
THIRD PERIOD: 1835-1880.

THIRD PERIOD.

PREVIOUS FEDERAL AND STATE CENSUSES OF THE NEWSPAPER PRESS.

This sketch of the rise and development of the American newspaper has now reached the period of time which marks the commencement of the third and present era in its history. It is not possible to assign the beginning of this era to any particular year or event, its coming being due to a variety of causes, which may be enumerated in the following order: First, the establishment of the penny press; second, the development of railroads as a means for the distribution of newspapers, the transmission of news reports, and the reduction of heavy postage rates; third, the discovery of telegraphy, and its immediate application to the purposes of journalism; and fourth, but not less important than other causes, the improvements of the printing press, which have rendered it possible to print large editions of newspapers in a short time.

Causes of the present development of the American press.

The contrast between the primitive journalism of the United States and that which may be taken as typical of its present development is wholly in keeping with the general growth of the country. It has passed from a desultory and hap-hazard pursuit into a well-organized, thoroughly-equipped, and largely-remunerative business and profession combined, which employs the best brains, reaps the amplest rewards, and exerts an influence somewhat vague perhaps in its character and of disputed potency as compared with other mediums of influencing public opinion, but still a force recognized in every quarter as of the highest importance in the political, social, and material progress of the country. Considered merely in its statistical aspects, the condition of the American newspaper press at this culminating period in the third era of its history indicates a growth which has no parallel in any other country in the world, and is hardly paralleled by that of any other phase of industrial development in the United States. The significance of these statistics is immensely enhanced by the peculiarly intimate relation the periodical press bears to every other field of development in our civilization. It has made itself the exponent and the reflex of every other industry and profession. There is now no field of thought or labor which does not command its special organs of opinion and information, adapted to the varying conditions of different latitudes and conflicting interests. Underlying this remarkable development of the press we cannot fail to recognize, as a self-evident proposition, the necessary dependence of the community upon the newspaper press for the discharge of certain functions which society requires at certain hands, and upon the discharge of which the well-regulated daily life of the people depends. The conditions of this daily life require some general medium of communication between man and man. Thus, notices of marriages and deaths, business announcements of every conceivable description, official publications and notifications required by law, an infinite variety of details, of both public and private character, relating to the mails, the trains, the churches, the schools, etc., all these have come to depend upon the periodical press for publicity. The expedients of primitive society for supplying the place of this press were many and unique, but were confessedly inadequate, even in a primitive society. The press has thus wound itself around the very pillars of our institutions, and its own growth is an inseparable consequence of growth in every other direction. Quite as much to this necessary and increasing relation of the periodical press to the development of the country as to either of the four causes enumerated above must be assigned the explanation of the important and interesting condition in which the newspaper is found at the Tenth Census.

The press a public necessity.

The influence of the various causes enumerated in the rapid growth of newspapers in this country will be considered in their turn in the presentation of the statistics elicited by the Tenth Census in reference to the newspaper press, and in the elucidation of these statistics it will frequently be necessary to reach backward and pick up the scattered threads of history which underlie the present condition of the American press. But the year 1880 finds both the newspaper and the periodical press in the fullest development of the characteristics of this third era, and the various features of newspaper growth for the past forty years can therefore be most advantageously traced in connection with the statistics now to be discussed.

Plan of the discussion.

A large part of the information presented in the series of tables submitted herewith has never before been gathered, either in a census or in any other form. Cognizance was first taken of the newspaper press as a subject of specific investigation in the federal census of 1840, the census of that year containing an enumeration of the newspapers and periodicals then published, with an approximation of their circulation. Subsequently there was some effort on the part of private individuals to gather in a rough form the number of papers published in the United States, their characteristics, and their approximate circulation, and these figures have been gathered together in this report, with a view to showing the gradual development of the American press. Several of the states in their state censuses have made a special feature of the statistics of the press; but comparatively so few of them have any state census at all, and of those which do so few have devoted any attention to this branch of

Earlier censuses of the American press.

State censuses and the press.

investigation that it has been found impossible to make any general use of their figures by way of illustrating this development. The census of New York taken in 1865 contained an alphabetical list of all the newspapers and periodicals published in that year in the state, together with a summarized estimate of their circulation; and the next and last census, that of 1875, ignored the press altogether as a subject of investigation. The Massachusetts census of 1875 gave a list of all the newspapers published in that state in the year previous, with a series of accompanying tables, which indicated their number, their character, and their circulation by periods of issue. The report of the secretary of the state of Ohio, published in 1877, contained a full list of all the newspapers, serials, and other periodicals published in that state in the year previous, but without any statistical data accompanying it. The Wisconsin "Blue-Book", of annual publication, contains each year a list of the newspapers and periodicals of that state; so also does that of Michigan. The first annual report of the bureau of statistics of the state of Indiana (1879) contains the most complete attempt yet made by the authorities of any state to compile the statistics of its newspaper press. The figures obtained from these various state reports are summarized in the appendix to this report. The first biennial report of the board of agriculture of the state of Kansas (1877-78) contains a carefully-prepared history of the newspapers published in the several counties, without statistical data regarding them. The data given include the number, circulation, politics, and general character, number of employés, and amount paid in wages of all the newspaper establishments in the state.

The above includes all that has been done, so far as I am able to discover, by any of the states toward the collection of the statistics of the newspaper press. It is a field of inquiry so easily covered, and the statistics to be elicited are subject to such constant and interesting variation, that it seems proper to suggest that in all state censuses hereafter attempted special attention should be given to this subject of investigation. Accurate lists of the newspapers published in the several states are of great value to many individuals for a variety of purposes; and they constitute, beside, a very material element in the history of the state. The newspapers have come to rank side by side with the schools, the churches, and the libraries as an educating and elevating influence in society, and differ from these civilizing institutions only in the sense that they are private enterprises. But they are alike dependent upon public support, sustaining an official relation to the civil institutions, and attaining in every locality the character and the influence which make them, all things considered, the best possible index of the real character of the communities they represent.

DEFECTS OF PREVIOUS CENSUSES OF THE PRESS.

In the two decades intervening the methods of inquiry concerning the press by the federal census mainly followed the plan adopted in the census of 1850. The statistics were gathered by the regular enumerators in the course of their collection of population and industrial statistics, and included only the data of the number of periodicals, their circulation, the character of the several publications, and the periods of issue. The census of 1840 had a series of tables devoted to the printing and binding industry. The statistics of the newspaper press, as regards number and periods of issue, given in that census have been reproduced elsewhere. In addition to these figures, the census of 1840 gave 447 binderies, and to these and 1,552 printing offices (which included the newspaper establishments) assigned 11,523 hands employed and \$5,873,815 capital invested. There was no attempt to estimate the value of the gross product, although this was done for other industries, and there has been no effort in subsequent censuses to estimate the amount of capital invested. In the Eighth and Ninth Censuses there were given in the tables of the manufacturing statistics approximate figures for the printing industry in bulk, embracing newspapers, book and job printing, under separate heads, in the Eighth Census, and grouping all branches, with the addition of photographic albums, in the Ninth Census. (a) The most casual examination of these tables, either in the Eighth or the Ninth Census, shows them

(a) STATISTICS OF PRINTING ACCORDING TO CENSUS OF 1870.

	No. of establishments.	Steam engines.		Water wheels.		Hands employed.				Capital.	Wages.	Materials.	Products.
		Horse-power.	No.	Horse-power.	No.	All.	Males above 16.	Females above 15.	Youth.				
Printing and publishing (not specified).*	311	2,698	187	20	1	10,668	8,718	1,231	719	\$16,899,993	\$7,156,332	\$11,398,131	\$28,995,214
Printing, book.....	40	453	28			1,390	920	352	118	2,128,993	760,275	1,525,773	3,568,833
Printing, newspaper.....	1,199	3,135	302	74	9	13,130	11,343	718	1,069	14,947,887	8,168,515	8,709,632	25,393,020
Printing, job.....	609	1,440	174	15	4	5,555	4,458	499	593	6,007,354	2,710,234	2,966,709	8,511,934
Total.....	2,159	7,731	691	109	14	30,743	25,499	2,800	2,504	39,924,227	18,795,356	24,600,245	66,460,000
Printing and publishing, census of 1860.	1,686					20,159	†17,826	†2,333		19,622,318	7,588,906	12,844,288	†31,063,808

* Includes photograph albums. † Total number males and females. ‡ Value of products in 1850, \$11,588,549; increase 1860 over 1850, 168 per cent.

to be unreliable as an indication of the real status of the printing industry in the years covered. The value of the newspaper product in 1860 was placed at \$20,653,371, which was claimed to be an increase from \$11,352,705 in 1850; and the total value of all the printing products enumerated above, as grouped in the Ninth Census, was returned as \$66,469,000, as against a total by the Eighth Census, exclusive of photograph albums, of \$39,678,043. If the figures for 1860 were abnormally small, as the importance of the combined industry at the time would indicate, those given for 1870 were utterly inadequate to determine the dimensions of the printing business at that time. The present inquiry has discovered the value of the gross product of the newspaper establishments alone to be \$87,441,132 22, and if to these figures is added the value of the products of all the book publishing establishments and job-printing offices in the United States the grand aggregate would approximate \$150,000,000. Great as has been the advancement in all the industries relating to printing, it can hardly be pretended that, except in the single branch of newspapers, the value of their product has doubled in the ten years.

Incompleteness of earlier press statistics.

PLAN OF THE PRESENT INQUIRY.

In enlarging the field of inquiry the aim has been to gather all the facts in relation to the press which will aid in determining its proper rank among the various industries which invite the investment of American brains, capital, and enterprise; which will be of service to the craft itself in studying the conditions of business success; which will afford the parties who supply the material wants of the publishers—the paper manufacturers, the press-makers, and the type-founders—a correct knowledge of the quantity of those supplies in use or likely to be used hereafter; and which, finally, may be required to estimate something of the educational influence of the press of the United States as a steadily progressing medium of intercommunication and self-education between and for the masses of the people.

Aim of this inquiry.

The pursuit of several inquiries to this end has been attended with numerous and perplexing difficulties, and some illustrations of these difficulties may be given. The great majority of the newspapers of the United States are published in connection with a job-printing office, upon which the publishers rely as an equal source of revenue. This is invariably the case with the weekly local newspapers, which constitute the bulk of the American press of to-day. As a rule, the publishers of these newspapers keep no separate accounts of the outgo and income from these two sources of revenue. Many of them, in filling out the schedules sent them for the statistics of their newspaper publication, returned to the Census Office the figures for the newspaper and the job-printing industry combined, and to detect when this had been done, and to make the proper separation when necessary, was a delicate and difficult undertaking. The task can be somewhat simplified in future censuses by consolidating every inquiry which relates in any manner to the printing and publishing business under one investigation and arranging the schedules sent out, with a view to assisting the party making answer in the classification of the details of his double industry.

Difficulties encountered.

Job printing and newspaper publication.

Another difficulty arising in the preparation of these statistics was to draw a clearly-defined and intelligible line between publications of a permanent character and those which are in their nature ephemeral and unjournalistic. There is an immense number of publications in the United States of the latter character, hundreds of presses constantly producing them for a myriad of purposes. It may be said, in a word, that they have been rigorously excluded from this enumeration, as they embrace all the devices of advertisers to push their wares by incorporating in their advertising sheets a certain amount of attractive reading matter and emitting them at regular dates, like *bona-fide* periodicals. There is not a city in the United States which does not possess more or less of this class of periodicals, and in drawing the line between them and those which should be enumerated the rule adopted was to exclude all publications which are not sold at a stated subscription price. Publications which are distributed gratuitously to whoever will take them are not newspapers or periodicals in the real sense of the word, because their purpose is the business advantage of the publisher in other than journalistic fields, their continuance being dependent upon his caprice, rather than upon any fixed rule of periodic appearance. These include all such issues as theater programmes, the bulletins of large mercantile houses, transient political campaign sheets, and the large fashion quarterlies of ladies' furnishing houses, of which latter there are many which would seem, under any other rule, to properly belong in the census enumeration. Publications of the kind indicated are in the nature of things ephemeral. They appear and disappear with an intermittent regularity which defies enumeration, and confuses the real and important character of the American press.

Ephemeral publications.

The rule of exclusion adopted.

The census of 1870, in speaking of this difficulty, said:

The law requires this report of newspapers and periodicals, on account of their relation to the moral, social, and intellectual condition of the people. To swamp this class of statistics by inconsiderately admitting hundreds of prospectuses, circulars, and advertising sheets, which can possibly have no such relations, would be undoubtedly an abuse. At the same time this subject has been treated liberally, and every periodical has been admitted to these tables which could establish a reasonable claim to be considered as within the purview of the census act.

The rule of exclusion adopted in this inquiry is founded upon the rulings of the Post-Office Department of the United States, which excludes all publications not here enumerated from mail-matter of the second class, and includes newspapers or periodicals mailed from a known office of publication. (a) The rule of the Post-Office Department is based upon reason and equity. It would have been possible, by including in this enumeration the publications which the Post-Office excludes from second-class mail, to swell the volume of American newspapers fully one-third above the figures given in this report. They add largely to the importance and the revenue of the printing business as such, but they add nothing to the influence of the press in its capacity as a medium of news communication, and cannot rightly be permitted to enter into an inquiry of this character.

a The following general rules, published by the Post-Office Department for the purpose of obtaining uniform decisions in regard to the character of publications entitled to be mailed at the second-class rate, indicate the principles upon which the department bases its definition of a periodical:

DOUBTFUL PUBLICATIONS.

1. Trade journals which are manifestly not devoted to the general interests of the whole trade which they assume to represent, and do not admit all reputable firms or houses upon equal terms to their advertising columns, but publish the price-list or other advertisement of one house, to the practical exclusion of all others in the same line of business, must be regarded as primarily designed for advertising purposes, and hence should be excluded from the pound rate allowed to second-class mail-matter.

2. When, however, the owner of a publication of this character can offer satisfactory evidence to the postmaster at the office of publication that it possesses sufficient value in the opinion of the public to induce a large enough number of subscriptions by persons who do not advertise in it and have no interest in the advertisements therein as to make the publication self-sustaining and a source of profit, independent of the benefits conferred upon the business, either of the proprietors, when they are not regularly engaged in the sole business of printing and publishing, or of the houses whose price-lists or other advertisements are published therein, then the department holds that, in the judgment of the public, the publication is originated for the dissemination of information of a public character, and the presumption against it being thus removed, it may be admitted to entry as second-class mail-matter; but this evidence must be submitted in detail to the First Assistant Postmaster-General for his ruling as to its sufficiency.

3. Publications asserted to be issued in the general interest of printers and publishers cannot be admitted to entry as second-class mail-matter when it appears that the number of their paid subscriptions is so insignificant in comparison with their exchange lists as to demonstrate that the primary object of the publishers is to advertise their own business and that of others by means of a free circulation among other publishers and printers. The assumption by the proprietors of such publications that they are entitled to the pound rate doubtless originated in a misunderstanding of the effect of the acts of June 23, 1874, July 12, 1876, and March 3, 1879. Under the act of June 8, 1872, it was enacted:

Sec. 184. That the following mail-matter shall be allowed to pass free in the mail:

Seventh. Newspapers, periodicals, and magazines, reciprocally interchanged between publishers, and not exceeding sixteen ounces in weight, to be confined to a single number of each publication.

The act of June 23, 1874 (section 5), prohibited free exchanges, and fixed the rate of postage upon "all newspapers and periodical publications mailed from a known office of publication or news agency, and addressed to regular subscribers or news agents", at two cents per pound when published once a week or oftener, and at three cents per pound when published less frequently.

This was modified by the act of July 12, 1876 (section 15), which provided:

That transient newspapers and magazines, regular publications designed primarily for advertising purposes, or for free circulation, or for circulation at nominal rates, shall be admitted to and transmitted in the mails at the rate of one cent for every two ounces or fractional part thereof, and one cent for each two additional ounces or fractional part thereof.

The act of March 3, 1879, which fixed a uniform second-class rate of two cents per pound, contains the following proviso to section 14:

Provided, however, That nothing herein contained shall be so construed as to admit to the second-class rate regular publications designed primarily for advertising purposes, or for free circulation, or for circulation at nominal rates.

The rate of two cents per pound does not cover the cost of transportation, but was agreed to by Congress in accordance with the uniform policy of the United States government from the first inception of the postal system, which has been to favor the diffusion of intelligence among the people by throwing upon the general public a large portion of the cost of carrying legitimate newspapers and periodicals to subscribers.

The acts of July 12, 1876, and of March 3, 1879, show, however, that it was not the intention of Congress to permit the liberal rates of postage, given for the purpose of encouraging the diffusion of intelligence by legitimate publications, to be abused for the mailing of mere advertising sheets at the expense of the public; and there is nothing in the law to induce the belief that Congress proposed that advertising agents, type-founders, press-builders, and dealers in printers' supplies should enjoy the privilege of distributing their advertisements regularly among their customers or prospective patrons at the pound rate, while it prohibited a wholesale grocer from sending a publication descriptive of his goods in the same manner and at the same rate to all retail dealers.

4. The rule just indicated for the exclusion of so-called printers' publications, designed primarily for the purpose of free exchanging, should also be applied to so-called "amateur" publications, and the same evidence of a self-sustaining subscription-list required of them as of trade journals before admission to entry as second-class mail-matter.

6. The list of legitimate subscribers to entitle a publication to entry as second-class mail-matter must be composed of those persons only who themselves make and pay their subscriptions.

7. The regular sale to news agents of the whole or greater part of the issue of any publication is sufficient evidence that it has a legitimate list of subscribers.

8. After a publication has been admitted to entry as second-class mail-matter, the regular mailing by the publisher of sample copies in quantities exceeding the number sent to regular subscribers, as well as the continuous mailing of such copies to the same person, will be taken as evidence that it is primarily designed for free circulation, and its transmission at the second-class rate should be discontinued.

9. If one number of the current issue of a publication which has been admitted to the second-class rate be so changed as to assume the character of an advertising sheet within the intent of the statute, and be fraudulently mailed as second-class mail-matter, or presented for mailing at the pound rate, the right of the publication to the second-class rate is thereby destroyed, as it cannot be said to "regularly be issued at stated intervals". It cannot again be admitted to the pound rate until its regularity of publication as second-class mail-matter is re-established.

ALMANACS AND ANNUAL PUBLICATIONS.

