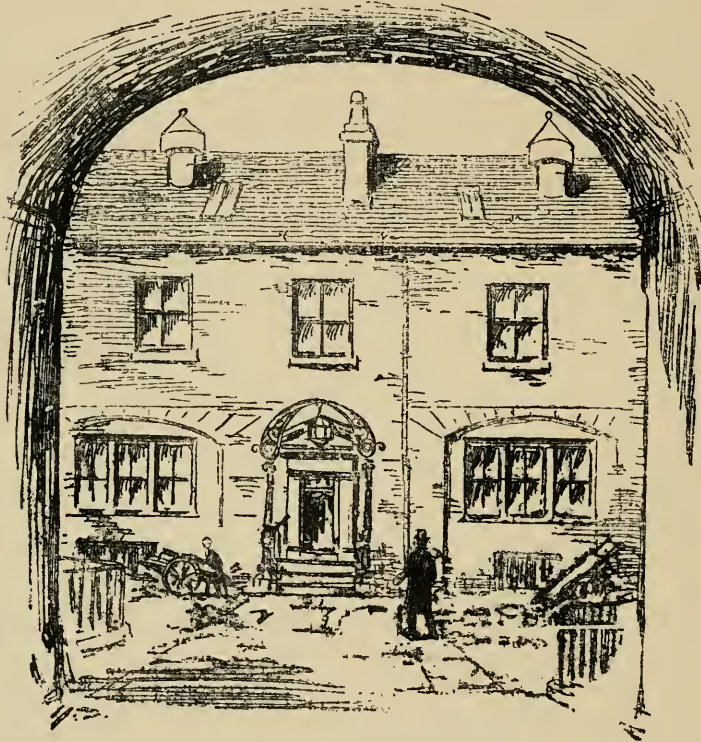
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### THE PUBLISHING DEPARTMENT.

WHAT is now called the Publishing Department of a Daily newspaper embraces most of what has been already referred to under the heads of Advertisements and the Advertisement Tax, the Stamp Duty on Newspapers, and the Paper Duty and Paper. These were dealt with first, as it seemed to me better to have done with the taxes and the fettered condition of things of earlier days before referring to some of the remarkable developments which newspapers have undergone since Parliament removed these obstacles. There is consequently less to say now regarding the Publishing Department.

The whole *Herald* business in 1845 was situated in the quiet Court at 182 Trongate,—then the busiest street in Glasgow. That building, and the fine block fronting the Trongate, were built by and named after Mr. James Spreul, a City Chamberlain of Glasgow in the early part of this century. In the autumn of that year—about the close of my sixteenth year—I received a note requesting me to call at the *Herald* Office there, regarding an advertisement headed “Boy Wanted” to which I had replied. A very few minutes’ interview with Mr. Alexander Waters, the managing partner, ended in the formation of my long connection with the *Herald*. The counting-house, where my duties lay, was then on the right hand of the entrance, shown in the sketch.

The growth of the paper since that time,—the change from the issue twice a week to the issue three times a week, and then to its daily publication,—its repeated expansions by increase of advertisements and news, and the frequent additions of premises, men,



The HERALD OFFICE in 1845.

and machinery to produce it, can be more easily realised now, upon looking backward over the half-century, than it could be by those taking part from time to time in the actual changes. Perhaps I may be excused for saying that my personal experience in relation to the business during that time is of a somewhat

parallel nature, for while I began as Junior Clerk I *grew*—as it were—unconsciously into the several positions occupied by me, without my aiming at any of them. The Cashiership, for instance, fell into my hands because of my early attempts to avoid loss and confusion by having all the payments received *entered systematically* and at once, instead of trusting to an antiquated practice—which seemed to be a remnant of an old cashier's habit of keeping all the money in his trousers' pockets. The work of paying, as well as of receiving the cash brought me into touch with all the employees, and led me still more to look after matters which would otherwise have taken their chance of being left unattended to. And it was only after a time, on the occasion of a small social meeting of the clerks, that I was unexpectedly made to realise my more responsible position by its being openly referred to. I count myself exceptionally fortunate in having been so free, both before and since that date, from serious difficulties with any of the employees, whether older or younger than myself; and of having now such a body of able and willing workers in their respective positions, who are at the same time entirely loyal and contented.

