

# The Making of a Newspaper

Interesting Information for People Who are Not Familiar with Job Printing and Newspaper Publishing

## The Alliance Herald's Up-to-date Plant

It is probable that not many persons who read newspapers give much thought to the work necessary to publish them, and perhaps a still smaller number know much about the process of publication; but we are sure there are many who will be interested in a short description of the printing business in general, and of the publication of their home paper in particular. In view of the improvements that have been recently made in the equipment of the office



and plant of The Alliance Herald we consider this an opportune time to give our readers some information about how the printing is done.

There is as much difference in the amount of work done and the volume of business transacted in different printing establishments as there is between the methods and business of the peddler who sells from a push cart on the street corner and the merchant prince who carries a stock of goods valued at many thousands of dollars and requiring acres of floor space to display. There are printing establishments in which one man does the work of editor, reporter, compositor, (type setter), proof reader, bookkeeper, job printer, janitor, etc.; there are other printing establishments with hundreds of employees, that have a different person in charge of every department, and some of these persons have large numbers of assistants.

In a large job printing establishment, such as the Rees Printing Co. of Omaha and the Great Western Show Printing house of St. Louis, in which establishments some of the Herald employees received their training, a job of printing, whether large or small, goes through a number of different departments and is inspected, O. K'd and reported by the foreman of each before it is delivered to the customer. In large newspaper offices, such as the Omaha Bee, on which the Herald foreman was formerly employed, the same general principles are followed as in the system of an up-to-date job printing establishment, although the work differs quite materially.

While The Alliance Herald does not try to put on the "metropolitan airs" that are assumed by some of its near-by contemporaries, it has an up-to-date system for publishing a newspaper and doing job printing. So far as we know there is not another printing establishment in the state, west of Grand Island, that is conducted on a plan as nearly like that of modern city offices as is the system in vogue in this office. In fact there are some printing offices that have practically no system.

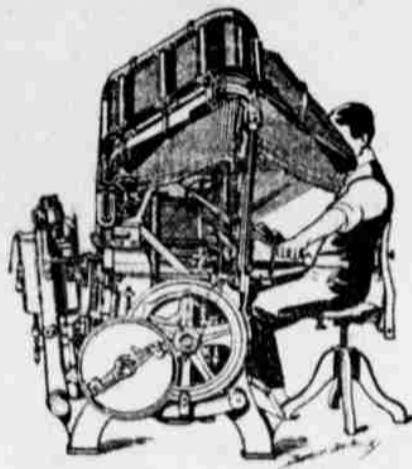
There are a number of advantages in having our work thus systematized, one of the greatest of which is the having of a competent person in charge of every part of the work. A man may be a first-class newsman but a poor compositor (type setter) or he may be an excellent reporter or local editor but not as well qualified to write "heavy editorials" on political subjects and other matters of public interest as some one else who is slow on reportorial work. In The Herald office some one is made responsible for every part of the work of newspaper and job printing. This does not mean, however, that an employe can give no attention to any part of the business with which he is not directly charged. A subscription to the paper or an order for job printing or advertising given to a pressman, a compositor, or any one else connected with the office will reach the proper person and be given prompt attention.

Another advantage of such a sys-

tem is accuracy—and who does not appreciate accuracy in printing? Of course, we are all liable to make some mistakes, but a system can be adopted in printing that will practically eliminate them. There are two principal causes of mistakes in newspaper and job printing: (1) incompetent printers and proof readers; (2) overworked printers and proof readers. The mistakes in some printing offices where persons without sufficient qualifications and proper training are dabbling in printing are due to the first of these two causes. Mistakes due to the second cause are found largely in daily newspapers. The employes of the metropolitan dailies are probably as competent to do the work which they are employed to perform as are the employes of the weekly and monthly magazines, but much of the work of the former is done in a rush, and, as a consequence, where you find one typographical error in a standard magazine you will find a hundred of them in the daily paper.