For the same reason no effort has been made in this inquiry to make a record of the annual publications in the United States. Such an effort was made in the censuses of 1850 and 1860, and abandoned in that of 1870. The census of 1850 reported four annual publications, with a circulation of 47,500; that of 1860 sixteen annuals, with a circulation of 807,570. Exactly what kind of periodicals these were Annual publications. it is impossible now to discover; but it is obvious from the large figures given for circulation that they were in the nature either of literary or holiday annuals, of which there have been at various times many and excellent ones published in the United States, or of almanacs, of which there always have been, and still are, very many more. The literary annuals, once so popular, can be more properly classified as books, which in fact they are, and they appear once, twice, or oftener, as they are profitable or otherwise. Of the almanacs there are an immense number and variety in the United States, which are sold at a stated price, beside the innumerable quantity published by individual enterprise for gratuitous distribution Almanacs. as a successful method of advertising. These almanacs, and particularly those of a political character, like the *New York Tribune Almanac*, the *Albany Evening Journal Almanac*, and the *Philadelphia Ledger Almanac*, as well as those of a religious character, published either by religious organizations or newspapers, are in the nature of serials, but they are for a purpose and of a character apart and distinct from the character and purpose of periodical publications, and to admit them into the enumeration would therefore have simply been confusing. Another reason for not admitting them appeared in the impossibility of obtaining, with the resources at the command of the Census Office, an accurate enumeration of the whole number of these almanacs now published in the United States and sold at a stated price. New enterprises of this character constantly appear and disappear again after a single publication. The history and statistics of almanacs in the United States offer an inviting field of investigation, but not in connection with the statistics of the newspaper press. (a)

a The annals of almanacs in America begin with the first introduction of printing in the new world north of Mexico. In 1639 appeared at Cambridge *An Almanac Calculated for New England*, by Mr. William Pierce, Mariner. This was printed by Stephen Daye, and no copy of it has been preserved. It was the first book printed in the colonies, preceding by a twelvemonth the famous *Bay Psalm Book, or New England Version of the Psalms*, published by the same printer at Cambridge in 1640. Cambridge continued to issue almanacs almost every year, and in 1676 the first Boston almanac was printed by John Foster, who published the same year the first book ever printed in Boston. The first Philadelphia almanac was put forth in 1686, edited by Daniel Leeds and printed by William Bradford. New York followed with its first almanac in 1697, by J. Clapp. Samuel Clough issued his first almanac in Boston in 1700, which was continued until 1703, under the title of the *New England Almanac*, a copy of which for 1703, a dingy little book of twelve leaves, measuring three and a half inches by five and a half, is before us. The title is as follows: "The New England Almanac of the Year of our Lord MDCCIII. Being Third after Leap Year, and from the Creation, 5652, discovery of America, by Columbus, 211, Reign of our Gracious Queen Anne (which began March 8, 1702), the 2 year. Wherein is Contained Things necessary and common in such a Composure. Licensed by his Excellency the Governour. Boston, printed by B. Green and J. Allen, for the Booksellers, and are to be sold at their Shops. 1703." The second page bears the traditional and repulsive wood-cut professing to show what parts the moon governs in man's body, corresponding to the twelve signs of the zodiac. The weather predictions are curious. For April 26 is foretold "misling weather mixt with some dripping showers". The eclipses of the year 1703, "in the judgement both of Divines and Astrologers," are supposed to portend "great alterations, mutations, changes, and troubles to come upon the world". The "Comet or Athereal Blaze" seen in 1702 is said to have led to "bloodshed, droughts, clashing of armies, and terrible diseases among men".

Of almanacs which have been published in long series in this country the following list embraces some of the more notable: Nathaniel Ames' *Astronomical Diary and Almanac*, started at Boston in 1725, and continued more than half a century, about 60,000 copies of which were sold annually; Titan Leeds' *American Almanac*, Philadelphia, 1726; T. Godfrey's *Pennsylvania Almanac*, begun in Philadelphia in 1729; *Poor Richard's Almanac*, by Richard Saunders (Benjamin Franklin), continued by others as *Poor Richard Improved*, Philadelphia, 1733-1786; *Father Abraham's Almanac*, by Abraham Weatherwise, Philadelphia, 1759-1799; Nathaniel Low's *Astronomical Diary or Almanac*, Boston, 1762-1827; Isaiah Thomas' *Massachusetts, Connecticut, Rhode Island, New Hampshire, and Vermont Almanac*, Worcester, Massachusetts, and Boston, 1775-1822; R. B. Thomas' *Farmers' Almanac*, Boston, 1793-1877; the *Massachusetts Register and Almanac*, Boston, established by Mein and Fleming, 1767-1877; Webster's *Calendar, or the Albany Almanac*, 1784-1877, the oldest family almanac continuously published extant in the United States; Bickerstaff's *Boston and New England Almanac*, 1768-1814, continued as Bickerstaff's *Rhode Island Almanac*, Providence, 1815-1877; *Poor Will's Almanac*, Philadelphia, 1770 to 1840, or later; the *Virginia Almanac*, Williamsburgh and Richmond, 1751 to 1829, and later; the *South Carolina and Georgia Almanac*, Charleston, 1760 to 1800, and later; *North American Calendar*, Wilmington, Delaware, 1796 to 1844, and later; Dudley Leavitt's *New England Almanac*, Exeter and Concord, New Hampshire, 1797 to 1877; Thomas Spofford's *Farmers' Almanac*, Boston, 1817 to 1845; John Gruber's *Town and Country Almanac*, Hagerstown, Maryland, 1822 to 1877; the *Maine Farmers' Almanac*, by D. Robinson, Hallowell, 1818 to 1877; Daboll's *New England Almanac*, New London, Connecticut, 1777 to 1877; and Allen's *New England Almanac*, Hartford, 1806 to 1833, or later. Many of these almanacs are preserved in private families, though but few are to be found in our public libraries. It was an early habit in New England to preserve the almanacs from year to year, carefully stitched together, and to annotate them frequently with family records or current events. The generally worthless character which has been attributed to the English almanacs of the last century must be modified as regards some of the American family almanacs. Benjamin Franklin, the illustrious printer and statesman, is justly declared by a French encyclopædist to have put forth the first popular almanac which spoke the language of reason. In truth, the homely maxims and pithy, proverbial counsels of *Poor Richard*, although not all originated by Franklin, constitute to this day a breviary of life and conduct admirable in some respects for the use of the young.

In the later days of the American revolution the almanacs put forth by Nathaniel Low at Boston, price "4 coppers single", contained political articles vigorously defending the liberties of the people, and exerting a great influence at the New England fireside in inspiring young and old with the love of freedom.

Virginia was early in the field with *Warne's Almanac*, printed at Williamsburgh in 1731. The first almanac printed in Connecticut

THE PRESS SCHEDULES.

In arranging for the collection of all the information desired regarding the newspaper and the periodical press it was decided to send out but two sets of schedules, one of which was prepared with especial reference to the daily press and papers published adjunct thereto, and the other for all classes of publications of a periodic character. (a) The daily press, notwithstanding its comparatively small number, is such an enormous interest—equal nearly in its gross product to the product of all the other

was issued at New London in 1765 by T. Green. The first Rhode Island almanac was issued at Newport in 1798 by James Franklin, and the first Providence almanac by Benjamin West, in 1763. The first in Maryland of which we have any trace appeared at Annapolis in 1763.

Of agricultural and medical almanacs, the latter an outgrowth of the present century, the name is legion. Comic almanacs appear to have been first published in the United States about 1834, and have had an enormous circulation. Of the religious or denominational almanacs, the *Church Almanac* of the Protestant Episcopal church was begun in 1830; the *Catholic Almanac and Directory* (continued under various names to the present time) in 1833; the *Methodist Almanac* in 1834; the *Universalist Register* in 1836; the *Baptist Almanac* in 1842; the *Congregational Almanac* in 1846; the *American Unitarian Register and Year-Book* in 1846; the *Presbyterian Historical Almanac* in 1858; and the *Family Christian Almanac* in 1821. Most if not all of these are still continued annually.

The class of political almanacs, or almanacs issued by public journals, began with the first *Whig Almanac*, issued by Horace Greeley in 1838, continued since 1855 as the *Tribune Almanac*. The chief feature of this publication has been its full tables of election statistics. The *World Almanac* was first issued in 1868, and the *New York Herald Almanac* in 1872. The *Evening Journal Almanac*, of Albany, dates from 1860, and the *Public Ledger Almanac*, Philadelphia, from 1870. Many other journals, east and west, publish annual almanacs.

Of more extensive publications, under the name of almanacs, published in this country the *National Calendar*, edited by Peter Force, was the prototype. This work was published at Washington from 1820 to 1836 (with a three-years interval from 1825 to 1827, when no calendar was issued), and was a useful official register of the government, with abstracts of public documents and other valuable information. The *American Almanac and Repository of Useful Knowledge*, first published at Cambridge, Massachusetts, in 1830 (two years after the first issue of the *British Almanac*), was continued annually under various editors and publishers till the year 1861, when the publication ceased. This carefully-edited publication embodied much astronomical and meteorological information, that department frequently extending to one hundred pages. The official statistics of Congress and the general government and of the various states, with a chronicle of events and obituary notices, made up the remainder of the work. The *United States Almanac, or Complete Ephemeris*, edited by John Downes, appeared at Philadelphia for the years 1843, 1844, and 1845. It was nearly one-half made up of astronomical matter and tables, valuable chiefly to those versed in the higher mathematics. The *National Almanac and Annual Record* for the years 1863 and 1864 was published at Philadelphia by George W. Childs, and contained a vast amount of useful and thoroughly-digested information. The *American Year-Book and National Register*, edited by David N. Camp, appeared from the Hartford press for the year 1869 in an octavo of 824 pages, and was the most extensive attempt to combine a work of general information and reference with the calendar which the country has seen. It has not been continued.

Many almanacs are printed in this country in foreign languages. The pioneer of the German almanacs was issued by Sower, of Germantown, Pennsylvania, in 1738, and continued by him and his successors to the present day. Franklin's *Poor Richard's Almanac* was translated into German by A. Armbruster, who was in partnership with Franklin from 1754 to 1758. German almanacs are now printed and circulated in large editions in nearly all the middle and western states of the Union. In French, the *Almanach Français des États Unis*, established in 1848 in New York, is still published.—Ainsworth R. Spofford, in the *American Almanac* for 1878.

a These schedules were as follows:

(1) DAILY JOURNALS, INCLUDING WEEKLY, SEMI-WEEKLY, OR TRI-WEEKLY PAPERS CONNECTED WITH THEM.

[The publisher will please send to the Superintendent of Census, in inclosed wrapper, one copy of the daily paper, and one copy of weekly or other journal connected therewith, of date nearest to July 4, 1880. The journals received in response to this request will be classified, bound, and deposited in the Smithsonian Institution, to constitute a complete and permanent memorial of the newspaper press of the United States.]

1. Name of journal and place of publication, with the county and state.
2. State whether morning or evening.
3. State whether a Sunday edition is published.
4. State if a weekly, semi-weekly, or tri-weekly paper is published in connection with the daily.
5. State the general scope and character of the journal.
6. If published in a language other than English, indicate what language.
7. Date of original establishment of the journal.
8. Names of the journals, if any, merged or consolidated with it since its original establishment.
9. Subscription price of daily, —; weekly, —; semi-weekly, —; tri-weekly, —.
10. Price of each paper per single copy.
11. The average circulation per issue of the daily during the census year ending June 1, 1880:
Of the weekly, —; of the semi-weekly, —; of the tri-weekly, —.
12. Aggregate number of copies printed and circulated during census year: Of the daily, —; weekly, —; semi-weekly, —; tri-weekly, —.
13. State the percentage of the circulation of each which is sold within the city or town of publication.
14. Value of the annual products in dollars, —.
15. Total number of persons employed in manufacture: Male, —; female, —.
16. Number employed in editorial and reportorial work, —.
17. Amount annually paid in wages, —.
18. State the percentage of receipts from advertising and from subscriptions: From advertising, — per cent.; from subscription, — per cent.
19. Average number of ems of type set to each issue of daily.
20. Number of pounds of type required for uses of the journal.

periodicals in the United States combined—that the distinct and separate inquiry regarding it was wholly justified, and it was rendered necessary in the acquisition of accurate figures by the fact that from the greater number of daily newspaper establishments there issued other papers, adjunct thereto (weeklies, semi-weeklies, and tri-weeklies), constituting a class of papers of peculiar features, never before separately reported in a census. The general inquiries relating to all other periodicals were of such uniform character as to warrant the belief that the single schedule would suffice for the weekly village newspaper and the staid metropolitan quarterly, leaving the separation into classes to be done in the Census Office proper. The results of the inquiry have shown that this belief was well founded, the simpler method avoiding much confusion and mistake. Both classes of schedules sent out were returned with remarkable promptness and fullness from nearly every section of the Union, and if the information given was not always accurate, the error was generally obviously due to the lack of definite information on the part of the publisher, and experience in handling the returns enabled revision to be easily and accurately made.

Separate inquiry regarding the daily press.

21. Number of presses in use, with names, character, and capacity of each.
22. Horse-power of engines.
23. Size of sheet and number of pages.
24. Average number of pounds of paper used for each edition of daily, ———; weekly, ———; semi-weekly, ———; tri-weekly, ———; number reams for each, ———.
25. State if stereotype plates are used in printing.

(2) JOURNALS AND MISCELLANEOUS PERIODICALS OTHER THAN DAILY.

[The publisher will please send to the Superintendent of Census, in inclosed wrapper, one copy of his journal or periodical of date nearest to July 4, 1880. The newspapers and periodicals received in response to this request will be classified, bound, and deposited in the Smithsonian Institution, to supply a complete and permanent memorial of the periodical press of the United States.]

1. Name of publication.
2. Town, county, and state in which published.
3. How often published.
4. State the general purpose and character of the publication.

The following classification is suggested, with the expectation that periodicals not properly coming under either head will indicate their scope and character specifically under (18) Miscellaneous.

- | | |
|--|---|
| <ol style="list-style-type: none"> 1. News and family reading. 2. News and politics. 3. Religion and theology, with denominational relations, if any. 4. Agriculture, horticulture, stock-raising, dairy, etc. 5. Commerce and finance. 6. Trade journals generally. 7. Insurance, railroads, etc. 8. General literature, including monthly and quarterly magazines. 9. Sunday newspapers. 10. Medicine and surgery. | <ol style="list-style-type: none"> 11. Law. 12. Science and mechanics. 13. Freemasonry, odd fellowship, temperance, etc., including the publications of societies. 14. Education and history, including the periodicals of educational and historical societies. 15. Society, art, music, and fashion. 16. College and school periodicals. 17. Children's periodicals, including Sunday-school papers. 18. Miscellaneous. |
|--|---|

5. Date when the periodical was established.
6. Give the names of periodicals, if any, consolidated with it since original establishment.
7. Average circulation per issue during census year ending June 1, 1880.
8. Aggregate number of copies printed during census year.
9. What percentage of the circulation is sold within city or town of publication.
10. Subscription price.
11. Price per copy.
12. State the percentage of receipts from advertising and subscriptions: From advertising, ——— per cent.; from subscriptions, ——— per cent.
13. Gross value of the annual product in dollars.
14. If published in a language other than English, state what language.
15. State if the periodical is regularly illustrated.
16. State whether the publishers do their own printing, in whole or in part.
17. If so, the name, character, and number of presses in use.
18. Nature of power employed, and what horse-power.
19. Average number of ems of type set to each issue.
20. Number of pounds of type required for uses of the periodical.
21. Size of sheet or page, and number of pages.
22. Average number of pounds of paper used to each issue, ———; number reams, ———.
23. State whether stereotype plates are used.
24. Number of persons employed in manufacture: Male, ———; female, ———.
25. Number of persons employed solely in editorial work.
26. Amount paid annually in wages.
27. If publishers do not do their own printing, please state name and address of printing-house employed.

Publishers of weekly newspapers, in responding to the inquiries of this schedule, will confer a favor by adding, in the space below, the names of any periodicals that may have been established or suspended within the town or immediate vicinity during the census year ending June 1, 1880.

Some defects in the method of inquiry other than as noted above have been suggested during the preparation of these statistics; but there seems good reason to believe that by the results obtained the way has been prepared and the basis established upon which it will be possible hereafter to present in complete and intelligible form all the details in regard to the decennial progress of the newspaper press which it will be of advantage to know.

NUMBER AND DIVISION OF THE NEWSPAPER AND PERIODICAL PRESS.

The first of the tables submitted with this report shows that there actually existed during the census year 11,314 periodical publications of all kinds in the United States. Of these, 971 were daily newspapers; 8,633 were weekly newspapers and periodicals, of which number 804 were weekly editions of daily journals; 133 were semi-weekly newspapers, of which 41 were connected with daily newspapers; 73 were tri-weeklies, of which 41 were connected with dailies; 40 were bi-weekly publications; 1,167 were monthly periodicals; 160 were semi-monthly periodicals; 2 were tri-monthly periodicals; 13 were bi-monthly periodicals; 116 were quarterly periodicals; and 6 were semi-annual periodicals.

The division of these publications into their several classes, as well as the division by periods of issue, is indicated in this table; and in this regard attention is called to the fact that all journals which, in strict phraseology, are newspapers are grouped under the general heading of those devoted to "news, politics, and family reading". To this group belongs the entire daily press, all of which was devoted primarily to the dissemination of the news, political, commercial, and general, with varying specialties in a number of cases, as also the great bulk of the weekly publications, whose mission it is to supply their readers with the local news of their several communities, a *résumé* of the general news of the world for the current week, with other departments of miscellaneous or family reading matter. The majority of these weekly newspapers are identified with one or the other of the existing political parties, and all of them discuss political questions more or less, though in many cases from the standpoint of a neutral or independent journal. All the semi-weekly and tri-weekly newspapers belong in this group, as do a few of the bi-weeklies, semi-monthlies, and monthlies. None of the remainder have any title to be regarded

as newspapers, being classed as periodicals, magazines, and other publications, which appear at stated periods, and are concerned with other interests than the mere publication or discussion of the news. This distinction between the newspaper and the periodical is drawn sharply in the English press directories, and is a just and proper one to be made by the census. Dividing the American press in accordance with it, the 11,314 publications reported resolve themselves into 8,863 newspapers and 2,451 periodicals. The latter are classified in Table I according to their general purposes, and have been divided for convenience into the following fourteen classes: Religious journals (553 in number); agricultural (173); commercial and trade, which includes market journals (284); financial journals (25); insurance and railroad journals (54); general literature, which includes not only the monthly and quarterly magazines, both literary and critical, but also the weekly family story papers, etc. (189); medical and surgical journals (114); law journals and digests (45); journals relating to science and mechanics (68); journals which advocate temperance, or are the organs of organizations like the freemasons, odd fellows, etc. (149); educational journals, including college and school publications (248); journals devoted to society, art, music, and fashion, including ladies' journals (72); children's periodicals, including Sunday school papers (217); and miscellaneous, under which latter head were grouped a heterogeneous assortment of papers (260 in number) too infinitely subdivided in their objects to warrant separate classification, and covering almost every phase of life, study, or pursuit not embraced in the above classes. The 481 illustrated papers reported are included in one or another of the above classes, as are also the newspapers or periodicals published in the German or other languages than the English.

