

# Always in Advance of the Newspaper Procession



THEODORE W. McCULLOUGH



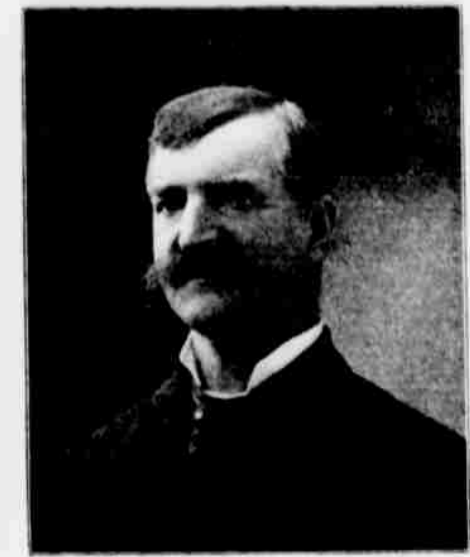
JAMES B. HAYNES



VICTOR ROSEWATER



WILLIAM EDWARDS ANNIN



ALFRED SORENSON

**T**HE growth of the modern newspaper has been a constant race with the mechanical facilities necessary to produce tens and hundreds of thousands of complete periodicals at the quickest possible speed. No example illustrates the progress made better than the history of The Bee, which has been the pioneer in introducing into this section of the country every new advance in mechanical processes and improvement in typesetting and printing machinery.

The first copy of The Bee was run off on what was known as an old Cincinnati hand cylinder press, which had been purchased by the Redfield Bros. some years before for \$1,500. Its capacity was about 700 impressions, or 350 four-page sheets per hour, so that it took fully three hours of negro-propelled energy to turn out the thousand copies that were put into circulation. This same press was used for more than a year, and until after the fire of 1872 compelled The Bee to seek new quarters on lower Farnam street. At this time a new three-revolution Hoe press with a capacity of 3,000 four-page papers per hour was purchased. The new press was counted a marvel in Omaha printing circles, and although it was bought at second-hand it continued in constant use

for ten years. The growth of the circulation of the paper, however, made it necessary to supplement this press with a large cylinder, Cottrell & Babcock, also purchased at second-hand.

With all these early presses the work of the machines stopped with the impression of the type upon the blank paper, which had then to be folded by hand. About 1881 the first folding machine was put upon the market, manufactured by Chambers of Philadelphia, who at once received an order from The Bee, which was thus equipped with the first folder ever brought into this state. This folding machine, being entirely separate, made it necessary to feed the papers twice, first through the printing press and then through the folder.

The next addition to The Bee press room capacity came in the form of a double Hoe press, to which was attached shortly after a Dexter automatic folder, by which the paper when fed once into the press came out from the folder ready for mailing, without further handling. In 1883 another double cylinder press was added, equipped with two Dexter folders, raising the standard of the mechanical department of the paper above that of any other paper published in this part of the country at that time.

The rapid growth of The Bee's circulation, and particularly that of The Weekly Bee, kept constantly demanding more efficient

and more rapid mechanical service. The difficulty experienced in getting the various editions off the presses in time for the mails, in 1885 forced the substitution of what was then the latest invention—the Webb perfecting press. Whereas all previous presses printed but one side of the paper at a time, making it necessary to run each separate copy into the press twice, the new machine, by the use of the stereotyping process transforming the type into cylindrical form, turned out a complete paper, printed on both sides, cut, folded, pasted and counted in one process, and that with automatic feeding from a continuous web or roll of paper. This perfecting press had a capacity of 12,000 eight-page papers per hour, and a year later was supplemented by another press of the same make and pattern, providing against all possibility of breakdown and giving The Bee a capacity for printing nearly 25,000 papers per hour.

When The Bee removed to its new building this duplicate machinery enabled it to make the change without resorting to outside assistance and without missing or even delaying a single edition.

These two perfecting presses, which for a time seemed to provide mechanical facilities for all future requirements, have, however, been entirely outgrown and discarded. The first one was replaced in 1898, at the

time of the Transmississippi exposition, with a new double supplement Hoe press, manufactured by the makers at their factory in New Jersey specially for The Bee. This press, which was of the very latest pattern, including all the most modern inventions and devices, is capable of printing papers the dimensions of The Bee, from four to twenty-four pages, at a speed which can only be gauged by the automatic counting register which is a part of the machine. The capacity of this press is 24,000 papers per hour, of eight, ten or twelve pages, and half that number of sixteen, twenty or twenty-four-page papers per hour. It is propelled by electric power, transmitted without belting or shafting, by direct motor built in as part of the press.

Pursuant to its usual practice of precaution against accidents by having press machinery in duplicate, The Bee a year ago installed a second double supplement Hoe press of the same size, speed and dimensions, doubling its press room capacity, which is now 48,000 papers per hour, of eight, ten or twelve pages, or 24,000 per hour of sixteen, twenty or twenty-four pages.

The acquisition of this machinery made it necessary to equip an entirely new press room, abandoning that in which the Potter perfecting presses had been installed— which was then one of the finest of its

kind—and establishing a new press room of much larger size, while removing the steam generating plant to a separate building.