Still another advantage of system in the printing office, particularly in the job printing department, is the promptness with which orders can be filled. We are confident that The Herald has turned out more job printing within the last two years than has been put out in the same time by any other office in western Nebraska. There are several reasons why we have been given orders for so much printing, one of the principal ones being, we think, that orders have almost always been filled promptly at the time desired.

Before closing this article we must tell you something about The Herald's new Linotype machine and what a help it is already in publishing the paper that has the largest circulation of any in northwestern Nebraska. This machine has been in use only a few weeks, but is already an indispensable part of our equipment. The operator works by means of keyboard and levers. The name "linotype" is made from three words, "line of type", and yet, strictly speaking, it is not a typesetting machine. A row of mats (matrices) is set, which in conjunction with other parts of the machine, forms a mould in which is cast a slug the length of a line of type and the same height, on the top of which are the type faces from which the printing is done. We might give a further description of the machine and its



work, but we think our readers will find it more interesting to call at the Herald office and see it work.

There is another point, however, which will not only be interesting to our readers as a matter of information, but in which they are, in a sense, financially interested, and that is the matter of the size and style of the type faces. Newspaper readers are familiar with the fact that there are various sizes and styles of type used in hand composition, but it may be a matter of news to many that there is a large variety of type faces and sizes used on different Linotype machines, the purchaser of each machine selecting the size and style which he wishes to use. In selecting a type face for The Herald machine, the selection was made with a view to giving our readers a large amount of reading matter and at the same time a good, clear print that can be easily read. Some local newspapers have a good deal of trouble in finding matter sufficient to fill their columns; their publishers are always trying to get something to fill up the space. With The Herald it is different. Our great difficulty is in crowding in all of the matter which we wish to publish. The demands of advertisers are heavy on the space of this paper, which is commonly recognized as being the best advertising medium in northwestern Nebraska; besides which we publish a large amount of information regarding this part of the state that other papers omit. We frequently publish four to eight extra pages, that entails a

heavy expense which we do not wish to incur oftener than is necessary.

For the above reasons it is a source of satisfaction to us, and we are sure will be pleasing to our readers, to know that we have secured a type for our Linotype that combines legibility and compactness. Whether the printing from it can be easily read or not, you can judge as you read this article. As to the amount of reading that can be printed in a given amount of space, we have made a comparison with the type used in several other western Nebraska papers, putting the Herald to a thorough test, with the following result: As compared with the Mitchell Index, one of our newest and most highly esteemed exchanges, a given space in The Herald will contain 78 per cent more reading matter than the same space in the Index; as compared with the Alliance Times, the same space in The Herald Linotype matter contains 26 per cent more reading; as compared with the principal type used in the Sidney Telegraph, 65 per cent more; and 70 per cent more than the Gering Courier's Linotype. The Oshkosh Herald has recently installed a Linotype, using the same type face that we use, but as that paper "leads" their reading matter, that is, spaces the lines apart, and we set ours "solid", it makes a difference of 25 per cent in our favor.

Herewith we give two cuts of The Herald's new Linotype machine. The first shows the right hand side of the machine, the operator fingering the keyboard. The other cut is from the left hand side and shows the operator using the lever which sets the machine for the Gothic head letters, an attachment to the latest makes of the machine but not on those manufactured a few years ago. We print also on this page a cut of the cylinder press on which The Herald is printed. The Linotype and press and other machinery in the office are run by electricity.

We invite any of our readers who may wish to do so to call at our office and see for themselves how the work of an up-to-date printing plant is done.

### STATE GAZETTEER ISSUED

The Nebraska State Gazetteer has just been issued by the Polk-McAvoy Company, of Omaha, and the copies for Alliance were delivered last Friday by Mr. Long, their representative. It is a large book of 1,371 pages and gives a complete list of every business man or firm in the state.