It is evident that the development of periodical literature in the United States has not been less remarkable than that of the newspaper proper.

COMPARATIVE RATE OF NEWSPAPER INCREASE.

Table XI has been prepared with a view to showing at a glance the actual number of newspapers published at the time of the taking of each of the four last censuses, the increase between 1870 and 1880 being enormous, reaching almost 100 per cent. It has long been evident to those who have given the matter attention that the last decade has been exceptional, not only in the history of the United States, but of the whole world, in the multiplication of printing presses. It has witnessed the rehabilitation of the newspaper press in the southern states, as well as a healthy rate of growth there, and an almost reckless audacity among the pioneer printers of the great and growing West. Even in long

and thickly-settled states like New York and Massachusetts the increase is quite as remarkable, being in the former nearly one-third, and in the latter nearly one-half.

The most notable increase reported is in the direction of the weekly newspaper press: an increase which was in such rapid progress at the time this census was taken that it was difficult, and indeed impossible, to trace all the new establishments that properly belonged in the enumeration of the census year. The actual number of new journals reported of all classes as established within the census year is given at 1,127, which is 10 per cent. of the whole number. Deducting from this number the 833 suspended papers, we find the net increase of the year to be 294. This increase in the census year is 2.60 per cent. of the total number of papers published in 1880. The actual increase in the number of papers published in the census year over those published in 1870 is 92.71 per cent., and the increase in their circulation in 1880 over that reported in 1870 is 52.48 per cent. The rate of increase indicated in previous censuses was as follows:

	Per cent.
Increase in number, 1870 over 1860	44.93
Increase in number, 1860 over 1850	60.37
Increase in circulation, 1870 over 1860	52.54
Increase in circulation, 1860 over 1850	165.71

As a basis for estimating the future growth of the American press, the increase given for the census year, namely, 2.60 per cent., may be safely taken as the lowest ratio of annual increase that will prevail during the ensuing ten years.

SUSPENSION AND CONSOLIDATION OF NEWSPAPERS.

The statistics of the establishment and suspension of new publications have such an important bearing upon the stability of the American press that they have been made the basis of a special table (VII), in which the existing press is grouped by decades in respect to age. It appears from this table that 5,429 of the 11,314 journals of 1880 were established between 1870 and 1880, 1,731 between 1860 and 1870, 903 between 1850 and 1860, 1,216 in all previous years, and 117 with no date given. A simple calculation will show that, of the 5,871 journals reported in the census of 1870, 1,904 must have since suspended publication, and by comparing this number with the number of journals that suspended in the census year 1880 (833) we can form some idea of the large number of newspapers that must have been both established and suspended during the course of the decade, no record of which appears in either census.

One column in Table VII reports 1,640 as the number of consolidations represented in existing journals, and sheds light upon an important aspect of journalistic development in the United States. The consolidation of rival newspapers and periodicals in fields that prove not sufficiently nutritive for both is constantly in progress. As a rule, the stronger absorbs the weaker, and, as the latter may frequently be the journal of earlier establishment, it happens that many existing papers claim a date of establishment much earlier than that which witnessed the first publication under their titular designation, the titles of the absorbed papers being frequently retained as a secondary caption, more especially if they indicate an earlier date of establishment. There are a number of existing journals each of which represents all that remains of from half a dozen to a dozen periodicals. (a)

a The history of the *Boston Daily Advertiser* is such a curious illustration of the fact in question that it is here reproduced complete, as recently stated in the columns of that journal. There is some confusion in regard to several links in the chain, owing to the carelessness with which early files have been preserved, but the following is as accurate as it can be made:

1. The *Essex Gazette*, founded in Salem August 2, 1768, by Samuel Hall, was moved to Cambridge in the summer of 1775. Mr. Hall continued the publication there, under the title of the *New England Chronicle or the Weekly Gazette*. The following year, 1776, at the close of the siege, the place of publication, with the press and types, was moved across the river. The property and good-will was bought by Powars & Willis, who changed the title in November of that year to—

2. The *Independent Chronicle and Universal Advertiser*. The new publishers disposed of their interest in 1783 to (Thomas) Adams & Nourse, who continued the *Chronicle* semi-weekly until May, 1800. It then became the property of (Abijah) Adams & Rhoades, the latter being the editor until his death, in 1819. The *Chronicle* was then sold to Ballard & Wright, and united with—

3. The *Boston Patriot*, established in 1809 by Everett & Monroe, a supporter of Madison's administration and of the war of 1812. The two papers being united, were published daily under the title of the *Independent Chronicle and Boston Patriot* until 1831, when they were bought by Nathan Hale and merged with the *Daily Advertiser*.

4. The *Columbian Centinel*, started as the *Massachusetts Centinel and Republican Journal* in March, 1784, was owned by Mayor Benjamin Russell, publisher and editor from 1786 to 1828, when he retired, disposing of the property to (Joseph T.) Adams & Hudson. Two years later, 1830, the new proprietors bought—

5. The *New England Palladium*, and continued its publication, the two papers containing nearly the same reading matter. The *Palladium*, started as the *Massachusetts Mercury* in 1793, had had a brilliant career of its own for nearly forty years, under the management of Alexander Young and Thomas Minns. In 1836 the proprietors of the *Centinel* and *Palladium* bought and absorbed—

6. The *Boston Gazette*, the fourth newspaper in Boston bearing that name, started as the *Boston Price Current and Marine Intelligencer* in September, 1795, and known for some years subsequently as *Russell's Gazette*. Four years later, 1840, the owners, oppressed by their

The number of these consolidations given in the table does not represent the actual number typified in existing newspapers, which I assume to be much larger. Many of these absorptions and consolidations have occurred in the past, of which the present proprietors of the surviving journals have no knowledge and made no report; in other cases the failure to report was by accident or by design; and it has frequently happened that the elimination of a rival newspaper has occurred by purchase outright of good-will and appurtenances, the rival disappearing, leaving no sign. Such a suspension is in the nature of an absorption, and no suspensions of this class are represented in the figures given.

The most stable press in the world is that of Great Britain. In proportion to the number of newspapers published in the United Kingdom, there is among them a greater average longevity than the press of any other country can show. The press of the United States stands second to that of Great Britain in stability, and what it lacks in this respect may be said to be due to its prematurity alone. In every state and every city of the Union it has advanced faster than the community itself, overleaping its field, so to speak; and it has suffered the consequences in a remarkable and uninterrupted mortality. In this tendency to anticipate American journalism presents one of its chief points of contrast to that of every other country. It is a tendency largely due, in the first instance, to the total freedom from all government tax and supervision—a freedom such as the press now enjoys nowhere else in the world, save in Great Britain, and has but briefly enjoyed there. Everywhere on the continent of Europe the right to regulate the utterances of the press is claimed to inhere in the government, and is frequently exercised, even to the total suppression of offending journals of character and long standing, and it is impossible, where the conditions of existence are so totally different, to make any effective comparison with the press of the United States, and none has been attempted in this report. The causes of the instability observable in the continental press differ as widely from those in operation in the United States as do the spirit and character of the governments of these nations.

Comparative stability
of British and American
press.

THE HALF-CENTURY PRESS.

To complete the record under this topic I have prepared a list of the existing newspapers in the United States which have been in existence for fifty years or longer. This list includes a number of daily newspapers which have grown out of weekly establishments, and which are therefore entitled to the antiquity belonging to the latter, and is made up from the schedules returned by the publishers themselves. Several journals are included in it about whose title to the date of establishment claimed there may be a reasonable question raised, as they are built upon the foundations of earlier newspapers which expired, or are revivals of newspaper enterprises which were suspended for a longer or shorter period. Even including all such, the list embraces but 370 establishments, and is as enumerated on the following pages. (a)

Half-century newspa-
pers.

repeated acquisitions and responsibilities, transferred the entire property and good-will of these several newspapers to Mr. Hale, and they also became from that time a part of the *Daily Advertiser*.

7. The *Repertory*, first published in Boston in the autumn of 1803, in the senate chamber of the old state-house, and afterward at the Exchange coffee-house, by William W. Clapp, was united with the *Daily Advertiser* at the outset, and the name was for a time a part of the title. Its separate publication was continued weekly under Mr. Hale's direction some time longer.

8. The *Boston Weekly Messenger*, established in 1810, of which Mr. Hale was one of the editors, formed a closer alliance with the *Daily Advertiser* in 1815, and Mr. Hale was soon after announced as the publisher. It was printed "for the country", and contained much of the reading of the *Daily Advertiser* until its separate identity was lost altogether.

The Philadelphia *North American*, which traces its origin to the Pennsylvania *Packet and General Advertiser*, established in 1771, represents the following nine papers, which disappeared in it at the dates given: *American Daily Advertiser*, 1784; *Gazette of the United States*, 1789; *Evening Advertiser*, 1793; *United States Gazette*, 1804; *True American*, 1820; *Commercial Chronicle*, 1820; *The Union*, 1820; *Commercial Herald*, 1840; and *North American*, 1839.

a There is a long-standing controversy as to which is the oldest American newspaper now published in the United States. Munsell claimed in 1869 that this honor belonged to the *New Hampshire Gazette* (now the weekly edition of the Portsmouth *Daily Chronicle*), founded at Portsmouth by Daniel Fowle in August, 1756. This claim was disputed by the Newport *Mercury*, which James Franklin founded upon being driven from Boston, the first number appearing June 12, 1758. The proprietors of the *Mercury* dispute the claim of the *New Hampshire Gazette* to be the oldest paper, on the ground that the *Gazette*, having suspended publication for several months in 1861, it was, when revived, a different and distinct newspaper. But this argument is fatal to the claim of the *Mercury*, since it is a fact that there is a similar episode in its own history. Solomon Southwick, who owned the *Mercury* in 1776, discontinued it in December of that year, fearing that the British, who were preparing to land, would destroy his types and press. Its publication was not resumed until January 1, 1780, when Henry Barber became its publisher. On the other hand, the Hartford *Courant*, whose predecessor, the *Connecticut Courant*, was first regularly brought out by Thomas Green November 19, 1764, claims to be the oldest living newspaper in the United States, on the ground that it has been regularly continued without interregnum or change of name from that day to this; a statement which is not true in reference to any existing papers which bear a prior date of establishment. The *Maryland Gazette*, which was first founded in 1745, keeps that date at the head of its columns, and would appear, therefore, to be the oldest existing newspaper. All the evidence, however, tends to the conclusion that the *Gazette* which was established in the year named ceased to exist in 1839. The fact is so stated in Ridgely's *Annals of Annapolis*, and the corresponding secretary of the Maryland Historical Society, John W. M. Lee, writes that there are no files in the collections of that society later than the date named. The *Maryland Journal*, which commenced August 20, 1773, ceased publication July 1, 1797, with No. 3,429. The *American and Daily Advertiser* commenced with volume 1, No. 1, on May 14, 1799, and has continued to the present date without break as the *Baltimore American and Commercial Advertiser*.

MASSACHUSETTS.

Salem Gazette, s. w., Salem.....	1768	Christian Register, w., Boston.....	1821
Worcester Spy, d. and w., Worcester (d. 1845).....	1770	Old Colony Memorial, w., Plymouth.....	1822
Hampshire Gazette, w., Northampton.....	1786	New England Farmer, w., Boston.....	1822
Gazette and Courier, w., Greenfield.....	1792	Salem Observer, w., Salem.....	1823
Newburyport Herald, d. and w., Newburyport (d. 1832).....	1793	Zion's Herald, w., Boston.....	1823
Haverhill Gazette, 2 dailies and w., Haverhill (d. 1877); (Evening Telephone, 1879).....	1798	Springfield Republican, d., s., and w., Springfield (d. 1844), (s. 1878).....	1824
Pittsfield Sun, w., Pittsfield.....	1800	Lowell Journal, d. and w., Lowell (weekly edition Daily Courier, 1845).....	1824
Salem Register, s. w., Salem.....	1800	Evening Traveler, d., w., and s. w., Boston (d. 1845).....	1824
Worcester Gazette, d. and w., Worcester (d. 1843).....	1801	Boston Courier, w., Boston.....	1824
Baptist Missionary Magazine, m., Boston.....	1803	Fall River Monitor, w., Fall River.....	1826
Missionary Herald, m., Boston.....	1804	Berkshire County Eagle, w., Pittsfield.....	1827
New Bedford Mercury, d. and w. (d. 1832).....	1808	Youths' Companion, w., Boston.....	1827
Boston Daily Advertiser, d., w., and s. w., Boston.....	1813	Amesbury Villager, w., Amesbury.....	1828
Norfolk County Gazette, w., Hyde Park.....	1813	Medical and Surgical Journal, w., Boston.....	1828
Congregationalist and Boston Recorder, w., Boston.....	1816	Evening Transcript, d. and w., Boston (w. 1856).....	1830
Christian Leader, w., Boston.....	1819	Barnstable Patriot, w., Barnstable.....	1830
Watchman and Reflector, w., Boston.....	1819	Investigator, w., Boston.....	1830
Inquirer and Mirror, w., Nantucket.....	1820		
Bristol County Republican, w., Taunton.....	1821		

RHODE ISLAND.

Newport Mercury, w., Newport.....	1758	Gazette and Chronicle, w., Pawtucket.....	1825
Providence Journal, 2 dailies, s. w., and w., Providence (w. 1824, d. 1829; Evening Bulletin, 1863).....	1820		

CONNECTICUT.

Hartford Courant, d. and w., Hartford (d. 1836).....	1764	Hartford Times, d. and w., Hartford (d. 1841).....	1817
Connecticut Herald and Journal, w., New Haven (weekly edition Daily Journal and Courier, 1832).....	1766	American Journal of Science and Arts, m., New Haven.....	1818
Republican Farmer, w., Bridgeport (weekly edition Evening Farmer, 1854).....	1790	Christian Secretary, w., Hartford.....	1822
Norwich Courier, w., Norwich (weekly edition Morning Bulletin, 1857).....	1796	Sentinel and Witness, w., Middletown.....	1823
Norwalk Gazette, w., Norwalk.....	1800	Litchfield Enquirer, w., Litchfield.....	1826
Columbian Register, w., New Haven (weekly edition Daily Register, 1840).....	1812	New Haven Palladium, d. and w., New Haven.....	1829
		Stamford Advocate, w., Stamford.....	1829

NEW HAMPSHIRE.

New Hampshire Gazette, w., Portsmouth (weekly edition Daily Chronicle, 1852).....	1756	Independent Statesman, w., Concord (weekly edition Daily Monitor, 1864).....	1823
Cheshire Republican, w., Keene.....	1793	Argus and Spectator, w., Newport.....	1823
Portsmouth Journal, w., Portsmouth.....	1793	Nashua Gazette, d. and w., Nashua (d. 1872).....	1826
New Hampshire Sentinel, w., Keene.....	1799	Morning Star, w., Dover.....	1826
Farmers' Cabinet, w., Amherst.....	1802	Dover Enquirer, w., Dover.....	1828

NEW YORK.

Hudson Gazette, w., Hudson (weekly edition Daily Register, 1866).....	1784	Homer Republican, w., Homer.....	1812
Poughkeepsie Eagle, d. and w., Poughkeepsie (d. 1860).....	1785	Albany Argus, d., s., s. w., and w., Albany (d. 1825).....	1813
Catskill Recorder, w., Catskill.....	1792	Owego Gazette, w., Owego.....	1814
Gazette, w., Utica (weekly edition Morning Herald and Gazette, 1847).....	1793	Steuben Farmers' Advocate, w., Bath.....	1815
New York Commercial Advertiser, d., New York.....	1794	North American Review, m., New York.....	1815
Shipping and Commercial List, and New York Price Current, s. w., New York.....	1795	Ithaca Journal, d. and w., Ithaca (d. 1872).....	1815
Washington County Post, w., Cambridge.....	1798	Chenango Union, w., Norwich.....	1816
Lansingburgh Gazette, w., Lansingburgh.....	1798	Union and Advertiser, d., w., and s. w., Rochester (d. and s. w. 1826).....	1816
Northern Budget, w., Troy.....	1798	Observer, d. and w., Utica (d. 1848).....	1816
Ballston Journal, w., Ballston Spa.....	1798	Penn Yan Democrat, w., Penn Yan.....	1817
Goshen Democrat, w., Goshen.....	1800	Spirit of the Times, w., Batavia.....	1818
Evening Post, d., w., and s. w., New York.....	1801	Oswego Palladium, d. and w., Oswego (d. 1863).....	1819
Ontario Repository and Messenger, w., Canandaigua.....	1803	Delaware Gazette, w., Delhi.....	1819
Freeman's Journal, w., Cooperstown.....	1808	Long Island Farmer, w., Jamaica.....	1819
Geneva Gazette, w., Geneva.....	1809	Saratoga Sentinel, w., Saratoga.....	1819
Commercial Patriot and Journal, w., Buffalo (weekly edition Daily Commercial Advertiser, 1835).....	1810	Schoharie Republican, w., Schoharie.....	1819
Republican Advocate, w., Batavia.....	1811	Poughkeepsie Telegraph, w., Poughkeepsie (weekly edition Daily Press, 1850).....	1820
Plattsburgh Republican, w., Plattsburgh.....	1811	Allegany County Republican, w., Angelica.....	1820
Independent Republican, w., Goshen.....	1812	Cherry Valley Gazette, w., Cherry Valley.....	1820
		Columbia Republican and Star, w. (weekly edition of Daily Republican, 1847).....	1820

NEW YORK—Continued.