The presses discarded by The Bee, it may be interesting to note, are being used by its principal competitor, for whose purposes they amply suffice.

It is almost needless to say that The Bee is equipped with automatic typesetting machines of the linotype variety. The Bee's battery of twelve machines is the largest in the state, as well as the first to be brought here. They were purchased from the manufacturers in 1895 and set up in the magnificent composing room, where the hand typesetting had previously been done. This room was pronounced, only last month, by the president of the International Typographical union, to be the finest, most capacious and most comfortable newspaper workshop in the country.

The press work of The Illustrated Bee, with its fine half-tone engravings, is done by contract with Root, the job printer. It requires two entire days of continuous printing to produce the edition.

Thus, through its whole career, The Bee has always had the best and the most improved mechanical facilities, adding to its equipment as the fast growing demands of its circulation warranted. And the progress of the past is the best assurance for the future.

## Journalistic Wrecks that Have Strewn the Way

**L**F THE character and success of a newspaper can be gauged in any way by the stability of its career, then The Bee must be accorded first place of right among all the daily newspapers that have ever been published in Omaha. While would-be rivals of various pretensions have sprung up from time to time with grandiloquent promises and either avowed or veiled purpose of monopolizing the newspaper field, The Bee has not only held its own, but kept constantly forging further forward, never missing an issue or lowering its high standard. The journalistic ventures projected with the object of heading off The Bee or breaking it down have one by one fallen victims to their own folly and these newspaper wrecks strewn the roadside along which The Bee has made its steady onward march. For thirty years The Bee has been published under direction of its founder without a single change of management and without merging with any other paper, while of the long list of its contemporaries scarce one has escaped transformation, consolidation or complete extinction.

When The Bee made its first bow to an

Omaha public the field was occupied by two established daily papers, the Republican and the Herald, both morning issues, but of opposite political faith. To block the rising flight of The Bee two afternoon sheets were started, the Figaro and the Alta, printed in the Republican office, only to succumb at short meter, not surviving the year 1871, in which they were launched.

The next entry went by the name of the Dispatch, making its appearance in 1872. It was supposed to be backed by Patee, the lottery king, and was run off the presses of Redfield brothers. The exits of Patee and of the Dispatch were almost simultaneous.

In 1873 the Daily Union came out as an afternoon paper. It was printed and published by a committee representing striking printers, endeavoring to bring the other papers to terms, and did not outlive the strike.

In 1875 came the first Evening News, under the editorship of Fred Nye. The News managed to eke out an existence for more than two years, when it was forced to give up the ghost, being swallowed by the old Republican, on which Nye took a place as associate editor alongside of Datus Brooks.

The year 1881 saw another newspaper newcomer in the Omaha Evening Telegraph, produced by Donnelly & Smith, two men formerly connected with the existing morning papers. The Telegraph did not show even the hardihood of the News and died a premature but natural death.

In 1884 the Evening Dispatch was revived, at least in name, by W. F. Sweesy as publisher. Shortly afterward the Omaha Times projected itself into the arena as well, and in 1885 the two struggling ventures tried to baffle fate by uniting with the hyphenated name of the Omaha Times-Dispatch, but the juncture was no more reassuring and the paper disappeared.

The same year saw the birth of the Omaha Daily World, which five years later sought to bolster its failing fortunes by amalgamation with the Herald, the latter having endured the flings of fortune through successive changes of owners after the retirement of Dr. Miller, its original proprietor.

In the meanwhile the Daily Interstate Democrat, propelled by Walter Raleigh Vaughn, who moved across the river to reach Omaha's journalistic sea, had in 1889 offered to fill a long felt want. It soon con-

tracted its title to simply the Daily Democrat and its light went out the succeeding year.

For the third time a newspaper called the Dispatch came to the rescue of the Omaha public, this time under the patronage of J. C. Wilcox. The Dispatch eked out a precarious existence and mistook for its elixir of life the Republican, which also had been successively unloaded on a series of speculative publishers. Wilcox bought in the Republican and merged it with the Dispatch, although retaining the former name. Foolish and fanatical advocacy of prohibition in the famous campaign of 1890 finished the deal and the Republican went to the wall, an example of newspaper suicide.

Two years later an attempt was made to float another daily newspaper scheme in the Republic, and still another in a second News. The two weeklings imagined they could find strength in union and the News-Republic was the result. Two years more of sporadic publication and the venture had stranded all connected with it and it died unwept and unmourned.

The Omaha edition of the Council Bluffs Nonpareil heralded with a blaze of trum-

pets in the campaign of 1895 was part of a political contract calling for a sixty days issue, at the end of which the paper went back to its home in the town at the east end of the bridge. The Nonpareil and the Herald from Council Bluffs and the Journal from Lincoln have occasionally invaded the Omaha field with branch offices, but have never succeeded in gaining a foothold.

In 1898 the Omaha Penny Press was for a while distributed as a daily paper in the interest of an anti-department store fight, lapsing shortly into a weekly, later completely extinguished.