This book is kept in The Herald library and we are always pleased to give our patrons the use of the same. The following is taken from the description of Alliance given in the book:

ALLIANCE. Pop. 6,000. Box Butte county. Settled and incorporated as a village in 1888 and incorporated as a city of the second class in 1893. The county seat on the C B & Q R R 360 miles nw of Lincoln; is known as the metropolis of the Pan Handle of Nebraska. It is general headquarters for all lines of the C B & Q R R north and west of Ravenna, Nebr., which employs from 500 to 600 men. Has Baptist, Catholic, Episcopal, German Lutheran, Methodist, Presbyterian, United Presbyterian and Lutheran churches, graded and high schools, a state junior normal school, a Catholic academy, several opera houses, a base ball park, a \$16,000 city hall, 5 hotels, a public library, 2 National banks, a U S Land Office, planing and feed mills, a pressed brick plant, creamery, a bottling works, a volunteer fire department, fine electric light plant, municipal water works and a commercial club. A new fair grounds, 80 acres. Cost \$15,000. 2 newspapers, the Times (semi-weekly), and The Herald (weekly), are published. Alliance is located in the midst of immense ranches and is headquarters for the Nebraska Stock Growers' Association, which meets here annually. The land is mostly tableland, nearly level, with a sandy loam and is valued at from \$15 to \$20 per acre. Potatoes are the principal crop. Ships cattle, sheep, horses, wool, creamery products and produce. Exp. Adams, Tel. W U. Ira E. Tash, P M.

### APPEALS TO KANSAS EDITORS

Bank Commissioner Dolley of Kansas has appealed to the country editors of that state to aid him in driving stock swindlers out of business. He sent to each country editor a letter explaining his plan of work, also a blank form to run in his paper so that his subscribers may be able to clip the coupon, fill it out with the name of the person who is trying to sell stock and the county in which issues it, and send it to the banking department for a report. Dolley says that the victims are chiefly widows and old, feeble, frugal people who can ill afford to lose money by sinking it in fake corporations.—Publishers' Auxiliary.

### ENGINE BOILER EXPLODES

The boiler of engine No. 3152 exploded on the Burlington right of way two miles east of Rochester, near Sheridan, last Friday. The engine was one of the D-4 class and was one of the largest in the service. Two men, engineer J. L. Branner and head brakeman C. M. Jones, were instantly killed. The huge boiler was thrown seventy-five feet from the track. Fireman Goodwater was badly burned and was found wandering in a field after the explosion. A special train with officials of the company on board was following the freight, and these gentlemen took immediate charge of the wreck. No reason for the explosion is known and the men in the caboose knew nothing of the same until they came to the engine, the train simply stopping as though the emergency brakes had been applied.

LAST CHANCE TO GET A HOMESTEAD

The Fort Berthold Indian Reservation Information Bureau, Ryder, N. D. will furnish you information regarding the opening of the same. 5-41-459

### FENCES ON PUBLIC LANDS

There is a class of violations of the law, more or less technical in character, which no doubt should be prevented, but which lack that element of criminality which marks a base mind and reveals the presence of a spirit dangerous to the welfare of society. To this class belong a large percentage, if not all, those offenses which a number of years ago were committed by cattlemen who erected fences on the public lands.

It was a violation of the law to erect fences of that kind, but in the early days of the range it was so common a thing that nearly all cattlemen did it. No moral turpitude was involved in the act. The men who built the fences were good citizens, and those who survive are good citizens to this day. Some of them have done a great deal toward building up and developing the country. Instead of being enemies of society, they are its supporters and defenders. When the order came to remove the fences, they complied, taking down those they had built and throwing the range open again.

A short time ago, however, a great crusade was started against the men who built these fences. Prosecutions were instituted against some of them, and in some cases convictions were obtained. Under these convictions some of the best men in the Western country are now suffering punishment under jail sentences. Not only has the stain of a criminal conviction been placed upon them, but they are made to suffer as though they belonged to the class of offenders of whose acts moral turpitude may be predicated. Yet there are men who, were it not for their incarceration, would repeat the offense. Their removal of the fences shows their attitude in regard to the technically illegal character of their acts.