Ithaca Democrat, w., Ithaca	1820	Le Roy Gazette, w., Le Roy	1826
Niagara Democrat, w., Lockport (weekly edition Daily Union, 1860)	1821	Christian Advocate, w., New York	1826
Fredonia Censor, w., Fredonia	1821	Waterloo Observer, w., Waterloo	1826
Madison Observer, w., Morrisville	1821	Republican Watchman, w., Greenport	1826
Lyons Republican, w., Lyons	1821	Republican Watchman, w., Monticello	1826
Broome Republican, w., Binghamton (weekly edition Daily Republican, 1872)	1822	Auburn Journal, w., Auburn (weekly edition Daily Advertiser, 1844)	1827
Wayne Democratic Press, w., Lyons	1822	Journal of Commerce, d., s. w., and w., New York	1827
Sag Harbor Corrector, w., Sag Harbor	1822	Courrier des États Unis, d., and w., New York	1828
Examiner and Chronicle, w., New York	1823	Home Missionary, m., New York	1828
New York Observer, w., New York	1823	Sailors' Magazine and Seamen's Friend, m., New York	1828
Sandy Hill Herald, w., Sandy Hill	1823	Orleans Republican, w., Albion	1828
Yates County Chronicle, w., Penn Yan	1823	Otsego Republican, w., Cooperstown	1828
Christian Intelligencer, w., New York	1823	Semi-Weekly Telegraph, s. w., Norwich	1829
Re-Union, w., Watertown (weekly edition Morning Despatch, 1872)	1824	Evening Journal, d., w., and s. w., Albany	1830
Orleans American, w., Albion	1824	Saint Lawrence Republican, w., Ogdensburgh (weekly edition Daily Journal, 1855)	1830
Morning Standard, d. and w., Syracuse (d. 1848)	1825	Catskill Examiner, w., Catskill	1830
Rough Notes, w., Kinderhook	1825	Journal and Republican, w., Lowville	1830
Princeton Review, bi-m., New York	1825	Quarterly Review, q., New York	1830
Jamestown Journal, d. and w., Jamestown (d. 1870)	1826	New York Evangelist, w., New York	1830
Elmira Gazette, d. and w., Elmira (d. 1859)	1826	Hempstead Inquirer, w., Hempstead	1830

NEW JERSEY.

New Jersey Journal, w., Elizabeth (weekly edition Daily Journal, 1871)	1779	New Jersey Mirror, w., Mount Holly	1818
State Gazette, d. and w., Trenton (d. 1847)	1792	National Standard, w., Salem	1819
New Brunswick Times, d. and w., New Brunswick (d. 1865) ..	1792	West Jersey Press, w., Camden	1820
Sentinel of Freedom, w., Newark (weekly edition Daily Advertiser, 1832)	1796	Monmouth Inquirer, w., Freehold	1820
True American, d. and w., Trenton (d. 1838)	1801	Somerset Messenger, w., Somerville	1822
Fredonian, d. and w., New Brunswick (d. 1855)	1811	Advocate and Times, w., Rahway	1822
Sussex Register, w., Newton	1813	Belvidere Apollo, w., Belvidere	1824
Bridgeton Chronicle, w., Bridgeton	1815	Mount Holly Herald, w., Mount Holly	1826
		Jerseyman, w., Morristown	1826
		New Jersey Herald, w., Newton	1829

PENNSYLVANIA.

North American, d. and t. w., Philadelphia (d. 1784)	1771	American Volunteer, w., Carlisle	1814
Commercial Gazette, d., w., and s. w., Pittsburgh	1786	Wahrer Demokrat, w., Lebanon (German)	1814
York Republican, w., York	1789	Examiner, w., Washington (consolidated with Review [established 1851] 1865; now Review and Examiner, w.)	1815
Franklin Repository, w., Chambersburg	1790	York Gazette, w., York	1815
Intelligencer, d. and w., Lancaster (d. 1864)	1794	Berks and Schuylkill Journal, w., Reading, (weekly edition Daily Times and Despatch, 1857)	1816
Die York Gazette, w., York (German)	1795	Doylestown Democrat, w., Doylestown	1816
Reading Adler, w., Reading (German)	1796	Columbia Spy, w., Columbia	1816
Herald and Free Press, w., Norristown (weekly edition Daily Herald, 1869)	1799	Miltonian, w., Milton	1816
Sentinel, w., Gettysburg (consolidated with Star [established 1828] 1867; now Star and Sentinel)	1800	Gettysburg Compiler, w., Gettysburg	1818
Carlisle Herald, w., Carlisle	1800	Argus, w., Beaver (consolidated with Radical 1868; now Argus and Radical)	1818
Register and Montgomery County Democrat, w., Norristown ..	1800	Westmoreland Democrat, w., Greensburgh	1818
Gazette, w., Williamsport (consolidated with Bulletin [established 1860] 1869; now Gazette and Bulletin, d. and w.) ..	1801	Gazette, w., Erie	1820
Northampton Correspondent, w., Easton (German)	1801	Lebanon Courier, w., Lebanon	1820
Bucks County Intelligencer, w., Doylestown	1804	American Journal of the Medical Sciences, q., Philadelphia ..	1820
Post, d. and w., Pittsburgh (d. 1842)	1804	Saturday Evening Post, w., Philadelphia	1821
Bedford Gazette, w., Bedford	1805	Episcopal Recorder, w., Philadelphia	1822
Genius of Liberty, w., Uniontown	1805	Selin's Grove Times, w., Selin's Grove	1822
Herald, w., Greensburgh (consolidated with Tribune [established 1870] 1872; now Tribune and Herald)	1807	Child's World, s. m., Philadelphia	1823
American Republican, d. and w., West Chester (d. 1878)	1808	Miners' Journal, d. and w., Pottsville (d. 1869)	1824
Washington Reporter, w., Washington (weekly edition Daily Evening Reporter, 1876)	1808	Evangelical Repository and Bible Teacher, m., Pittsburgh	1824
Der Volksfreund und Beobachter, w., Lancaster (German)	1808	Bauern Freund und Demokrat, w., Pennsburg, (German)	1824
Chester County Village Record, w., West Chester	1809	Sunday School World, m., Philadelphia	1824
Easton Sentinel, w., Easton	1809	Union Free Press, w., Kittaning	1825
Hanover Citizen, w., Hanover	1810	American Journal of Pharmacy, m., Philadelphia	1825
Unabhaengeriger Republikaner, w., Allentown (German)	1810	Argus, d. and w., Easton (d. 1879)	1826
Lewistown Gazette, w., Lewistown	1810	Der Pennsylvanier, w. (German), Lebanon	1826
Western Press, w., Mercer	1811	Lutheran Observer, w., Philadelphia	1826
Messenger, w., Waynesburgh	1813	Journal of the Franklin Institute, m., Philadelphia	1826
Presbyterian Banner, w., Pittsburgh	1814	Bucks County Express and Reform, w. (German), Doylestown ..	1827
		Clearfield Republican, w., Clearfield	1827
		Republican Standard, w., Uniontown	1827

PENNSYLVANIA—Continued.

Danville Intelligencer, w., Danville	1827	Philadelphia Inquirer, d. and t. w., Philadelphia	1829
Commercial List and Price Current, w., Philadelphia	1827	Coal Gazette, w., Mauch Chunk	1829
Friend, w., Philadelphia	1827	Columbia Courant, w., Columbia	1829
Messenger, w., Philadelphia	1827	Allentown Democrat, w., Allentown	1830
Somerset Herald, w., Somerset	1827	Monroe Democrat, w., Stroudsburg	1830
Examiner, w., Lancaster (consolidated with Express 1843; now Examiner and Express, d. and w.)	1828	Germantown Telegraph, w., Germantown	1830
Bedford Inquirer, w., Bedford	1828	Godey's Lady's Book and Magazine, m., Philadelphia	1830
Millheim Journal, w., Millheim	1828	Monongahela Valley Republican, w., Monongahela city	1830

DELAWARE.

Wilmington Gazette, d. and w., Wilmington (d. 1872)	1784
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MARYLAND.

Maryland Gazette, w., Annapolis	1745	American Farmer, m., Baltimore	1819
American and Commercial Advertiser, d., w., and s., Baltimore	1773	Alleghanian, w., Cumberland (weekly edition Daily Times, 1876)	1820
Easton Star, w., Easton	1800	Cambridge Chronicle, w., Cambridge	1823
Frederick Examiner, w., Frederick	1803	Kent News, w., Chestertown	1825
Maryland Republican, w., Annapolis	1809	Republican Citizen, w., Frederick	1826
Herald and Torchlight, w., Hagerstown	1814	Hagerstown Mail, w., Hagerstown	1828
Easton Gazette, w., Easton	1816		

VIRGINIA.

Alexandria Gazette, d. and t. w., Alexandria	1800	Spectator, w., Staunton	1822
Lexington Gazette, w., Lexington	1804	Rockingham Register, w., Harrisonburg	1822
Washingtonian, w., Leesburg	1805	Richmond Whig, d., w., and s. w., Richmond	1824
Shenandoah Valley, w., New Market	1806	Religious Herald, w., Richmond	1828
Virginian, d., w., and t. w., Lynchburg	1808	Farmville Mercury, w., Farmville	1829
Shenandoah Herald, w., Woodstock	1817		

NORTH CAROLINA.

Durham Recorder, w., Durham	1820	Southerner, w., Tarboro'	1822
Greensboro' Patriot, d. and w., Greensboro' (d. 1880)	18 1		

SOUTH CAROLINA.

Georgetown Times, w., Georgetown	1802	Camden Journal, w., Camden	1827
News and Courier, d., w., s., and t. w., Charleston	1803	Charleston Mercury, d. and w., Charleston (d. 1876)	1830
Enterprise and Mountaineer, w., Greenville	1824		

GEORGIA.

Chronicle and Constitutionalist, d., w., and t. w., Augusta	1785	Christian Index and Southern Baptist, w., Atlanta	1819
Southern Banner, w., Athens (weekly edition Daily Banner, 1879)	1815	Telegraph and Messenger, d. and w., Macon	1826
Union and Recorder, w., Milledgeville	1819	Enquirer-Sun, d., s., and w., Columbus (d. 1855)	1828

VERMONT.

Vermont Journal, w., Windsor	1782	Patriot, w., Montpelier (consolidated with Argus 1850; now Argus and Patriot)	1819
Herald and Globe, d. and w., Rutland (d. 1861)	1794	Vermont Chronicle, w., Montpelier	1825
Sentinel, w., Burlington (now Democrat and Sentinel)	1801	Free Press, w., Burlington (weekly edition Daily Free Press and Times, 1847)	1828
Vermont Watchman and State Journal, w., Montpelier	1805		
North Star, w., Danville	1807		

KENTUCKY.

Western Citizen, w., Paris	1809	Weekly Eagle, w., Maysville	1819
Christian Observer, w., Louisville	1813		

TENNESSEE.

Clarksville Chronicle, w., Clarksville	1808	Tribune, d. and w., Knoxville (d. 1867)	1816
American, d., s. w., and w., Nashville	1812	Review and Journal, w., Franklin	1825

OHIO.

Cincinnati Gazette, d., s. w., and w., Cincinnati	1793	Empire and Democrat, w., Dayton (weekly edition Daily Democrat, 1874)	1808
Scioto Gazette, w., Chillicothe	1800	Dayton Journal, d. and w., Dayton (d. 1840)	1808
Marietta Register, w., Marietta	1801	Herald of Gospel Liberty, w., Dayton	1808
Steubenville Herald, d. and w., Steubenville (d. 1847)	1806	Ohio Patriot, w., New Lisbon	1808
Western Star, w., Lebanon	1806		

OHIO—Continued.

Ohio Eagle, w., Lancaster	1809	Newark Advocate, w., Newark	1820
Ohio State Journal, d. and w., Columbus (d. 1840)	1811	Sandusky Register, d., t. w., and w., Sandusky (d. 1844)	1822
Western Reserve Chronicle, w., Warren	1812	Painesville Telegraph, w., Painesville	1822
Saint Clairsville Gazette, w., Saint Clairsville	1812	Salem Republican, w., Salem	1824
Belmont Chronicle, w., Saint Clairsville	1813	Coshocton Age, w., Coshocton	1824
Telegraph, w., Hamilton (weekly edition Daily News, 1879) ..	1814	Guernsey Times, w., Cambridge	1824
Springfield Republic, d., t. w., and w., Springfield (d. 1854) ..	1814	Athens Messenger, w., Athens	1825
Butler County Democrat, w., Hamilton	1814	Lancaster Gazette, w., Lancaster	1826
Canton Repository, d. and w., Canton (d. 1878)	1815	Wayne County Democrat, w., Wooster	1826
Cadiz Republican, w., Cadiz	1815	Holmes County Farmer, w., Millersburg	1828
Eaton Register, w., Eaton	1816	Marion Independent, w., Marion	1828
Union Herald, w., Circleville	1817	Clermont Sun, w., Batavia	1828
Gallipolis Journal, w., Gallipolis	1817	Star in the West, w., Cincinnati	1828
Hillsboro' Gazette, w., Hillsboro'	1818	Columbus Times, d. and w., Columbus (d. 1852)	1829
Mansfield Herald, w., Mansfield	1818	Chillicothe Advertiser, w., Chillicothe	1829
Richland Shield and Banner, w., Mansfield	1818	Fremont Journal, w., Fremont	1829
Delaware Gazette, w., Delaware	1818	Standard of the Cross, w., Cleveland	1830
Cleveland Herald, d., t. w., and w., Cleveland (d. 1835)	1819	Norwalk Reflector, w., Norwalk	1830
Tuscarawas Advocate, w., New Philadelphia	1819	Weekly Examiner, w., Bellefontaine	1830
Zanesville Courier, d. and w., Zanesville (d. 1846)	1820	Republican-Democrat, w., Ravenna	1830

LOUISIANA.

New Orleans Price Current, s. w., New Orleans	1822	L'Abouille, d. and w., New Orleans (French)	1827
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INDIANA.

Western Sun, d. and w., Vincennes (d. 1879)	1804	Indianapolis Sentinel, d. and w., Indianapolis	1824
Vevay Reveille, w., Vevay	1817	La Fayette Journal, d., s., and w., La Fayette	1829
Indianapolis Journal, d., s., and w., Indianapolis	1823		

MISSISSIPPI.

Woodville Republican, w., Woodville			1826
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FLORIDA.

Weekly Floridian, w., Tallahassee			1828
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ALABAMA.

Huntsville Advocate, w., Huntsville	1815	Morning Times, d. and w., Selma	1825
Florence Gazette, w., Florence	1819	Moulton Advertiser, w., Moulton	1827
Mobile Register, d., s., and w., Mobile (d. 1830)	1820	Advertiser and Mail, d. and w., Montgomery	1828
Huntsville Democrat, w., Huntsville	1823		

MAINE.

Portland Advertiser, d. and w., Portland	1785	American Sentinel, d. and w., Bath (weekly edition of Daily Times, 1862)	1822
Eastern Argus, d., w., and t. w., Portland (d. 1832)	1803	Kennebec Journal, d. and w., Augusta (d. 1870)	1825
Whig and Courier, d. and w., Bangor (d. 1834)	1815	Zion's Advocate, w., Portland	1828
Eastport Sentinel, w., Eastport	1818	Republican Journal w., Belfast	1829
Christian Mirror, w., Portland	1822		

MISSOURI.

Missouri Republican, d., t. w., and s., Saint Louis, (d. 1830)			1808
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ARKANSAS.

Arkansas Gazette, d. and w., Little Rock			1819
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MICHIGAN.

Monroe Commercial, w., Monroe	1825	Post and Tribune, d., w., and t. w., Detroit	1830
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DISTRICT OF COLUMBIA.

African Repository, m., Washington			1825
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WEST VIRGINIA.

Virginia Free Press, w., Charlestown	1821	South Branch Intelligencer, w., Romney	1830
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THE LAW OF NEWSPAPER GROWTH.

To the question whether the remarkable growth of the newspaper and periodical press indicated in these tables is natural and healthy and likely to continue indefinitely in a somewhat corresponding ratio I can only make answer yes, and then indicate certain limitations which have suggested themselves in the course of the investigation. The more newspapers there are in a locality the more thrifty, intelligent, and enterprising that locality is found to be. Except in metropolitan districts, however, there is a well-defined limit, having its due relations to population and the character and pursuits of that population, where too many newspapers become an impediment to the prosperity, and therefore to the usefulness of each other. There is a law of supply and demand in the matter of newspaper publication which asserts itself in due progress of time, to the control of the natural tendency to overdo newspaper printing, and it is under the operation of this law that we have the extraordinary record of newspaper suspensions during the census year—a record we have seen to be not peculiar to that year. A well-established and healthy journal lives upon the evidence it is able to give in each issue of the fact of its healthfulness, and the rivals which are constantly springing up must give, and maintain equal evidence of such fact to become permanent. When that is given, without taking from the similar condition of the earlier established sheet, the evidence is complete that the field is large enough for both or all. It is, however, a question which in many cases can only be tested by actual experience, and is being constantly tested in large and small towns at the cost of the experimenters, the law of the survival of the fittest prevailing with constantly increasing uniformity in the development of the newspaper press. Thus this investigation has demonstrated the fact that the overwhelming proportion of the newspaper suspensions of the census year were journals of recent establishment, quite frequently journals which had not yet completed a year of existence, and the exceptions to this law occur in cases where a particular newspaper is established for a particular purpose, political or otherwise, and is sustained, not from its earnings, but from the contributions of interested parties. Instances of this kind, I am led to believe, are becoming rarer as the functions of the newspaper and the conditions of financial success are more widely understood.

Is it a healthy growth?

The law of newspaper growth.

The survival of the fittest.

Accepting the rule defined as the true one, it follows that the longer a journal has been established the greater is its chance for holding its own against any and all comers. A theory of this kind cannot be demonstrated by statistics; and yet it may be somewhat fortified by the figures in Table VII, which show that 1,216 of the papers existing in 1880 were established previous to 1850, in which year the total number of periodicals was 2,526. It is a fair inference that almost precisely half of the newspapers and periodicals in existence in 1850 are still alive, but many circumstances may intervene to create exceptions to the rule of a character which it is not necessary to elaborate.

In determining the question whether this growth of newspapers is an abnormal one I know of no better rule to adopt than that laid down by the late Horace Greeley in his interesting testimony before a parliamentary committee of the English commons, appointed in 1851 to inquire into the expediency of the repeal of the stamp duty in Great Britain on newspapers and the duty on advertisements. Mr. Greeley was asked, "At what amount of population of a town in America do they first begin the publication of a weekly newspaper, and also a daily newspaper?" He answered the question as follows:

Horace Greeley on the law of newspaper growth.