SUBSCRIBERS AND DISTRIBUTORS OF PAPERS.—The chief duties which fell to my lot as Junior Clerk (work previously done by a senior, as hitherto there had been no junior) were to write and prepare the addressed wrappers of newspapers sent to subscribers, numbering nearly a half of the total issue of about 4,000 copies. Not long after, I had also to take occasional charge of the midnight and early morning work of despatching the papers by post and coach, and to give them out in large portions to elderly men called runners, for delivery to city and suburban subscribers. For although the 1d. stamp upon every copy printed covered the postage outside of Glasgow, it did not cover postal delivery *in the town* where the paper was published. These runners earned a welcome quarterly sum on each paper, which helped to eke out the small Waterloo pension and other limited means which

some of them had. At a later hour a very few booksellers—less than a dozen—got their small supplies, altogether about 210 copies, and lent some of them out at a penny an hour, and sold them to small clusters of customers who read them by rotation; while two veterans, who would have been indignant had they been called hawkers, sold outside. One of the two was an old done cabman, who sold the paper at the station of the Edinburgh and Glasgow Railway in Queen Street, which was then the only passenger railway station of any consequence in Glasgow. The other man, who was a decent church beadle, supplied steamboat passengers at the quay of the Broomielaw Harbour.

All that small, slow, and primitive style of business was evidently about to change in view of the shadow of the coming event of 1855, when the 1d. stamp was abolished. The papers of the petted Isle of Man and the Channel Islands did not need to wait for that change, for they had always enjoyed a happy freedom from the tax, and, I think, even from postage charges. But throughout the “adjacent” islands of Great Britain and Ireland the change came almost as by a bound; and within a few years after, when weekly and bi-weekly papers became daily, and the people were becoming familiarised to them, the demand grew more and more until news-agents gradually overspread town and country, who received parcels of unstamped papers, and were therefore enabled to supply customers at a penny less than if the papers had been posted. This new method, as may be understood, seriously lessened the subscribers’ lists of all newspapers in country towns where parcels were received, and even in cities, although to a lesser extent. But in view of the whole circumstances, we at an early period voluntarily gave up to news-agents, in Glasgow and its surroundings, the lists of subscribers in their respective districts. The number of subscribers, however, is now more than made up by those who cannot get their unstamped *Herald* in out-of-the-way towns and districts, especially in the Highlands and Islands, as well as in England, Ireland, the Colonies, the Continent,

&c. In America newspapers are, to a large extent, subscribed for, chiefly by readers of weekly papers. Some of the subscribers there seem to be more deaf to appeals for payment than those on this side generally, if they are to be judged from the following epigram by an editor-publisher on such creatures, and on those who sent him unpaid posted letters:—

“ And if you take a great tooth comb,  
And rake down all creation,  
You cannot find a meaner thing  
In this 'ere mighty nation.”

Instead of the two old outside salesmen referred to, and besides the numerous news-agents who afterwards undertook the sale of unstamped papers, there started up in all directions street hawkers, who intercepted almost every passer-by and visited every likely house to get casual or regular customers. This house-to-house visitation, by the way, seriously interfered with the sales and profits of those who had shop rents, taxes, &c., to face, while the “Street Arab” secured the cream of the sales—especially when the news excited extra attention—and escaped scot-free. In this way many of the honest poor earn a fair living, but many others of the vagabond sort of lads and girls are in great danger of going from bad to worse. It was probably some one who had suffered by the street hawkers that, in May, 1857, asked the Board of Trade to enforce the Hawkers’ Act, and got the answer that a person carrying newspapers from house to house would require a license, but that the Act does not apply to sales on the street. The streets thereby now form the biggest newspaper shop in the world.