In 1899 the third afternoon paper to be known as the News came in as a cheap penny paper.

As already stated, through all these mutations, extending over thirty years, The Bee has stood firm and unshaken in the van of Nebraska journalism, the model and the envy of competitors. While braggart rivals were borne off to the newspaper graveyard, The Bee has expanded and improved, pursuing a consistent policy for the upbuilding of city, state and nation and weathering storms in which institutions of weaker foundation and lesser stability have successively foundered.

## Gauges that Test a Paper's Influence and Standing

**F**ROM the purely newspaper standpoint the influence and standing of a newspaper is most accurately reflected by the esteem in which it is held by contemporaries concededly occupying the forefront of journalism. When you find a newspaper whose editorial opinions are constantly quoted or cited in the principal papers of the country, whose columns are relied on by the exchange editors of the great dailies for bright sketches and attractive reports of exclusive news items, whose special original features of pen and picture are freely copied in other cities with or without complimentary credit, you can put that paper down as influential abroad as well as at home.

Readers of The Bee who are in the habit of perusing eastern papers or people accustomed to travel in different parts of the country, depending on papers published along their routes, need hardly be reminded that they see The Bee more frequently quoted than all other papers printed in its territory—more frequently than any other paper between the Mississippi river and the Pacific coast. It was

not long ago that the New York Evening Post referred to The Bee as "the leading republican paper of the west," and The Bee's editorials may be found from time to time reprinted in whole or in part in such papers as the Boston Transcript, the Springfield Republican, the New York Tribune, the New York Evening Post, the Brooklyn Eagle, the Philadelphia Press, the Philadelphia Ledger, the Baltimore Sun, the Baltimore American and all the leading papers of Chicago, St. Louis and interior cities. When any great event of special political or industrial significance occurs, like a presidential nomination, the national election, the ratification of the peace treaty, the Porto Rican decisions, The Bee is regularly solicited for a statement of its position by all the large dailies that seek to give their readers a symposium of public opinion representative of the popular verdict. Consult the reading rooms of the great libraries in the large population centers and you will find that where a newspaper is kept from Nebraska and its contiguous states The Bee is invariably the paper that has been selected for the files. Put it down, too, that a newspaper that is weak at home is never strong abroad.

Tested in other directions, the influence of The Bee comes up to the highest standard. As a man is valued most truly by his

own neighbors, so a newspaper impresses its worth most forcibly upon the people of its own home. Ever since it has been firmly established The Bee has led in circulation in its own local field. For twenty years the statutes of Nebraska have contained a law requiring notices of liquor license applications to be published in the paper having the largest circulation in the county and during the whole period no application has been rejected relying on publication in The Bee to fulfill the legal requirement. Seldom has the right of The Bee to recognition as the paper of largest local circulation even been contested and never successfully. The character of its readers must also be taken into account. The Bee has never consented to be a cheap paper for cheap people—and that its efforts to produce the best possible newspaper the community can support are appreciated is attested by the demand for The Bee from the substantial classes and industrious wage earners who will not be tempted by sensationalism because it comes cheap.

As an advertising medium the superiority of The Bee over its competitors is demonstrated every day. The Bee does not give away its advertising space, because it is valuable and commands value for its use. Advertisers patronize The Bee freely be-

cause they know they get their money's worth when balanced over against results, and The Bee secures better prices than its would-be competitors because its advertising space is more valuable. Day in and day out The Bee carries the largest and most representative display of advertising announcements of any paper in the same territory. This is true both as regards foreign and local advertising. A comparison of the Sunday editions of the various Omaha newspapers will quickly show the relative standing in the scales of the merchants who have wares to sell and who regularly award The Bee from two to four pages more of their advertising than any other Omaha paper. Announcements intended to reach high class patrons who lay stress on quality rather than price are usually given exclusively to The Bee.

As a political factor and as an agency for promoting the material growth and educational progress of the community, the achievements of The Bee afford the best criterion of its influence. Founded to uphold the law on which the structure of our public school system has been reared, The Bee has steadfastly worked toward the uplifting of the people by the diffusion of intelligence and defended the free public

schools against abuses and maladministration. Every public enterprise making for the prosperity of city and state has had in The Bee a ready champion; nor has it been content to indulge merely in brass band charity or to be a deadhead in the call to public spirit, giving only of other people's contributions, but has shouldered its share and more of every subscription list in a worthy public cause. In season and out of season The Bee has been found advocating public and private improvements and the development of latent resources for the upbuilding of Omaha, backing up its opinions as the most tangible evidence of its own good faith by the erection of the monumental Bee building, and the results of its persistent campaigns may be seen on every side. The leading part it played in the inception, promotion and successful culmination of the marvelous Transmississippi exposition will not be soon forgotten by those who enjoyed the beauties of that wonder city. What is more to the point, the influence of The Bee for progress and prosperity, for right and good government, for material and moral improvement which has been exerted continuously from day to day for thirty years may be counted on to continue further throughout its whole future career to which no time limit can be set.