With regard to newspapers, the general rule is that each town will have one. In all the free states, if a county has a population of 20,000 it has two newspapers—one of each party. The general average is about one local journal in the agricultural counties for 10,000 inhabitants. A county containing 50,000 has five journals, which are weekly papers; and when a town grows to have as many as 15,000 inhabitants, or thereabout, then it has a daily paper. Sometimes that is the case when it has as few as 10,000. It depends much on the business of the place, but 15,000 may be stated as the average at which a daily paper commences. At 20,000 they have two, and so on. In central towns, like Buffalo, Rochester, Troy, and such towns, they have from three to five daily journals, each of which prints a weekly or semi-weekly journal.

As a general statement of the case Mr. Greeley's diagnosis is nearly as accurate for to-day as it was thirty years ago. "Each town will have one" about as soon as it concentrates sufficient business to keep a respectable job-printing office alive. (a) In the agricultural counties the county-seat is generally the location of two weekly papers, which make it a point to collect the vicinity news of such other outlying towns as are in the county. The location at the county-seat has certain advantages in the way of official and other printing which make it always the first point in a newly developing locality for the establishing of newspapers unless there are commercial reasons which tend to carry population and business away from the county-seat, such as the location on a railroad or navigable stream. The number of weekly journals rarely gets above three in a town without the appearance of a daily there, and it is the competition of the weekly papers which frequently supplies a town with two dailies before it has amassed sufficient nutriment for the sustenance of one.

As to weeklies.

As to dailies.

a There are numerous notable exceptions to this statement, as may be illustrated by the returns from Massachusetts. The town of Chicheepee, in that state, with a population of 11,286, has no newspaper. Malden, with a population of 12,017, has but one newspaper, a weekly. On the other hand, Berlin, with a population of 977, Bolton, with a population of 903, and Shrewsbury, with a population of 1,500, each had a weekly newspaper, which was printed in another town, however, in the case of Berlin and Bolton. Ayer, with a population of 1,881, and Yarmouth, with a population of 2,173, each had two newspapers. Andover, Blackstone, Montague, Millbury, West Springfield, and North Bridgewater, with over 4,000 population each, had no weekly newspapers. Quincy, Weymouth, and Milford, with over 9,000 population each, had but one weekly newspaper each.

Geographical and commercial configurations have much to do with these things. There are many towns in the United States of from 15,000 to 20,000 inhabitants which are still without a daily newspaper, and it is to be observed that they are almost invariably located in the eastern or middle states. Striking illustrations are Pittsfield, Massachusetts, with 13,364 population; Gloucester, Massachusetts, with 19,329; Holyoke, Massachusetts, with 21,915; Hoboken, New Jersey, with 30,999; Watervliet, New York, with 22,220; Norwalk, Connecticut, with 13,956; Chelsea, Massachusetts, with 21,782; Pawtucket, Rhode Island, with 19,030, and Yonkers, New York, with 18,892. These large towns without daily newspapers generally belong in one or the other of two categories: they are given up to manufacturing chiefly, or they are places of suburban residence for the population of large contiguous cities. Very frequently the manufacturing towns are immediately abutting large cities, from which they obtain their daily papers quite as early as they are distributed in the city of publication, and of much better quality than home enterprise can supply. This is the case in all the towns of suburban residence. This class of towns is rare in the western states, the towns there being more widely separated in distance as well as in interests, and not accessible to early editions of the better newspapers of the large cities.

Geographical and commercial limitations.

Large towns without dailies.

Different conditions in the western states.

In the interval since Mr. Greeley made his estimate the size of the town in which a daily will make its appearance on the average has been very considerably decreased. This fact is illustrated in detail by the following table, prepared for that purpose. It is a table which shows every city and town, with its population, in which one or more daily papers were printed in the census year:

A LIST OF THE COUNTIES AND TOWNS IN THE SEVERAL STATES AND TERRITORIES IN WHICH DAILY NEWSPAPERS WERE PUBLISHED, WITH THE POPULATION AND NUMBER OF PAPERS IN EACH.

NOTE.—In contrast with the facts presented in this table, the following prediction, from James Grant's *History of the English Newspaper Press*, published in 1872, is suggestive: "I look forward with complete confidence to the publication, within the next ten years, throughout the British kingdom of daily papers in every town containing a population of 20,000." Mr. Grant's prediction, it is proper to add, is in no danger of verification, notwithstanding the fact that since he wrote the weekly provincial press of England has continued to develop rapidly into twice-a-week papers, and from twice-a-week papers into dailies. At the time Mr. Grant wrote there were still very many large provincial English towns without dailies. Portsmouth, for instance, with a population of 120,000, was served by one semi-weekly and one weekly paper. It had in 1880 one daily (evening), established in 1877, and two semi-weekly papers. The city of Dover, Kent county, England, population 30,000, had no daily at that time. It possessed but five weeklies in 1872, and in 1880, still without a daily, it had but four weeklies. Hastings, Sussex county, with a population of 30,000, supports no less than nine weeklies (most of them published either on Friday or Saturday) and no daily. Southampton, population 58,000, had in 1880 nine weeklies, one semi-weekly, and no daily. (See post, list of thirty-six English towns, with populations exceeding 20,000, in which no daily is published.) In somewhat singular contrast to Mr. Grant's prediction is his statement elsewhere, in referring to the establishment of the Brighton *Daily News* in 1868, that "it was a bold experiment to seek to establish a daily paper in a town whose population at the time did not much exceed 70,000, and for the first two or three years it appeared doubtful whether it would succeed".

Location.	Population.	Number of dailies published.	Location.	Population.	Number of dailies published.
ALABAMA.			CALIFORNIA—Continued.		
DALLAS COUNTY.....	48,433		NAPA COUNTY.....	13,235	
Selma.....	7,529	1	Napa City.....	3,731	2
MOBILE COUNTY.....	48,653		NEVADA COUNTY.....	20,823	
Mobile.....	29,132	3	Grass Valley.....	Not separated.	1
MONTGOMERY COUNTY.....	52,356		Nevada City.....	4,022	1
Montgomery.....	16,713	2	SACRAMENTO COUNTY.....	34,390	
Total.....		6	Sacramento.....	21,420	4
ARIZONA.			SAN BERNARDINO COUNTY.....	7,780	
MARICOPA COUNTY.....	5,689		San Bernardino.....	1,073	1
Phoenix.....	1,708	1	SAN DIEGO COUNTY.....	8,618	
PIMA COUNTY.....	17,006		San Diego.....	2,637	2
Tombstone.....	973	2	SAN FRANCISCO COUNTY.....	233,950	
Tucson.....	7,007	2	San Francisco.....	233,950	21
YAVAPI COUNTY.....	5,013		SAN JOAQUIN COUNTY.....	24,349	
Prescott.....	1,836	1	Stockton.....	10,282	2
Total.....		6	SANTA BARBARA COUNTY.....	9,513	
ARKANSAS.			Santa Barbara.....	3,460	1
GARLAND COUNTY.....	9,023		SANTA CLARA COUNTY.....	35,089	
Hot Springs.....	3,554	2	San Jose.....	12,507	4
PHILLIPS COUNTY.....	21,262		SOLANO COUNTY.....	18,475	
Helena.....	3,652	2	Vallejo.....	5,987	3
PULASKI COUNTY.....	32,616		SONOMA COUNTY.....	25,926	
Little Rock.....	13,138	2	Santa Rosa.....	3,616	1
Total.....		6	TEHAMA COUNTY.....	9,301	
CALIFORNIA.			Red Bluff.....	2,106	2
ALAMEDA COUNTY.....	62,976		YOLO COUNTY.....	11,772	
Oakland.....	34,565	2	Woodland.....	2,257	1
HUMBOLDT COUNTY.....	15,512		YUBA COUNTY.....	11,284	
Eureka.....	2,639	3	Marysville.....	4,321	1
LOS ANGELES COUNTY.....	33,381		Total.....		58
Los Angeles.....	11,183	4	COLORADO.		
MONO COUNTY.....	7,499		ARAPAHOE COUNTY.....	38,644	
Redic.....	2,712	2	Denver.....	15,029	

A LIST OF THE COUNTIES AND TOWNS IN WHICH DAILY NEWSPAPERS WERE PUBLISHED, ETC.—Continued.

Location.	Population.	Number of dailies published.	Location.	Population.	Number of dailies published.
COLORADO—Continued.			ILLINOIS.		
CUSTER COUNTY.....	8,080	ADAMS COUNTY.....	59,135
Silver Cliff.....	5,040	2	Quincy.....	27,268	4
EL PASO COUNTY.....	7,949	ALEXANDER COUNTY.....	14,808
Colorado Springs.....	4,226	1	Cairo.....	9,011	3
GILPIN COUNTY.....	6,499	COLES COUNTY.....	27,042
Central City.....	2,026	1	Mattoon.....	5,737	1
LAKE COUNTY.....	23,563	COOK COUNTY.....	607,524
Leadville.....	14,820	0	Chicago.....	503,185	18
LAS ANIMAS COUNTY.....	8,903	DE KALB COUNTY.....	26,768
Trinidad.....	2,226	1	Sycamore.....	3,028	1
PUEBLO COUNTY.....	7,617	HANCOCK COUNTY.....	35,337
Pueblo.....	3,217	2	Warsaw.....	3,105	1
Total.....	19	JO DAVIES COUNTY.....	27,528
CONNECTICUT.			Galena.....	6,451	1
FAIRFIELD COUNTY.....	112,042	KANE COUNTY.....	44,030
Bridgeport.....	27,043	3	Aurora.....	11,873	2
HARTFORD COUNTY.....	125,382	Elgin.....	8,787	2
Hartford.....	42,015	3	KNOX COUNTY.....	38,344
NEW HAVEN COUNTY.....	156,523	Galesburg.....	11,487	2
Meriden.....	15,540	2	LA SALLE COUNTY.....	70,408
New Haven.....	62,882	6	Ottawa.....	7,834	3
Waterbury.....	17,806	1	LOGAN COUNTY.....	25,037
NEW LONDON COUNTY.....	73,152	Lincoln.....	5,039	2
New London.....	10,537	1	MCGLEAN COUNTY.....	60,100
Norwich.....	15,112	1	Bloomington.....	17,180	2
Total.....	17	MACON COUNTY.....	30,065
DAKOTA.			Decatur.....	9,547	2
BURLEIGH COUNTY.....	3,240	MADISON COUNTY.....	50,126
Bismarck.....	1,758	1	Alton.....	8,975	2
CASS COUNTY.....	8,998	MORGAN COUNTY.....	31,514
Fargo.....	2,693	1	Jacksonville.....	10,927	1
LAWRENCE COUNTY.....	13,248	PEORIA COUNTY.....	55,355
Central.....	1,008	1	Peoria.....	20,259	6
Deadwood.....	3,777	4	ROCK ISLAND COUNTY.....	38,302
Lead City.....	1,437	1	Moline.....	7,800	1
YANKTON COUNTY.....	8,390	Rock Island.....	11,659	2
Yankton.....	3,431	1	SAINT CLAIR COUNTY.....	61,806
Total.....	9	Belleville.....	10,683	3
DELAWARE.			SANGAMON COUNTY.....	52,394
NEW CASTLE COUNTY.....	77,710	Springfield.....	19,743	4
Wilmington.....	42,478	5	STEPHENSON COUNTY.....	31,963
DISTRICT OF COLUMBIA.			Freeport.....	8,516	2
Washington.....	147,293	5	VERMILION COUNTY.....	41,638
FLORIDA.			Danville.....	7,733	3
DUVAL COUNTY.....	19,431	WILL COUNTY.....	53,422
Jacksonville.....	7,650	3	Joliet.....	11,667	4
GEORGIA.			WINNEBAGO COUNTY.....	30,505
BIBB COUNTY.....	27,147	Rockford.....	13,129	3
Macon.....	12,743	2	Total.....	74
CHATHAM COUNTY.....	45,028	INDIANA.		
Savannah.....	30,700	3	ALLEN COUNTY.....	54,763
CLARKE COUNTY.....	11,702	Fort Wayne.....	26,880	4
Athens.....	6,099	1	BARTHOLOMEW COUNTY.....	22,777
DOUGHERTY COUNTY.....	12,622	Columbus.....	4,813	2
Albany.....	3,216	1	CASS COUNTY.....	27,611
FLOYD COUNTY.....	24,418	Logansport.....	11,193	2
Rome.....	3,877	2	CLARK COUNTY.....	28,610
FULTON COUNTY.....	49,137	Jeffersonville.....	9,357	2
Atlanta.....	37,409	2	DELAWARE COUNTY.....	22,926
MUSCOGEE COUNTY.....	19,322	Muncie.....	5,210	1
Columbus.....	10,123	2	ELKHART COUNTY.....	33,454
RICHMOND COUNTY.....	34,605	Elkhart.....	6,953	1
Augusta.....	21,891	2	FLOYD COUNTY.....	24,500
SPALDING COUNTY.....	12,585	New Albany.....	16,423	1
Griffin.....	3,620	1	JACKSON COUNTY.....	23,050
Total.....	16	Seymour.....	4,250	2

A LIST OF THE COUNTIES AND TOWNS IN WHICH DAILY NEWSPAPERS WERE PUBLISHED, ETC.—Continued.

Location.	Population.	Number of dailies published.	Location.	Population.	Number of dailies published.
INDIANA—Continued.			KANSAS—Continued.		
JEFFERSON COUNTY.....	25,977		DOUGLAS COUNTY.....	21,700	
Madison.....	8,945	2	Lawrence.....	8,510	3
JOHNSON COUNTY.....	19,537		FRANKLIN COUNTY.....	16,797	
Franklin.....	3,116	1	Ottawa.....	4,032	2
KNOX COUNTY.....	26,324		LEAVENWORTH COUNTY.....	32,855	
Vincennes.....	7,680	1	Leavenworth.....	16,546	4
MARION COUNTY.....	102,782		LYON COUNTY.....	17,320	
Indianapolis.....	75,056	4	Emporia.....	4,681	1
MONTGOMERY COUNTY.....	27,816		SEDGWICK COUNTY.....	18,753	
Crawfordsville.....	5,251	1	Wichita.....	4,911	1
SAINT JOSEPH COUNTY.....	33,178		SHAWNEE COUNTY.....	29,093	
South Bend.....	13,280	2	Topeka.....	15,452	4
SHELBY COUNTY.....	25,257		Total.....		20
Shelbyville.....	3,745	1	KENTUCKY.		
TIPPECANOE COUNTY.....	35,966		FAYETTE COUNTY.....	29,023	
La Fayette.....	14,860	3	Lexington.....	16,650	2
VANDERBURGH COUNTY.....	42,193		FRANKLIN COUNTY.....	18,699	
Evansville.....	29,280	5	Frankfort.....	6,958	1
VIGO COUNTY.....	45,653		JEFFERSON COUNTY.....	146,010	
Terre Haute.....	26,042	3	Louisville.....	123,758	5
WAYNE COUNTY.....	33,613		KENTON COUNTY.....	43,983	
Richmond.....	12,742	2	Covington.....	29,720	1
Total.....		40	MCCRACKEN COUNTY.....	16,262	
IOWA.			Paducah.....	8,036	2
CASS COUNTY.....	16,943		Total.....		11
Atlantic.....	3,662	1	LOUISIANA.		
CLINTON COUNTY.....	36,763		CADDO PARISH.....	26,296	
Clinton.....	9,052	1	Shreveport.....	8,009	2
DES MOINES COUNTY.....	33,099		EAST BATON ROUGE PARISH.....	19,966	
Burlington.....	19,450	3	Baton Rouge.....	7,197	1
DUBUQUE COUNTY.....	42,996		ORLEANS PARISH.....	216,090	
Dubuque.....	22,254	3	New Orleans.....	216,090	10
HENRY COUNTY.....	20,886		Total.....		13
Mount Pleasant.....	4,410	2	MAINE.		
JOHNSON COUNTY.....	25,429		ANDROSCOGGIN COUNTY.....	45,042	
Iowa city.....	7,123	2	Lewiston.....	19,083	2
LEE COUNTY.....	34,859		CUMBERLAND COUNTY.....	86,359	
Keokuk.....	12,117	2	Portland.....	33,810	5
LINN COUNTY.....	37,237		KENNEBEC COUNTY.....	53,058	
Cedar Rapids.....	10,104	2	Augusta.....	8,665	1
LUCAS COUNTY.....	14,530		PENOBSCOT COUNTY.....	70,470	
Chariton.....	2,977	1	Bangor.....	16,856	2
MARSHALL COUNTY.....	23,752		SAGadahOC COUNTY.....	19,272	
Marshall.....	6,240	1	Bath.....	7,874	1
MUSCATINE COUNTY.....	23,170		YORK COUNTY.....	62,257	
Muscatine.....	8,295	2	Biddeford.....	12,651	1
POLK COUNTY.....	42,395		Total.....		12
Des Moines.....	22,408	2	MARYLAND.		
POTTAWATTAMIE COUNTY.....	39,850		ALLEGANY COUNTY.....	38,012	
Council Bluffs.....	18,063	2	Cumberland.....	10,693	2
SCOTT COUNTY.....	41,260		ANNE ARUNDEL COUNTY.....	28,528	
Davenport.....	21,831	4	Annapolis.....	6,642	1
WAPELLO COUNTY.....	25,285		BALTIMORE CITY.....	332,313	9
Ottumwa.....	9,004	1	FREDERICK COUNTY.....	50,482	
WOODBURY COUNTY.....	14,996		Frederick.....	8,659	1
Sioux City.....	7,366	1	WASHINGTON COUNTY.....	38,561	
Total.....		30	Hagerstown.....	6,627	2
KANSAS.			Total.....		15
ATCHISON COUNTY.....	26,668		MASSACHUSETTS.		
Atchison.....	15,105	2	BRISTOL COUNTY.....	139,040	
BOURBON COUNTY.....	19,591		Fall River.....	48,061	4
Fort Scott.....	5,372	1	New Bedford.....	26,845	2
CHEROKEE COUNTY.....	21,905		Taunton.....	21,213	1
Galena.....	1,463	1			
COWLEY COUNTY.....	21,538				
Winfield.....	2,844	1			

A LIST OF THE COUNTIES AND TOWNS IN WHICH DAILY NEWSPAPERS WERE PUBLISHED, ETC.—Continued.