Besides these regular and irregular trade sales, the publishers of the daily papers entered into keen competition to meet the demand awaiting the earliest arrivals of supplies on the part of the numerous families from Glasgow and other inland towns who largely flock to the beautiful shores on the Firth of Clyde during summer and autumn. That competition took the form of racing

by steamers on the river to Greenock, and to the various watering places as far as Rothesay. That foolish competition—which at the time meant great excitement and expense to those involved in it, and fun to those who got their papers several hours earlier than by the ordinary steamers—gave place to the use of the railway to Greenock, and a joint-steamer from there. The question naturally occurred to the coast-going people, and to the regular residents there—if private effort could supply newspapers so early, why should not the great Government Department in charge of the Post Office show as much enterprise by having an early morning delivery of letters, instead of making a mid-day delivery the first? The agitation at length prompted the Post-Office to go the length of asking the *Daily Mail* proprietors and us to share the use and expense of the joint newspaper steamer during the summer season. The people “doon the watter” have now, however, the privilege of a delivery of letters and papers all the year round earlier than formerly.

THE PRODUCTION OF THE HERALD NOW.—The rotation of work which precedes the publication of the paper, and which brings every one concerned to the highest pitch of effort, may be summarised as follows:—After the editorial and advertisement copy is completed, especially when the last lot of news or leader copy is received by the head-foreman compositor at 1.15 A.M., he immediately cuts it up into small portions called “takes,” for his men to lift in the order of their coming, that they may set up the matter for the latest news pages with the greatest possible expedition,—a process which thoroughly tests each man’s capacity and his will to show it. While that is being done, the makers-up of the type pages go on under the foreman’s instructions to complete each page so far as its contents are ready, until the whole series of 12, or on some occasions 16, pages are one by one up to the last transferred to the stereotyping foundry at 1.55 A.M. Under the stereo foreman and his men, counterparts of the letterpress pages are taken on paper matrices, from which *fac similes* of the

original pages are produced in literally hot haste, so as to have the completing stereo page in the printing machine rooms by 2.8 A.M. In three minutes after, the first 100 perfect *Heralds* reach the despatch room, and the actual issue of the *First Edition* papers begins. Immediately following comes a crowding rush of mechanically counted scores of papers, and the piles are carried in close march upon continuous lifts to the despatch room, where they are at once seized by nimble hands, packed, addressed to the various news-agents, and bundled off by vans, so as to catch the earliest newspaper train at 2.30 A.M. for Edinburgh. From there the Forth Bridge Express drops separate parcels for Dundee and other towns on the way to Aberdeen, being due there at 6.25 A.M.; thence the parcels go by the Great North of Scotland Railway to Ballater, and round by the north-east towns to Elgin, &c. The north-centre of Scotland is also supplied much earlier than formerly by the parcels received at Perth at 4.44 A.M. by the Caledonian train, and transferred to the Highland Co.'s train, which drops parcels *en route* to Inverness, where it is due in *the* season at 9.15 A.M., and in winter at 11.5 A.M.

The *Second Edition*, with corrections and later news than the first, requires to be ready for despatch by 3.40 A.M., early train, taking heavy parcels for Kilmarnock and for various towns along the line to Dumfries, Carlisle, Newcastle-on-Tyne, &c.; while another special engine and van hired at £600 per annum from the North British Railway Company, start from Glasgow to Edinburgh at 4.15 A.M., covering the intervening towns, &c., *en route*, to Edinburgh, and connecting with the early trains for the towns in the south-eastern counties, on to Berwick-on-Tweed. Besides sending these important supplies at that time, we despatch by four other trains starting at the same hour, all carrying numerous and large parcels coastwards and inland. The despatch of these editions so early enables us to supply the growing demand in all the eastern counties of Scotland, from the Moray Firth to the English border, by breakfast time, as in also most of the inland and

western districts where the *Third* Edition cannot reach in time. We feared at first that the very early issue would suffer in its news, but were relieved to find instead that by the readjustment of the sources of the news and other measures that serious difficulty was overcome, while at the same time it made a longer interval for producing the greater quantities of the later editions not only for Edinburgh and the east counties, but for Glasgow itself, and wherever the earliest *ordinary* trains sufficed for other parts of Scotland and England.

All that work means the transformation by machinery of many webs of white paper, each  $3\frac{1}{2}$  miles long, into newspapers printed on both sides, cut into sheets, folded, counted singly and in scores, &c., delivered and ready for despatch. The previous stages in the production of each day's paper (referred to in connection with the First Edition) absolutely depend upon each other by even moments, so that if between them delay takes place the serious result may be the missing of the (£1,000) newspaper train, and the sudden change of heaps of newly printed papers into waste paper, while their intended and expectant readers are disappointed.