It should furthermore be observed that during the time the fences in question were in existence, little or no injury was done other men or the public in general. It is only recently, in consequence of the settlement of the range region by homesteaders, that material interests have been hurt by obstructions of that kind. The economic growth of the country has brought about a condition which makes a fence on the public lands an obstruction to the country's development. But there is no disposition now to erect illegal fences.

Under all these circumstances, it would seem that public interests have been adequately served by the convictions, and that the government should not take upon itself the character of an avenger. The men now suffering terms of imprisonment are not criminals at heart. They are not bad men or "undesirable citizens". They are not a menace to society or to public welfare in any form. Instead of holding men of this kind in jail, the administration would do well to give them their liberty and allow them to return to their families and the many business matters which require their attention.—Denver Republican.

### ADVERTISING COMMANDMENTS

1. Avoid ambiguity—stick to the truth.
2. Use simple, everyday words.
3. Study tasteful display.
4. Adapt the text to the medium used.
5. Do not detract from the merit of others.
6. Use cuts when practicable.
7. Write from the viewpoint of the reader.
8. Shun superlatives—for they bore.
9. Maintain uniformity in appearance.—Omaha Trade Exhibit.

### TUBERCULOSIS CAMPAIGN

During the next three months, the billboards of the United States will display 20,000 educational posters on tuberculosis, according to an announcement made today by the National Association for the Study and Prevention of Tuberculosis.

This will conclude the campaign begun a year ago, when the National Billposters Association donated free space to the tuberculosis cause, the Poster Printers Association offered free printing, and nine paper manufacturers gave the paper for the posters. The combined value of these several donations for this three-month campaign is nearly \$100,000.

The posters show in graphic form how fresh air, good food and rest cure tuberculosis; how bad air, overwork, and closed windows lead to consumption; and how the careless consumptive menaces the health of his family by spitting on the floor.

### J. R. BASKINS WILL LEAVE

J. R. Baskins, who is a prominent member of the Alliance Fire Department, and who was a partner in the Alliance Steam Laundry until a short time ago, has decided to leave Alliance and establish a new laundry in Scottsbluff. The following clipping from the Scottsbluff Star will be of interest:

E. F. Vandenberg of Scottsbluff and J. R. Baskins of Alliance returned Thursday from Denver, where they purchased machinery for a steam laundry to be opened in Scottsbluff as soon as a building is secured. The plant will contain about \$4,000 worth of machinery, all new and of the latest type, and will be a complete modern laundry of sufficient size to accommodate the future growth of the city as well as present requirements.

Mr. Baskins, who is a practical laundryman, will move his family to Scottsbluff within the coming month, and it is the expectation of the proprietors to have the plant ready for business not later than March 15. Several locations are in prospect and they have not yet decided on the building they will occupy, but expect to have that question settled soon.

The Nebraska Telephone Company is installing a fine booth and pay station in the lobby of the Hotel Alliance.

## The Barler Ideal Oil Heater

will warm up that bed room. The cost averages less than two cents an hour.

Newberry's Hardware Co.

## THE YEAR'S WORK

The accomplishments of the Nebraska Telephone Company to the betterment of its service during the last year are represented by an expenditure of two million dollars in improvements, the placing of 5,000 miles of new long distance lines, the building of six new exchanges and the remodeling of nine others.

During the ensuing year this company will place more than 5,000 long distance lines, will build several exchanges, and remodel many more to meet increasing service demands. Day by day we are endeavoring to make Bell Telephone Service more and more valuable to you.



NEBRASKA TELEPHONE CO.

T. H. BEESON, Local Manager

## HOTEL ALLIANCE

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Equipment and service first-class in every department

Cafe in Connection—Open Day and Night

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If you find any substance in your baking injurious to health made from baking powder in this can there is—

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Calumet has been backed for years by an offer of \$1,000 for any substance injurious to health found in the baking prepared with it.

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With the purity question settled—then Calumet is undoubtedly the best Baking Powder. It contains more leavening power; it is more uniform—every can is the same. It assures better results—and is moderate in price.

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