Location.	Population.	Number of dailies published.	Location.	Population.	Number of dailies published.
MASSACHUSETTS—Continued.			MISSOURI.		
ESSEX COUNTY	244,595		AUDRAIN COUNTY	19,732	
Haverhill	18,472	3	Mexico City	3,835	2
Lawrence	30,151	2	BUCHANAN COUNTY	40,792	
Lynn	38,274	1	Saint Joseph	32,431	4
Newburyport	13,538	1	COLE COUNTY	15,515	
HAMPDEN COUNTY	104,142		Jefferson City	5,271	3
Springfield	33,340	3	GREENE COUNTY	23,801	
MIDDLESEX COUNTY	317,830		Springfield	6,522	1
Cambridge	52,600	2	JACKSON COUNTY	82,325	
Lowell	50,475	4	Kansas City	55,785	0
PLYMOUTH COUNTY	74,018		JASPER COUNTY	32,010	
Brookton	13,608	1	Carthage	4,107	2
SUFFOLK COUNTY	387,927		Joplin	7,038	3
Boston	302,830	11	JOHNSON COUNTY	28,172	
WORCESTER COUNTY	226,897		Holden	2,014	1
Fitchburg	12,420	1	Warrensburg	4,040	1
Worcester	58,291	3	MARION COUNTY	24,837	
Total		30	Hannibal	11,074	3
MICHIGAN.			NEWTON COUNTY	18,947	
BAY COUNTY	38,081		Neosho	1,031	1
Bay	20,693	3	PETTIS COUNTY	27,271	
BERRIEN COUNTY	36,785		Sedalia	9,501	3
Saint Joseph	2,603	1	RANDOLPH COUNTY	22,751	
CALHOUN COUNTY	38,452		Moberly	6,070	3
Battle Creek	7,063	2	SAINT LOUIS CITY	350,518	0
Marshall	3,795	1	SALINE COUNTY	20,011	
CASS COUNTY	22,009		Marshall	2,701	1
Dowagiac	2,100	1	Total		43
IONIA COUNTY	33,872		MONTANA.		
Ionia	4,100	1	DEER LODGE COUNTY	8,870	
JACKSON COUNTY	42,031		Butte City	3,303	1
Jackson	16,165	2	LEWIS AND CLARKE COUNTY	6,521	
KALAMAZOO COUNTY	34,342		Helena	3,624	3
Kalamazoo	8,057	2	Total		4
KENT COUNTY	73,253		NEBRASKA.		
Grand Rapids	32,016	4	CASS COUNTY	10,633	
LENAWEE COUNTY	48,343		Plattsmouth	4,175	1
Adrian	7,840	1	DODGE COUNTY	11,263	
MONTCALM COUNTY	33,148		Fremont	3,013	1
Greenville	3,144	2	DOUGLAS COUNTY	37,045	
MUSKEGON COUNTY	26,586		Omaha	30,518	6
Muskegon	11,262	1	HALL COUNTY	8,572	
SAINT CLAIR COUNTY	46,197		Grand Island	2,003	1
Port Huron	8,893	3	LANCASTER COUNTY	28,090	
SAGINAW COUNTY	50,095		Lincoln	13,003	3
East Saginaw	19,016	2	OTOE COUNTY	15,727	
Saginaw	10,525	1	Nebraska	4,183	3
WAYNE COUNTY	166,444		Total		15
Detroit	116,340	6	NEVADA.		
Total		33	ELKO COUNTY	5,716	
MINNESOTA.			Elko	752	1
HENNEPIN COUNTY	67,013		Tuscarora	1,364	1
Minneapolis	46,887	3	EUREKA COUNTY	7,036	
RAMSEY COUNTY	45,890		Eureka	4,207	2
Saint Paul	41,473	0	HUMBOLDT COUNTY	3,480	
WINONA COUNTY	27,197		Winnemucca	768	1
Winona	10,208	1	LANDER COUNTY	3,024	
Total		10	Austin City	1,679	1
MISSISSIPPI.			ORMSBY COUNTY	5,412	
ADAMS COUNTY	23,649		Carson City	4,229	3
Natchez	7,058	2	STOREY COUNTY	16,115	
LAUDERDALE COUNTY	21,501		Gold Hill	4,531	1
Meridian	4,008	1	Virginia City	10,017	2
WARREN COUNTY	31,238		WASHOE COUNTY	5,064	
Vicksburg	11,814	2	Reno	1,302	2
Total		5	Total		14

A LIST OF THE COUNTIES AND TOWNS IN WHICH DAILY NEWSPAPERS WERE PUBLISHED, ETC.—Continued.

Location.	Population.	Number of dailies published.	Location.	Population.	Number of dailies published.
NEW HAMPSHIRE.			NEW YORK—Continued.		
HILLSBOROUGH COUNTY.....	75,634		MONROE COUNTY.....	144,903	
Manchester.....	32,630	3	Rochester.....	89,366	7
Nashua.....	13,397	2	MONTGOMERY COUNTY.....	38,315	
MERRIMACK COUNTY.....	46,300		Amsterdam.....	9,408	1
Concord.....	13,843	2	NEW YORK COUNTY.....	1,206,299	
ROCKINGHAM COUNTY.....	49,064		New York.....	1,206,200	29
Portsmouth.....	9,690	2	NIAGARA COUNTY.....	54,173	
STRAFFORD COUNTY.....	35,558		Lockport.....	13,522	2
Dover.....	11,687	1	ONEIDA COUNTY.....	115,475	
Total.....		10	Utica.....	33,914	2
NEW JERSEY.			ONONDAGA COUNTY.....	117,893	
CAMDEN COUNTY.....	62,942		Syracuse.....	51,792	4
Camden.....	41,659	1	ORANGE COUNTY.....	88,220	
CUMBERLAND COUNTY.....	37,687		Middletown.....	8,494	2
Bridgeton.....	8,722	1	Newburgh.....	18,040	2
Vineland.....	2,519	2	Port Jervis.....	8,678	1
ESSEX COUNTY.....	189,020		OSWEGO COUNTY.....	77,911	
Newark.....	136,508	6	Oswego.....	21,116	2
HUDSON COUNTY.....	187,944		QUEENS COUNTY.....	90,574	
Jersey City.....	120,722	2	Flushing.....	6,683	2
MERCER COUNTY.....	58,061		Long Island city.....	17,129	2
Trenton.....	29,910	5	RENSSELAER COUNTY.....	115,328	
MIDDLESEX COUNTY.....	52,286		Troy.....	56,747	4
New Brunswick.....	17,106	3	SAINT LAWRENCE COUNTY.....	85,997	
PASSAIC COUNTY.....	68,860		Ogdensburg.....	10,341	1
Passaic.....	6,532	1	SARATOGA COUNTY.....	55,156	
Paterson.....	51,031	2	Saratoga Springs.....	8,421	1
UNION COUNTY.....	55,571		SCHENECTADY COUNTY.....	23,538	
Elizabeth.....	28,229	3	Schenectady.....	13,055	8
Plainfield.....	8,125	1	STEBEN COUNTY.....	77,586	
Total.....		27	Hornellsville.....	8,195	2
NEW MEXICO.			TIoga COUNTY.....	32,673	
SAN MIGUEL COUNTY.....	20,638		Owego.....	5,525	1
Las Vegas.....	Not separated.	2	TOMPKINS COUNTY.....	34,445	
SANTA FÉ COUNTY.....	10,867		Ithaca.....	9,105	1
Santa Fé.....	6,635	1	ULSTER COUNTY.....	85,838	
Total.....		3	Kingston.....	18,344	2
NEW YORK.			Saugerties.....	3,923	1
ALBANY COUNTY.....	154,890		WARREN COUNTY.....	25,179	
Albany.....	90,758	8	Glen Falls.....	4,900	1
Cohoes.....	19,416	1	WASHINGTON COUNTY.....	47,871	
BROOME COUNTY.....	49,483		Granville.....	1,071	1
Binghamton.....	17,317	3	Total.....		115
CATTARAUGUS COUNTY.....	55,306		NORTH CAROLINA.		
Olean.....	3,036	1	GRAVEN COUNTY.....	19,729	
CAYUGA COUNTY.....	65,081		New Berne.....	6,443	2
Auburn.....	21,924	3	GUILFORD COUNTY.....	23,585	
CHAUTAUQUA COUNTY.....	65,342		Greensboro.....	2,105	1
Jamestown.....	9,357	1	HALIFAX COUNTY.....	30,300	
CHEMUNG COUNTY.....	43,065		Weldon.....	932	1
Elmira.....	20,541	4	MECKLENBURG COUNTY.....	34,175	
COLUMBIA COUNTY.....	47,928		Charlotte.....	7,094	3
Hudson.....	8,070	2	NEW HANOVER COUNTY.....	21,376	
DUCHESS COUNTY.....	79,184		Wilmington.....	17,350	2
Poughkeepsie.....	20,207	3	PASQUOTANK COUNTY.....	10,369	
ERIE COUNTY.....	219,884		Elizabeth City.....	2,315	1
Buffalo.....	155,134	7	WAKE COUNTY.....	47,939	
GENESSEE COUNTY.....	32,306		Raleigh.....	9,265	3
Batavia.....	4,845	1	Total.....		13
GREENE COUNTY.....	32,635		OHIO.		
Catskill.....	4,320	1	BELMONT COUNTY.....	49,638	
JEFFERSON COUNTY.....	66,103		Bellaire.....	8,025	1
Watertown.....	10,697	2	BUTLER COUNTY.....	42,579	
KINGS COUNTY.....	599,495		Hamilton.....	12,122	1
Brooklyn.....	566,663	4	CHAMPAIGN COUNTY.....	27,817	
			Urbana.....	6,252	2

A LIST OF THE COUNTIES AND TOWNS IN WHICH DAILY NEWSPAPERS WERE PUBLISHED, ETC.—Continued.

Location.	Population.	Number of dailies published.	Location.	Population.	Number of dailies published.
OHIO—Continued.			PENNSYLVANIA—Continued.		
CLARKE COUNTY.....	41,948	LANCASTER COUNTY.....	139,447
Springfield.....	20,730	4	Lancaster.....	25,760	3
CUYAHOGA COUNTY.....	196,943	LAWRENCE COUNTY.....	33,312
Cleveland.....	160,146	8	New Castle.....	8,418	2
DELAWARE COUNTY.....	27,381	LEBANON COUNTY.....	38,476
Delaware.....	6,894	1	Lebanon.....	8,778	2
ERIE COUNTY.....	32,040	LEHIGH COUNTY.....	65,969
Sandusky.....	15,838	1	Allentown.....	18,063	2
FRANKLIN COUNTY.....	80,797	LUZERNE COUNTY.....	133,065
Columbus.....	51,047	6	Hazleton.....	6,935	2
HAMILTON COUNTY.....	313,374	Pittston.....	7,472	1
Cincinnati.....	255,139	12	Wilkesbarre.....	23,339	4
JEFFERSON COUNTY.....	33,018	LYCOMING COUNTY.....	57,486
Steubenville.....	12,093	2	Williamsport.....	18,934	2
LUCAS COUNTY.....	67,377	MCKEAN COUNTY.....	42,565
Toledo.....	50,137	4	Bradford.....	9,197	2
MAHONING COUNTY.....	42,871	MERCER COUNTY.....	50,161
Youngstown.....	15,435	2	Sharon.....	5,084	1
MONTGOMERY COUNTY.....	78,550	MONTGOMERY COUNTY.....	96,494
Dayton.....	38,678	5	Northstown.....	13,063	1
MUSKINGUM COUNTY.....	49,774	Pottstown.....	5,305	1
Zanesville.....	18,113	3	NORTHAMPTON COUNTY.....	79,312
SENECA COUNTY.....	30,947	Bethlehem.....	5,193	1
Tiffin.....	7,870	1	Easton.....	11,924	3
STARK COUNTY.....	64,031	NORTHUMBERLAND COUNTY.....	53,123
Canton.....	12,258	1	Milton.....	2,102	1
SUMMIT COUNTY.....	43,788	Sunbury.....	4,077	1
Akron.....	10,512	2	PHILADELPHIA COUNTY.....	847,170
Total.....	50	Philadelphia.....	847,170	24
OREGON.			SCHUYLKILL COUNTY.....	120,974
CLATSOP COUNTY.....	7,222	Pottsville.....	13,253	2
Astoria.....	2,303	1	VENANGO COUNTY.....	43,670
MARION COUNTY.....	14,576	Oil City.....	7,315	1
Salem.....	2,538	2	WASHINGTON COUNTY.....	55,418
MULTNOMAH COUNTY.....	25,203	Washington.....	4,292	1
Portland.....	17,577	4	YORK COUNTY.....	37,841
Total.....	7	York.....	13,940	2
PENNSYLVANIA.			Total.....	93
ALLEGHENY COUNTY.....	355,869	RHODE ISLAND.		
Allegheny.....	78,682	1	NEWPORT COUNTY.....	24,180
McKeesport.....	8,212	1	Newport.....	15,698	1
Pittsburgh.....	156,980	9	PROVIDENCE COUNTY.....	197,874
BERKS COUNTY.....	122,597	Providence.....	104,857	5
Reading.....	43,278	4	Woonsocket.....	16,050	2
BLAIR COUNTY.....	52,740	Total.....	8
Altoona.....	19,710	3	SOUTH CAROLINA.		
BRADFORD COUNTY.....	58,541	CHARLESTON COUNTY.....	102,800
Towanda.....	8,814	2	Charleston.....	49,934	2
CAMBRIA COUNTY.....	46,811	GREENVILLE COUNTY.....	37,496
Johnstown.....	8,330	1	Greenville.....	6,160	1
CHESTER COUNTY.....	83,481	RICHLAND COUNTY.....	28,573
West Chester.....	7,046	2	Columbia.....	10,036	1
CLINTON COUNTY.....	26,278	Total.....	4
Lock Haven.....	5,845	1	TENNESSEE.		
CRAWFORD COUNTY.....	68,607	DAVIDSON COUNTY.....	79,026
Meadville.....	8,860	2	Nashville.....	43,350	3
Titusville.....	9,046	1	HAMILTON COUNTY.....	23,642
DAUPHIN COUNTY.....	76,143	Chattanooga.....	12,392	1
Harrisburg.....	30,762	3	KNOX COUNTY.....	39,124
DELAWARE COUNTY.....	56,101	Knoxville.....	9,693	3
Chester.....	14,997	2	MADISON COUNTY.....	30,874
ERIE COUNTY.....	74,688	Jackson.....	5,377	1
Erie.....	27,737	3	SHELBY COUNTY.....	73,430
FRANKLIN COUNTY.....	49,855	Memphis.....	33,592	4
Chambersburg.....	6,877	1	Total.....	12
LACKAWANNA COUNTY.....	89,269			
Scranton.....	45,850	3			

A LIST OF THE COUNTIES AND TOWNS IN WHICH DAILY NEWSPAPERS WERE PUBLISHED, ETC.—Continued.

Location.	Population.	Number of dailies published.	Location.	Population.	Number of dailies published.
TEXAS.			VIRGINIA—Continued.		
BEXAR COUNTY	30,470		NORFOLK COUNTY	58,657	
San Antonio	20,550	4	Norfolk	21,966	4
CAMERON COUNTY	14,950		Portsmouth	11,390	2
Brownsville	4,938	1	PITTSYLVANIA COUNTY	52,589	
COOKE COUNTY	20,391		Danville	7,526	2
Gainesville	2,667	1	Total		20
DALLAS COUNTY	33,488		WASHINGTON.		
Dallas	10,358	3	KING COUNTY	6,910	
GALVESTON COUNTY	24,121		Seattle	3,533	2
Galveston	22,248	3	PIERCE COUNTY	3,319	
GRAYSON COUNTY	38,108		Tacoma	1,098	1
Denison	3,975	2	WALLA WALLA COUNTY	8,716	
Sherman	6,093	2	Walla Walla	3,588	1
HARRIS COUNTY	27,985		Total		4
Houston	16,513	3	WEST VIRGINIA.		
MCLENNAN COUNTY	26,934		OHIO COUNTY	37,457	
Waco	7,295	3	Wheeling	30,737	2
MARION COUNTY	10,983		Total		2
Jefferson	3,260	1	WISCONSIN..		
TARRANT COUNTY	24,671		BROWN COUNTY	34,078	
Fort Worth	6,663	2	Green Bay	7,404	1
TRAVIS COUNTY	27,028		DANE COUNTY	53,233	
Austin	11,013	3	Madison	10,324	2
WASHINGTON COUNTY	27,565		EAU CLAIRE COUNTY	19,903	
Brenham	4,101	2	Eau Claire	10,119	1
Total		30	FOND DU LAC COUNTY	46,850	
UTAH.			Fond du Lac	13,094	1
SALT LAKE COUNTY	31,977		GREEN COUNTY	21,729	
Salt Lake City	20,768	3	Monroe	4,195	1
WEBER COUNTY	12,344		LA CROSSE COUNTY	27,073	
Ogden	6,069	2	La Crosse	14,505	3
Total		5	MILWAUKEE COUNTY	138,537	
VERMONT.			Milwaukee	115,587	7
CHITTENDEN COUNTY	32,792		RACINE COUNTY	30,922	
Burlington	11,365	2	Racine	16,031	1
FRANKLIN COUNTY	30,225		ROCK COUNTY	38,823	
Saint Albans	7,193	2	Janesville	9,018	3
RUTLAND COUNTY	41,829		WINNEBAGO COUNTY	42,740	
Rutland	7,502	1	Oshkosh	15,748	1
Total		5	Total		21
VIRGINIA.			WYOMING.		
ALEXANDRIA COUNTY	17,546		ALBANY COUNTY	4,626	
Alexandria	13,659	1	Laramie	2,666	1
CAMPBELL COUNTY	36,250		LARAMIE COUNTY	6,409	
Lynchburg	15,959	2	Cheyenne	3,456	2
DUNWIDDIE COUNTY	32,370		Total		3
Petersburg	21,656	2			
HENRICO COUNTY	82,703				
Richmond	63,000	7			

THE LOCATION OF THE DAILY NEWSPAPER PRESS.

It appears from the preceding table that the 971 daily newspapers of the census year were published in 389 towns or cities, which makes an average of $2\frac{1}{2}$ to each of these towns or cities. The strange anomaly is here discovered of towns of less than 4,000 inhabitants where two and sometimes three daily papers were published. The smallest town in the United States in which a daily paper was published was Elko, Nevada, with a population of 752. The smallest town in which two daily papers were published was Tombstone, Arizona, with a population of 973. The enterprising publishers of the latter town are doubtless confident that it will grow up to their stature. In California the town of Eureka, population 2,639, had three daily papers, and the town of Red Bluff, population 2,106, two daily papers. Galena, Kansas, had one daily for a population of 1,463; Greenville, Michigan, two dailies for a population of 3,144; Olean, New York, one daily

Average number of dailies in cities.

for a population of 3,036; Winnemucca, Nevada, one daily for a population of 763; and Milton, Pennsylvania, one daily for a population of 2,102. These are the most striking instances of daily publications in small towns. The table may be taken as establishing another conclusion, reached elsewhere in this report: that the tendency is not to the increase in the number of daily newspapers as the size of the city increases, but rather to the increase in the circulation of those already existing. Thus, Kansas City, with 55,785 inhabitants, had six daily papers in the census year, which is one more than Louisville, Kentucky, with 123,758, sustained. It is not necessary to add that in every instance where a city is overstocked with daily newspapers the fact is at once evident upon an inspection of the issues that come from their presses and a comparison of their character, contents, and appearance with those of the newspapers printed in towns of equal size, where the number is confined to one or two. These conditions of development in the newspaper press are the incidents of our civilization, and disappear as this civilization takes on its maturer forms, the journals of every locality being more or less an accurate type of the character, condition, and pursuits of the people of that locality.