CUSTOMERS for the papers formed out of all these  $3\frac{1}{2}$  mile-long webs, must first be secured by the value of the contents, and the number of the readers must not only be great, but also the circulation must be of such a quality as to draw advertisers from all classes. Readers and advertisers, in other words, are necessary to each other, and no newspaper can succeed without both,—just as in general no class of a community can be really independent of the other.

As those in the Publishing Department have to deal with both these customers, and as they are very numerous and very varied in their several wants, temperaments, and conditions, it is not a simple or easy thing to avoid friction in some cases,—especially as we are commonly regarded by the public as receiving favours, and not as bestowing them, like editors. In our office, however, we have, as far back as I can remember, acted upon the plan of



having a printed scale of advertisement rates open to all, by which the clerks are guided, so as to act without respect of persons. Perhaps I should rather say here—*with* respect to *every* person, however humble, and with firmness when it may be necessary. A see-saw mode of dealing, by giving way to exactors, produces distrust, is unjust to the straightforward customer, and is generally damaging to any business persisting in it.

The ADVERTISEMENT RATES of the *Herald* were, I find by marked copies of the *Herald* in the files, at the beginning of the century from 5s. 6d. for the smallest notice ; and later on, till the repeal of the 1s. 6d. duty in 1853, the minimum was 4s. 6d., after which it was 2s. for 3 lines. A few years later our scale was readjusted upon the principle of rating the different classes of advertisements, as fairly as we could judge, according to whether and how far they represented realised wealth, or were published with the object of making a living,—so that now, according to our present scale, while the highest credit rate is charged for prospectuses, &c., of public companies, by which the wealthy are trying to add to their wealth, the lowest applies to business cards of tradesmen, &c. Almost all newspapers now have discriminating rates, but none of them can discriminate so exactly as to be free of occasional anomalies ; the important requisite, therefore, is to apply each rate uniformly to all the announcements in the class to which they belong. The *Herald* was one of the earliest, if not the earliest, to give discount proportioned to the number and frequency of the repeated insertions ordered, and that up to an attractive maximum. The scale for rates per line, and of discounts now ruling, are as follow :—

ADVERTISEMENT RATES

OF

The Glasgow Herald.

(The Largest and Leading Advertising Medium out of London.)

Measured  
by Space  
as Under:

Fractions of 6d count as 6d.

— 1 —	Business Cards, Shipping, Trains, Coaches, Hotels,	} 7d per Line.
— 2 —	Hydros., Auctions, Books, Education, Premises to	
— 3 —	Let, Specific Articles, Wanted (minimum 2s),	
— 4 —	Double Column 1s 6d per line.	
— 5 —	Selected Positions 1s 6d; Double Column - - - 4s 6d ,,	
— 6 —	Dress Cards—Front Page 1s; Double Column - - - 3s ,,	
— 7 —	Banks, Insurances, Farms, Shootings and Fishings, To	} 8d ,,
— 8 —	Let or Wanted (minimum 3s), - - - - -	
— 9 —	Double Column 2s per line.	
— 10 —	Public Notices, Land and House Property for Public	} 9d ,,
— 11 —	or Private Sale or Wanted, Ground Annuals,	
— 12 —	Minerals, Money, Investments, Shares Wanted or	
— 13 —	for Sale, Contracts, etc. (minimum 3s 6d), - - -	
— 14 —	Double Column 2s 6d per line.	
— 15 —	Entertainments & Fine Arts, 1s per line up to 40 lines,	} 1s 6d ,,
— 16 —	thereafter - - - - -	
— 17 —	Election and Municipal Notices, Exhibitions, Para-	} 1s ,,
— 18 —	graphs (minimum 4s), - - - - -	
— 19 —	Double Column 3s per line.	
— 20 —	Prospectuses and Notices of Joint-Stock Co.s, Govern-	} 1s ,,
— 21 —	ment Notices, etc. (First Insertion 1s 1d per line),	
— 22 —	thereafter - - - - -	
— 23 —	Double Col. 3s 3d first insertion, then 3s.	
— 24 —	Leader Page, - - - - -	2s ,,
— 25 —	Two Line Capital Letter or Figure beyond the first, -	1s each.
— 26 —	Title Corners of 20 Lines, - - - - -	60s ,,
— 27 —	Special or Intricate Setting, 20 per cent. extra.	
— 28 —	Birth and Death Notices, 25 Words and under, -	3s ,,
— 29 —	Marriage Notices, 40 Words and under, -	4s 6d ,,
— 30 —	For each 5 (or fewer) Words additional, 6d.	

DISCOUNT RATES FOR REPEATED BUSINESS CARDS (IF PREPAID).

NUMBER OF INSERTIONS, -	6	12	24	36	50
Daily, - - - - -	10 %	12½ %	20 %	33½ %	45 %
Dates in Advertisers' option:—					
Once or twice per week, -	2½ ,,	5 ,,	7½ ,,	10 ,,	15 ,,
3, 4, or 5 times per week, -	5 ,,	7½ ,,	10 ,,	15 ,,	20 ,,
Dates in Publishers' option:—					
Once or twice per week, -	7½ ,,	10 ,,	15 ,,	20 ,,	25 ,,
3, 4, or 5 times per week, -	10 ,,	12½ ,,	20 ,,	25 ,,	33½ ,,

The following—alluded to under the heading of “Advertisements, &c.,” page 9—refers to the

## CHEAP PREPAID RATE

FOR ADVERTISEMENTS REGARDING

Lost—Found.  
Partnerships and Agencies.  
Situations Vacant and Wanted.  
Teachers, Governesses, &c.  
Board, Lodgings, &c.  
Wanted—Miscellaneous.  
Houses, Shops, &c., Wanted.  
Houses, Shops, &c., To Let.

Businesses for Sale and Wanted.  
Articles Private Sale and Wanted.  
Engineering Material.  
Live Stock Wanted or Sale.  
Vehicles Wanted or Sale.  
Money Wanted.  
Education.  
Hotels or Hydropathics.

NUMBER OF WORDS—Not exceeding	12	16	20	24	28
<i>Daily Herald</i> , once.....	/6	/9	1/	1/3	1/6 *
<i>Herald</i> , 4 days consecutively.....	1/6	2/3	3/	3/9	4/6
<i>Herald &amp; E. Times</i> ,, .....	2/6	3/3	4/6	5/9	6/9

\* Each 8 or fewer words above 28, 6d. per insertion.

These rates apply also to the *Weekly Herald*.

The reductions apply *only* to Advertisements of the classes named above. *If not prepaid, the ordinary credit rate, beginning at 2s., is charged.*

In acting upon these terms we have very few difficulties, and these arising with regular advertisers are easily settled, either by appeal to the scale or by giving them the benefit of a doubt when it really exists. But new-comers, especially from a distance, who try to supersede ours by a rate of their own preference, soon find that we strictly adhere to what a multitude of our old friends have shown they profit by. Off *bona-fide* charity advertisements we allow from 15 to 20 per cent. beyond that given in other cases; while contributions to the Infirmaries are acknowledged in the news columns without charge.

COMPLAINTS.—One of the most common little troubles newspaper publishers have is that of complaints of typographical or other errors, and the trouble is chiefly in fishing up the special scraps of writing in question out of a large and promiscuous heap of advertisement copy. Of course, we are not always right; but, on the other hand, it is a common experience to find that

most of the errors arise from careless or otherwise bad manuscript. An example of this occurred on one occasion at a New-Year holiday time, when I happened to be at the counter :—A “gentleman” called to complain of a blunder in his small advertisement, and expressed his belief that our men must have been indulging too deeply at such a time to see what they were doing. I bore this till his manuscript was examined, and showing it to him, he could not avoid being self-convicted of the blunder ; as he made no apology, however, it seemed to me fair revenge to ask him whether he now applied his gross charge to the writer himself, or to the compositor who followed the MS. He left silenced and more sober-like. We have occasional visits from cranks, &c., who somehow believe that newspaper offices are the sources of all information and every secret thing, such as where great unclaimed fortunes lie.