For the eastern manufacturing and suburban towns without dailies, to which allusion has been made, the weekly press performs very much the same service as that rendered by the London local press, so called. The latter, however, is a distinctive feature of English journalism, such as can only come in the United States with large segregations of population about a common center. This London local press has grown up The London local press. entirely within the past twenty-five years. In the first issue of the *London Press Directory* (1846) there was but one of these journals recorded, the *South London Press*. There are now no less than 104 local papers published in the several outlying districts of London, including several dailies and semi-weeklies, most of them conducted in a creditable manner, and some of them reaching a high point of excellence as well as great financial prosperity. (a) The success of these journals may be ascribed to the necessity, long felt by the residents of the metropolitan boroughs, for some sort of representation in the press. The vestries dispose annually of revenues greater than those of many German principalities, and the annual budget of the metropolitan board of works has for many years exceeded that of at least one European kingdom; yet the daily and weekly press of London, occupied with the affairs of imperial policy, abstained from reporting the proceedings of the vestries, and chronicled the doings of the board of works in small type and obscure paragraphs. (b) The fact that these local weekly sheets can thrive under the very nose of the mammoth newspapers of the capital and do a good work in every considerable London borough is given as a reason for believing that there are certain functions of the local press which cannot be absorbed by the metropolitan dailies, and that the prosperity of one class of journals will continue to increase in the same ratio, though in the smaller sphere, with that of the other. For one purpose the Boston dailies serve the people of the New England towns with better success than dailies of their own can ever do; but they can never supersede the local press, whose mission it is to record and preserve the chronicles of the parish.

THE LOCALIZATION OF THE AMERICAN PRESS.

It is the remarkable localization of the American newspaper press which distinguishes it particularly from that of any other country and constitutes what may be regarded as one of its best characteristics. The press of the United States is not concentrated, like that of other countries with a well-developed journalism, but is localized; and its tendency has been, and continues to be, constantly toward minuter localization. Every hamlet has its mouthpiece through the printing press, and every city is independent of every other city for its daily news supply. Here is the first condition met of a healthy and progressive national journalism; and it is the condition which will always keep the American press what it now is: the freest, the most self-reliant, the most loyal to home and vicinity interest, in the world.

Tables XII and XIV of this report afford striking evidence of this localization. The latter table shows that of the 2,605 counties into which the forty-six states and territories are subdivided newspapers are published in 2,073 of them. In sixteen of the thirty-eight states there was at least one newspaper published in every county within its limits. An analysis of the table shows that these sixteen states are the only ones in which it can be claimed that civilization has progressed to every county within their borders. They include all the states ordinarily classified as belonging to the New England group, and all the states which, under the like classification, are grouped as middle states. Missouri presents the most noteworthy instance of a large state of comparatively recent colonization in which a newspaper was published in every county—an instance rendered the more noteworthy from the fact that there are 114 counties within its limits, a number exceeded by only three states in the Union. The sixteen states which made the same showing were Connecticut, Delaware, Illinois, Indiana, Iowa, Maine, Maryland, Massachusetts, Missouri, New Hampshire, New Jersey, New York, Ohio, Pennsylvania, Rhode Island, and Vermont. It is plain that these are the only states regarding which it can be claimed that settlement in all parts has reached mature limits.

By a comparison of Tables XII and XIV it will be seen that a striking similarity of figures is presented by both. The sixteen states in which every county has a newspaper of its own are those in which the average area for

a The Clerkenwell *Times* is the most striking illustration of this statement.
b Francis Hitchman, in *London Quarterly Review*, October, 1880.

each publication in square miles is the smallest, and they are also the states in which the aggregate number of inhabitants to the aggregate circulation per issue is the smallest. It will also be seen from Table XIV that in a majority of the counties of the northern states in which one newspaper was published there were two or more. It also shows that there were in the census year 2,459 towns and villages in the country in which one newspaper was published, 1,026 towns and villages in which two newspapers were published, 375 towns and villages with three newspapers only, 209 with four newspapers, and 329 in which five or more newspapers and periodicals were published, showing a total number of 4,398 cities, towns, and villages in which the 11,314 publications of all kinds were printed. These are statistics not duplicated nor approached anywhere in the world, and they bring out in the most striking light what may be called the distinguishing peculiarity of the American press. Literally, as Carlyle says, "a preaching friar has erected his pulpit in every village." The majority of these journals are allied to one or the other of the existing political parties, and to that extent they are *sui generis*; but each has one particular interest closer than its politics. Each one is the champion and representative of its particular locality, and is concerned, first of all, in whatever relates to the honor and material advancement of that locality. The closer home to the daily routine of the people the newspaper comes, the greater is the power it exerts. It is the local newspaper in this sense that distinguishes American journalism above that of all other countries, and is, on the whole, the most admirable product of the printing press in this country.

THE CIRCULATION OF NEWSPAPERS.

Tables II and III contain the important statistics relating to the general circulation of newspapers and periodicals in the United States during the census year. The details respecting the circulation of particular classes of periodicals, as the religious press, the agricultural press, etc., are given in the body of this report without tabular statement.

In regard to the circulation of newspapers and periodicals, some difficulty was experienced in a number of a In verification of this statement, and for the general purpose of supplying a basis of comparison in number and circulation between Haven, from his *Newspaper and Book Directory of the World* (1881), is given:

Countries.	Population.	Daily publications.				Publications less frequent than dailies and more frequent than weeklies.				Weekly publications.			
		Number.	Total circulation per issue.	Total annual circulation.	Average circulation of each per issue.	Number.	Total circulation per issue.	Total annual circulation.	Average circulation of each per issue.	Number.	Total circulation per issue.	Total annual circulation.	Average circulation of each per issue.
1 United States	50,183,015	970	4,314,249	1,346,045,688	4,447	175	277,410	31,499,572	1,585	8,074	20,467,676	1,064,319,152	2,359
2 British America	4,515,933	67	237,788	74,189,856	3,540	33	42,004	5,107,960	1,272	444	921,345	47,900,040	2,075
3 Austria-Hungary	37,741,413	150	928,535	290,631,455	6,190	180	210,840	25,539,025	1,171	584	728,401	37,876,852	1,246
4 Belgium	5,476,688	81	730,215	228,557,295	9,015	15	76,800	9,656,400	5,120	373	1,480,050	76,962,000	3,968
5 Bulgaria	1,859,000					6	3,800	395,200	634	3	2,100	109,200	700
6 Denmark	1,989,464	57	127,395	39,874,635	2,235					4	37,000	1,924,000	9,250
7 France	39,060,372	363	3,887,650	1,216,834,450	10,709	386	679,260	85,949,240	1,769	1,505	4,186,870	217,717,240	2,781
8 German Empire	45,104,172	863	3,677,799	1,119,851,087	4,145	1,848	2,595,531	341,721,224	1,404	1,335	3,799,136	107,555,072	2,945
9 England	24,008,301	154	8,250,875	1,017,523,875	21,169	127	1,137,664	123,850,584	8,978	1,563	12,144,308	631,504,016	7,700
10 Scotland	3,734,370	22	477,065	149,321,345	21,684	18	105,000	11,996,400	5,833	170	1,222,600	63,575,200	7,401
11 Ireland	5,159,839	20	210,998	66,042,374	16,549	32	159,023	21,198,788	4,969	139	709,026	36,869,352	5,100
12 Wales	1,359,895	4	36,000	11,268,000	9,000	6	82,600	8,590,400	13,766	70	301,956	15,701,712	4,314
13 Greece	1,679,775	16	29,900	7,480,700	1,493	13	13,000	1,352,000	1,000	49	21,850	1,110,200	435
14 Italy	27,769,475	148	630,600	197,377,800	4,260	88	131,770	18,024,240	1,497	450	780,230	40,571,960	1,733
15 Netherlands	3,866,456	39	182,760	59,457,480	4,686	115	277,588	33,364,864	2,418	267	556,953	28,961,556	2,085
16 Sweden	4,568,900	11	69,400	21,722,200	6,309	97	107,750	12,942,800	1,111	74	191,600	9,963,200	2,589
17 Norway	1,806,900	20	57,550	18,018,150	2,877	61	45,850	5,740,800	751	42	84,150	4,375,800	2,003
18 Portugal	4,432,050	29	147,600	46,198,800	5,086	14	14,460	1,862,120	1,034	113	109,612	5,690,824	969
19 Roumania	5,073,000	16	27,100	8,482,300	1,694	1	1,400	218,400	1,400	2	4,200	218,400	2,100
20 Russia	85,426,142	88	404,024	94,089,248	4,591	37	44,050	6,117,800	1,190	181	326,732	16,900,064	2,475
21 Spain	16,625,360	220	619,350	193,359,367	2,815	29	51,690	4,598,640	1,782	389	863,755	44,915,260	2,220
22 Switzerland	2,816,162	62	217,950	68,218,350	3,515	160	282,650	15,708,680	1,766	156	260,780	13,560,560	1,671
23 Turkey	19,890,000	30	57,600	18,028,800	1,920	27	24,600	2,698,800	911	53	50,780	2,640,560	958
24 British India	193,596,603	35	51,458	16,096,354	1,470	15	12,062	1,502,072	804	183	128,868	6,701,136	704
25 Chinese Empire	400,000,000	8	25,670	7,408,710	2,959					7	2,857	148,564	408
26 Hong-Kong	139,144	7	5,300	1,658,900	767					2	1,500	78,000	750
27 Japan	34,238,344	83	428,000	133,984,000	5,156	39	42,500	4,604,000	1,090	19	33,500	1,742,000	1,763
28 Malay Archipelago	30,187,829	16	38,200	11,956,600	2,387	15	5,050	624,000	337	10	2,960	153,920	296
29 Algeria	2,867,626	2	2,700	845,100	1,850	19	21,000	3,418,480	1,105	14	12,240	636,480	874
30 Egypt	5,517,627	11	26,000	8,138,000	2,363	1	500	180,000	500	11	33,900	1,762,800	3,081
31 South Africa	1,496,496	6	23,590	7,355,500	3,917	16	23,250	4,219,800	1,765	47	62,650	3,252,600	1,330
32 West Africa	1,598,070									6	2,050	106,600	840
33 Mexico	10,000,000	41	102,826	32,184,538	2,568	28	34,850	4,498,000	1,228	146	174,630	9,080,760	1,196
34 Central America	2,650,000	10	17,660	5,527,580	1,766	1	8,000	1,248,000	6,000	32	57,075	2,999,100	1,802
35 West Indies	4,500,000	47	85,200	26,667,600	1,813	34	21,200	2,529,000	623	88	74,870	3,893,240	2,850
36 Cuba	1,508,761	38	76,700	24,007,100	2,018	4	1,400	166,400	350	17	21,650	1,126,800	1,273
37 Argentine Republic	2,500,000	11	94,300	10,735,900	3,118	8	1,750	254,800	219	18	6,150	319,800	324
38 Bolivia	2,000,000	2	2,500	782,500	1,250	1	600	93,600	600	24	5,860	304,720	244
39 Brazil	10,000,000	68	151,950	33,271,900	2,234	22	18,325	1,939,600	833	166	164,725	8,565,700	992
40 Chili	2,500,000	64	60,290	18,770,770	942	13	14,600	1,622,400	1,123	15	21,000	1,092,000	1,409
41 Ecuador	1,359,000	2	3,600	1,126,800	1,800	6	7,800	811,200	1,300				
42 Peru	2,700,000	15	16,400	5,135,200	1,093	2	3,000	312,000	1,500	5	6,800	353,600	1,360
43 Uruguay	450,000	18	37,400	11,706,200	2,077	7	2,000	208,000	286	27	9,550	496,600	353
44 United States of Colombia	8,000,000	10	9,500	2,973,500	950	3	4,300	447,200	1,433	12	22,400	1,164,800	1,867
45 Venezuela	1,882,236	15	28,950	9,061,350	1,930	4	4,150	390,400	1,037	88	57,250	2,977,000	734
46 Australia	2,748,258	45	135,000	42,255,000	3,000	88	88,000	10,556,000	1,000	263	236,700	12,308,400	900
47 Tasmania	115,600	4	7,000	2,191,000	1,750	4	8,502	457,912	875	4	5,150	267,800	1,287
48 New Zealand	489,500	45	104,850	32,818,050	2,330	36	31,550	3,845,400	876	61	101,925	5,300,100	1,671
49 Polynesia	803,885					1	1,000	104,000	1,000	14	15,645	813,540	1,117

quarters in securing accurate figures, owing to the natural repugnance of proprietors to reveal an item which it is to their benefit to have regarded as larger than it actually is. The well-known tendency of newspaper publishers to exaggerate circulation has revealed itself in several instances during the course of this inquiry. It is proper, therefore, to state that this branch of the statistics submitted has been subjected to thorough revision, in which all the collateral evidence at command has been brought to bear to test and frequently to revise the figures supplied in each case. Conscious that no such statement can be absolutely accurate, I believe the methods adopted have secured a closer approximation to the truth than has ever before been reached, and that, as indicative of the volume of the regular circulation of the American press, these figures afford substantial grounds upon which to base an estimate of its influence.

Difficulty of securing accurate figures.

In the first of the tables relating to circulation, the subject is treated by the average and in the aggregate by the several states and territories. In treating the statistics of aggregate circulation there has been no difficulty beyond that above stated. There was an aggregate circulation per issue of 3,566,395 daily newspapers, 3,961,057 weekly newspapers issued from the offices of daily newspapers, 15,962,353 weeklies not connected with dailies and all other than monthlies, and 8,139,881 monthlies—making an aggregate circulation per issue (including 150,000 not separately reported) of 31,779,686. These aggregate circulations per issue culminate in an aggregate total number of copies printed annually of 1,100,607,219 daily newspapers, 202,244,024 weekly newspapers connected with dailies, 663,543,866 of other weeklies, semi-weeklies, etc. (excluding only monthlies), 94,853,100 monthly periodicals, and a grand aggregate for all classes and kinds of newspapers and periodicals (including 6,600,000 not separately reported) of 2,067,848,209—figures whose significance may be comprehended more easily by comparing them with the statistics of the national debt. The daily newspapers, whose circulation per issue is smaller than that of any other class, defining them by periods of issue, represent in the grand aggregate of copies printed in the census year more than one-half of the total number.

Aggregate circulation of newspapers and periodicals.

The aggregate circulation per issue, both for dailies and weeklies, if not for monthlies, is the largest attained anywhere in the world, (a) and shows an increase of 52.48 per cent. over the aggregate of 1870, while the percentage the press of the United States and that of other countries of the globe, the following table, kindly furnished by H. P. Hubbard, of New