NOTICES OF BIRTHS, &c.—In my early years, and for an indefinite period before them, it was the custom to make no formal charge for Notices of Births, Marriages, and Deaths, but for each a shilling was asked for the compositors’ box. This amounted to a goodly sum over the year. It was, however, handed to the men in dribblets, and no doubt in many cases disappeared in the dribbling. By-and-bye, when expenditure upon the paper increased, a regular charge was made for these as for other advertisements. Considerable interest in these notices has always been taken by readers, and that chiefly according to their sex and age,—young people, especially ladies, being interested in the first two, and those beyond mid-life looking for the names in the last-named list to see how the thinning-out of their old friends is going on. It is rather curious to us that in many American papers there are no announcements of Births ; they, however, make up for that so far by giving Engagements, or, as they are called, “Matrimonial Alliances.” Kindred to our lists of Births, Marriages, and Deaths, there are now, however, also headings found necessary to provide often for Notices of Silver and Golden

Weddings, and habitually for "In Memoriam," and "Acknowledgments" of expressions of sympathy.

CONTENTS BILLS or PLACARDS are now a universal feature of daily and weekly newspapers; for while publishers themselves live principally on advertisements from others, they cannot disregard the use of advertising their own goods in other directions. Fifty years ago there was almost no such practice in this country; but the war with Russia in 1854-55 (a new experience to that generation of our countrymen) became a source of very exciting news, and the eagerness for the news led to the announcement of the main items for the day by placards. This was the practical origin of the Contents Bill. Soon all the newspapers in Glasgow issued them except the *Herald*, so that the joke went that some of their readers sent in orders to "Stop my paper and send me instead a quarter's (three months) worth of contents bills." Some time after our daily issue began in 1859, I had a talk on the subject with the general manager of our chief competitor at that time, in which I told him that unless he ceased the issue of these bills we would begin them, and would be at least on their level as regarded both the advantage and the expense. He at length agreed to drop them; but the sale of his paper fell so much in their absence that the bills were resumed in less than a month. By-and-bye we got a suitable bill printing machine and type, and from that time we have continued to issue them. Until a few years ago, the *Times* was the only morning paper in the United Kingdom which did not supply bills, but now it follows the practice of all other newspapers in seeking to catch the eye of the man in the street by this means. Even Contents Bills require to be edited by someone, else occasionally strange conjunctions of lines appear, such as, "Row in a Presbytery" "A Man Kicked to Death."

THE PROTECTION OF NEWSPAPER READERS is a duty on the part of every publisher, but it is one sometimes difficult to perform. Under the sub-head of Editing of Advertisements, I referred to several which reveal their character by the perusal and con-

sideration of them ; but there are other advertisements whose objectionable character can only be learned from those who have suffered by them, or from some other source of information. Since the references at page 10 to the former and less disguised cases were printed, we have had a new experience of those which had all the appearance of fair business offers in the shape of Money to Lend Advertisements. They were even more seductive and easy in the offers made than those of an undoubted *bona-fide* nature under the same heading ; but to a certain class of readers they were all the more dangerous, as it turned out, for instead of easy borrowing and low interest some of them publicly confessed that they had suffered cruelly, and some had to court bankruptcy as the best way to settle matters. It turned out that these advertisements, some five or six of them with different names and addresses, had all the same origin, but the name of the author did not appear on one of them. When we had sufficient evidence of the character of these advertisements (for which £389 was paid during the previous 12 months) we stopped them ; but the party who had so *much interest* in them was bold enough to make equally tempting offers to have them resumed, but we had now no hesitation in declining them.

Within a few days after writing about these money lending cases, a circular letter, in gold, blue, and pink colours, to "Sir or Madam," reached my house address, as similar circulars, no doubt, reached thousands elsewhere. It contains lavish promises, and boasts of cash advances to noblemen down to all classes. But it is another attempt of the same person, under another *alias*, and by a new method, to reach the thoughtless, seeing that the newspaper door is shut against him.

It is a most regrettable thing that so many people are so credulous, and do not guard themselves by proper enquiry before committing themselves to persons of whom they know nothing. It is impossible for newspapers to know the character and mode of business of all their advertisers.