Publications less frequent than weeklies and more frequent than monthlies.				Monthly publications.			Bi-monthlies and quarterlies.			Half-yearlies, annuals, and occasionals.			Aggregate of all classes.									
Number.	Total circulation per issue.	Total annual circulation.	Average circulation of each per issue.	Number.	Total circulation per issue.	Total annual circulation.	Average circulation of each per issue.	Number.	Total circulation per issue.	Total annual circulation.	Average circulation of each per issue.	Number.	Total circulation per issue.	Total annual circulation.	Average circulation of each per issue.	Number.	Total circulation per issue.	Total annual circulation.				
174	1,016,037	25,423,425	5,844	1,121	7,023,307	91,480,404	6,800	86	939,132	3,820,328	10,920	7	85,000	45,000	6,000	11,207	84,073,771	2,562,033,569				
17	163,601	4,089,775	9,623	60	258,672	3,104,064	4,311	3	3,000	16,000	1,000	624	1,026,400	184,417,595	1							
432	482,735	12,723,700	1,117	338	326,814	3,916,768	965	53	87,715	195,000	711	66	55,285	219,720	897	1,303	2,709,776	371,101,575	2			
25	201,100	4,826,400	8,044	92	349,489	4,193,760	3,799	1	1,500	9,000	1,500	4	17,000	17,000	4,250	11	2,858,145	324,222,455	3			
1	500	12,000	500	1	400	4,800	400									11	6,800	621,200	4			
																61	164,395	41,798,635	5			
229	690,550	15,094,500	3,041	574	1,036,305	19,635,660	2,850	117	204,750	984,100	1,750	91	302,150	399,100	3,320	3,265	11,593,556	1,557,211,299	6			
301	1,852,333	44,437,032	4,738	517	1,676,857	20,110,284	3,241	219	688,080	4,474,610	3,144	356	6,309,725	19,936,900	17,724	5,529	20,499,566	1,748,086,200	7			
42	138,412	3,321,883	3,205	1,034	6,775,500	81,306,000	6,552	171	411,193	1,686,260	2,404	369	1,736,948	1,998,696	4,707	3,460	25,594,005	1,361,191,319	8			
1	1,000	24,000	1,000	56	619,412	7,432,944	11,061	3	54,000	230,000	18,000	1	400	400	400	271	2,470,477	232,570,389	9			
1	3,500	84,000	3,500	31	114,075	1,368,900	3,679	3	5,700	22,800	1,900	1	2,500	2,500	2,500	227	1,204,822	125,588,714	10			
				22	111,300	1,335,600	5,059	1	5,000	20,000	5,000					103	536,850	36,915,712	11			
				10	8,500	102,000	850					1	50	200	50	80	66,800	10,645,100	12			
203	313,740	3,017,920	1,508	256	438,529	5,292,240	1,713	6	16,500	68,000	2,750	18	46,300	104,200	2,572	1,174	2,357,660	269,426,380	13			
8	13,465	2,099,088	1,583	3	88,800	441,660	13,206					3	3,000	12,000	1,000	435	1,070,844	122,660,680	14			
19	108,600	2,596,400	5,716	50	66,400	706,800	1,323	35	44,100	224,050	1,260	17	6,700	25,700	394	303	694,550	48,271,150	15			
12	12,350	296,400	1,020	45	50,400	604,800	1,120	1	3,000	12,000	3,000					181	253,300	29,042,959	16			
10	21,800	619,200	2,180	12	11,650	139,800	971					1	1,000	1,000	1,000	179	309,142	54,520,144	17			
																19	82,700	8,919,100	18			
53	64,400	3,119,560	1,097	110	259,793	3,117,516	2,138	22	49,500	288,000	2,250	19	23,580	102,220	1,504	454	1,177,189	123,324,403	19			
50	70,887	2,099,088	1,583	57	79,025	959,100	1,492	1	2,000	12,000	2,000	4	6,200	19,700	1,550	750	1,702,316	40,463,155	20			
39	47,900	1,284,840	1,229	65	100,420	1,205,040	1,845	16	17,000	87,200	1,062	14	14,600	58,400	1,043	512	941,369	100,122,870	21			
2	1,250	30,000	625	9	11,300	135,000	1,256									121	145,530	23,533,760	22			
27	17,546	443,024	649	103	65,285	783,420	633	10	13,130	57,230	1,818					873	283,399	25,572,286	23			
				6	11,050	132,000	1,841	1	560	3,300	550					22	38,127	7,393,174	24			
								1	700	4,200	700	1	1,200	1,200	1,200	14	10,900	1,799,500	25			
37	2,200	57,200	733	88	60,000	792,000	1,797	5	8,000	36,000	1,600					251	666,000	143,780,000	26			
0	88,000	2,592,000	1,313	7	5,100	61,200	743					2	850	8,400	425	51	52,410	12,405,120	27			
1	250	6,000	250	14	9,600	115,200	4,800	3	1,700	9,200	566					54	64,240	6,043,460	28			
2	1,000	24,000	1,000	2	400	4,800	400	1	4,000	24,000	4,000					26	62,100	10,080,400	29			
2	1,800	33,800	650	2	4,500	54,000	2,250									72	122,800	14,905,900	30			
																8	2,000	119,300	31			
2	550	13,200	275	40	45,300	543,600	1,192	2	1,300	6,800	650	2	3,000	3,200	400	283	378,096	46,770,858	32			
24	18,890	462,960	787	12	5,400	64,800	450									71	101,500	10,145,840	33			
16	12,765	308,800	793	24	18,500	222,000	770	2	1,000	6,000	500	3	1,900	1,900	633	213	211,930	33,552,906	34			
15	9,260	238,160	617	13	9,200	110,400	707	2	1,000	6,000	500					81	113,500	25,505,000	35			
7	8,550	89,300	507													39	42,500	11,317,700	36			
1	300	7,200	300													27	8,993	1,189,320	37			
																279	363,950	44,214,200	38			
4	8,000	234,000	2,000	12	14,900	178,800	1,241					7	6,050	24,200	864	95	102,390	21,063,170	39			
				3	6,500	78,000	2,166									8	11,400	1,038,000	40			
																26	20,200	5,334,200	41			
																57	50,650	12,431,200	42			
																40	51,800	4,920,500	43			
11	11,900	290,600	1,032	4	3,700	44,400	925									117	102,025	12,670,550	44			
7	6,875	180,600	953	2	2,200	50,400	2,100	1	800	4,800	800					451	530,700	66,087,400	45			
5	4,000	104,000	800	46	69,000	828,000	1,500	4	4,000	16,000	1,000					19	25,152	3,042,112	46			
1	950	22,800	950	6	8,550	102,600	1,425									170	282,375	42,345,350	47			
2	1,600	41,600	800	25	28,300	339,600	1,132									21	20,905	962,460	48			
1	500	13,000	500	2	2,560	30,720	1,280												49			

of increase in population in the decade was 30.08 per cent. The difference between these percentages may be taken as indicating the increase in the newspaper-reading habits of the American people. It is, however, worthy of note that the average circulation of all the periodicals published in 1880 is not as large as that indicated in other United States censuses. The average circulation of the 2,526 publications reported in 1850 was 2,036; that of the 4,051 publications reported in 1860, 3,373; that of the 5,871 publications reported in 1870, 3,550; while the average circulation of the 11,314 publications reported in 1880 is but 2,809. A large part of this difference, it is believed, is due to the much more rigid scrutiny to which the statistics of circulation were subjected in 1880.

The largest aggregate daily circulation of any state occurs in New York, where 496,561 copies are printed daily, which is 27.94 per cent. of the entire daily circulation of the country, while only 11.84 per cent. of the entire number of daily papers are published in that state. The statistics of New York thus forcibly illustrate the fact that the aggregate circulation of newspapers is not dependent in any degree upon the number of those newspapers. The fact may be shown in the same way with respect to weekly newspapers and periodicals of all classes of issue.

Circulation of New York daily newspapers.

Pennsylvania shows the second largest aggregate daily circulation, Massachusetts the third, Illinois the fourth, Ohio the fifth, and California the sixth. Excluding the territories, Florida shows the smallest aggregate daily circulation, with West Virginia second, Vermont and Mississippi third, and Arkansas fourth.

Daily newspaper circulation in other states.

New York also shows the largest aggregate circulation of weekly newspapers, the figures being double those of Pennsylvania, which comes next in order. Illinois stands third, Ohio fourth, Massachusetts fifth, and Missouri sixth. The states in which the aggregate weekly circulation is the smallest are, in their order (excluding the territories again): Nevada, Delaware, Florida, Rhode Island, Oregon, South Carolina, and Colorado.

Circulation of weekly newspapers by states.

New York shows the largest aggregate circulation of monthly periodicals, Pennsylvania being second, Maine third, Ohio fourth, and Massachusetts fifth. Maine is brought into this prominence by the great success that attends the publication of several magazines devoted to family reading in Portland and Augusta.

Circulation of monthly periodicals.

The figures localizing the average circulation of the several classes of newspapers have a certain value, but they may easily mislead. In a town where two newspapers are published, one with a circulation of 10,000 and the other of 2,000, it is correct to say that the average circulation of the papers published in that town is 6,000; but in so saying we are not giving a true conception of the division. In order to avoid the misconceptions which may thus arise a table (No. III) has been prepared, which further classifies the press of the United States by the volume of circulation. Nine groups were made, as follows:

Table III.

- I. Periodicals having a circulation of 50,000 or over.
- II. Periodicals having a circulation of 25,000 and under 50,000.
- III. Periodicals having a circulation of 15,000 and under 25,000.
- IV. Periodicals having a circulation of 10,000 and under 15,000.
- V. Periodicals having a circulation of 5,000 and under 10,000.
- VI. Periodicals having a circulation of 3,000 and under 5,000.
- VII. Periodicals having a circulation of 1,000 and under 3,000.
- VIII. Periodicals having a circulation of 500 and under 1,000.
- IX. Periodicals having a circulation of less than 500.

Group VIII was found to contain the largest number of weeklies, and Group VII the largest number of daily newspapers. The fact indicated in Table II, that the daily newspapers of the United States will average a larger circulation than the weekly press, was thus verified. In the last class, that of journals with a circulation of less than 500, are included 86 dailies, 1,216 weeklies, and 188 publications of all other periods of issue. Missouri boasted the largest number (14) of these dailies of meager issue, California the second largest number (12), and Ohio the third largest number (7). These were generally dailies which had been established in the census year or immediately previous to it, and were incidental to the crude civilization of newly-founded towns. There were but 268 daily journals with a circulation of 3,000 and over, and the largest group of these (112) was under 5,000 in average daily issue. A circulation which can be regularly maintained between these figures is rightly regarded as a healthy and profitable one, where undue competition is not the reason for failure to reach higher figures

Division of newspapers by volume of circulation.

A profitable average daily circulation.

and expenses can be kept down to a corresponding ratio. The greater portion of the daily journals whose circulation is placed at 1,000 and under 3,000 are profitable pieces of property on the more limited scale. Receipts from advertising bear an intimate relation to circulation, and the journals which run from 10,000 to 15,000, and from these figures upward, are the ones which enjoy large returns from the capital and labor invested. Their number is limited, there being but 84 in the whole country. Of these, 34 have a daily circulation of 10,000 and less than 15,000, 25 have a circulation of 15,000 and less than 25,000, 18 have a circulation of 25,000 and less than 50,000, and 7 have a circulation of 50,000 and over, 3 of the latter number exceeding 100,000 in their daily issue.

THE RELATION OF CIRCULATION TO POPULATION.

The relation of the circulation of daily newspapers to population offers an interesting and perplexing field of inquiry. The daily journal is of course read regularly to any marked extent only in sections of country that are thickly settled or can be promptly reached by rail from the cities. The entire aggregate circulation of the daily papers of the mammoth state of Texas (30,297) is less than that of the daily journals of little Rhode Island (41,402). No conclusions as to the relative intelligence of a people or their alertness in public affairs can justly be based upon such statistics; nor is it possible to make comparisons between cities with a view to like deductions.

Circulation of daily newspapers as related to population.

This is the conclusion to be drawn from the following table, which gives the number and circulation of the 232 daily journals published in twenty-six of the principal cities of the United States, with the population of each city and the number of inhabitants to each copy issued daily:

Daily circulation in twenty-six cities.

Number of daily papers published in the city of—	Total number.	Morning.	Evening.	Aggregate circulation per issue.	Population of city.	No. of inhabitants to each copy issued.	Rank.
New York, New York	29	20	9	765,843	1,206,209	1.58	2
Philadelphia, Pennsylvania	24	13	11	375,274	847,170	2.26	9
Brooklyn, New York	4	4	48,537	566,663	11.67	26
Chicago, Illinois	18	10	8	220,577	603,185	2.28	10
Boston, Massachusetts	11	6	5	221,315	362,839	1.64	4
Saint Louis, Missouri	9	8	1	99,304	350,518	3.52	16
Baltimore, Maryland	9	6	3	128,649	832,313	2.58	11
Cincinnati, Ohio	12	8	4	117,540	255,139	2.17	8
San Francisco, California (two papers publish morning and evening editions)	21	11	10	143,232	293,959	1.63	3
New Orleans, Louisiana	10	6	4	87,565	216,090	5.76	21
Cleveland, Ohio	8	2	6	48,730	160,146	3.29	14
Pittsburgh, Pennsylvania	9	6	3	111,001	156,389	1.41	1
Buffalo, New York	7	2	5	20,100	155,194	5.94	22
Washington, District of Columbia	5	3	2	34,500	147,293	4.27	18
Newark, New Jersey	6	4	2	18,300	136,508	7.46	23
Louisville, Kentucky	5	4	1	22,215	123,758	5.57	20
Jersey City, New Jersey	2	2	11,176	120,722	10.80	25
Detroit, Michigan	0	3	3	41,533	116,340	2.80	13
Milwaukee, Wisconsin	7	4	3	24,300	115,587	4.76	19
Providence, Rhode Island	5	2	3	29,900	104,857	3.51	15
Albany, New York	8	3	5	32,842	90,768	2.76	12
Indianapolis, Indiana	4	3	1	35,587	75,050	2.11	7
Charleston, South Carolina	2	1	1	6,300	49,984	7.93	24
Saint Paul, Minnesota	6	3	3	19,893	41,473	2.68	6
Atlanta, Georgia	2	1	1	8,300	37,400	4.25	17
Springfield, Massachusetts	3	1	2	18,404	33,340	1.81	5

The number of papers published in these twenty-six cities is considerably larger than the total number (72) with a circulation of 5,000 and less than 10,000, while included among them are a large number which belong in the class with circulations of less than 3,000, and even in the class below.

There are not, however, a dozen cities in the United States, not included in this twenty-six, which sustain daily journals with circulations regularly kept between 5,000 and 10,000. In these cities such a circulation is obtained by exceptional facilities for supplying a thickly-settled surrounding country with daily papers. The average number of inhabitants to each daily paper printed in these twenty-six cities, taking them together, was 2.48, and, accepting this average for any city of 50,000 inhabitants, the aggregate circulation of all its daily papers would be but 20,161. The fact that seventeen of the twenty-six cities in the table show a larger ratio of daily circulation

to population is simply evidence that they have superior facilities over the other nine for outside circulation, the ratio being increased correspondingly. New Orleans, which is an isolated city in this respect, averages one copy to every 5.76, and Washington, District of Columbia, which is situated in like manner, averages one copy to every 4.27, which is an extraordinary average for a city thus situated and with so large a colored population. Milwaukee, Wisconsin, with an average of one copy to every 4.76, is the best illustration on this point afforded by a northern city. On the other hand, Brooklyn, with an average of 11.67 to every daily paper printed there, and standing lowest in the list, doubtless has as many newspaper readers in proportion to population as any city in the Union, the low average being explained by the fact that the newspapers of New York city are circulated there simultaneously with those of its own manufacture and share with the latter the favor of the reading public. Newark, New Jersey, which ranks twenty-third, and Jersey City, which ranks twenty-fifth, are accounted for in the same way. It is to be noticed that the latter city, with a population of

Analysis of the table.

120,722, has a smaller aggregate circulation of daily newspapers published in its midst than the aggregate we have estimated as a fair average circulation for a city of 50,000. The city of Springfield, Massachusetts, has been introduced into this table for the purpose of illustrating the relations of newspaper circulation to the geographical and commercial situation of a town. With a population of 33,340, three Springfield newspapers circulated daily 18,464 copies (nearly 75 per cent. of which circulation was in the towns and villages within prompt railroad reach, the *Republican* penetrating every morning into four states), which was over a hundred more than Newark, New Jersey, circulated with its population of 136,508. On the other hand, the daily journals printed in Newark, New Jersey, were largely confined in circulation to that city, being met on the east by the more pretentious papers of New York and on the west by those of Philadelphia, while thousands of copies of the newspapers of these two cities were sold every day in Newark.

Table XII has shown us that the aggregate circulation per issue of the press of the United States is equivalent to one copy regularly sent to every 1.58 inhabitants returned by the Tenth Census. It may be assumed that every paper published and circulated is read by an average of at least two persons, the majority of those issued penetrating into families numbering from three to four persons. In other words, newspapers enough are now printed to supply every person of a reading age with a journal to read as often at least as once a week. Of course

we have many adults who never read a newspaper, but it is not, as elsewhere, for the lack of them; and as the years pass the diffusion of the American newspaper is growing more penetrating and minute. The newspaper diffusion of the United States, due to its minute localization, as already considered, reaches a degree unattained in any other country, and warrants the claim in its behalf of an exceptional influence upon the opinions of the people of the whole country. The average number of inhabitants to circulation in the several states, as shown in Table XII, is subject to certain qualifications, which reduce the disparities exhibited in that table very largely. There are certain cities which are known as "newspaper centers", from which are issued every day, week, and month thousands of newspapers and periodicals which are circulated outside the states in which the cities of publication are located. Table XV is an exhibit of the press statistics of the ten principal cities of this character, viz, New York, Philadelphia, Boston, Chicago, Cincinnati, Baltimore, Saint Louis, San Francisco, New Orleans, and Louisville. It will be observed that the ten states in which these cities are located reach in Table XII the smallest average number of inhabitants to the aggregate circulation, excepting only Maine, in which case the small average is accounted for by the publication of a number of family story papers, which circulate all over the Union. On the other hand, the states showing the largest average are those situated most remotely from these and the minor centers of periodical publication, such as Alabama, Mississippi, North and South Carolina, and the territories. (a) While the ten or eleven states named do not wholly deserve the high rank, in respect to the newspaper reading propensities of their inhabitants, assigned them in these tables, it is worthy of attention that the other states which take the lowest rank in the same tables are the same states in which the educational statistics of the Tenth Census indicate the same relative rank of popular intelligence in the population. The limitations suggested upon the natural conclusions to be drawn from these tables do not in any sense destroy this relative rank in the matter of newspaper and periodical diffusion among their inhabitants, but simply guard against a too violent contrast, by indicating that the disparities, while undoubtedly existing, may be somewhat softened by a due consideration of the collateral circumstances. It is undoubtedly true of the United States, in a larger degree than of any other country, that the comparative degree of newspaper circulation among the people is regulated and limited by the facilities which attend the extension of that circulation.

CAPITAL, GROSS PRODUCTS, AND RAW MATERIALS.

Table IV shows the total amount paid in wages and the total gross products of newspapers and periodicals published in the United States during the census year, with the percentage of wages paid by daily, weekly, and other periodicals, the percentage of receipts from advertisements and from subscriptions, the number of hands employed in printing and publishing periodicals, and the number of persons employed in editorial work. This table contains, therefore, the chief statistics gathered respecting the financial or material condition of the American press.

No effort was made to gather statistics as to the amount of capital invested in the newspaper or periodical business, all queries of this character being omitted from the press schedules, in accordance with the opinion expressed by the Superintendent in the Ninth Census that the inquiry is one which ought never to be embraced in the schedules of the census, and that "the census returns of capital invested in manufactures are entirely untrustworthy and delusive". It was felt that this conclusion would apply to the printing business, as connected with the publication of newspapers and periodicals, with greater force than to almost any other industry, for the reason that the product of the newspaper printing press is altogether out of proportion to the usual calculations by which relations between wages paid and materials used to that product are reached. The value of a newspaper or a periodical is largely determined by the character of the brain labor

a It is noteworthy that this difference between northern and southern states has existed from the very beginning of newspaper publication in this country. Noah Webster in 1785 ascertained that the circulation of newspapers in the single New England state of Connecticut was equal to that of the whole American territory south of Pennsylvania.—*Webster's Essays*, pp. 338-360.

placed therein. More than 50 per cent. of the gross product, on the other hand, is found to be derived from a source of revenue the intrinsic value of which depends upon other conditions altogether than the capital invested, the labor employed, or the material used. This is the advertisement, the rates received by the several newspaper establishments being governed by considerations which throw these elements of cost entirely out of the calculation. The cost of putting into type an advertisement of a certain length and character does not vary largely in any of the newspaper establishments where payment for composition is made by the piece; but certain newspapers will receive in payment for the same advertisement double, treble, or quadruple the price received by other newspapers which have been to the same outlay in preparing it for publication. The cost of the white paper upon which an advertisement is printed will not vary largely in a multitude of cases, and never varies in anything like the ratio of the money received for its publication. Neither is there any corresponding ratio of variation in the cost of the original plant, the value of the gross products of the newspaper press clearly bearing no definite and determinable relation to the amount of capital invested in the establishment. The Superintendent declared in the Ninth Census that "no man in business knows what he is worth; far less can he say what portion of his estate is to be treated as capital".

Peculiar relation of capital to product.

CAPITAL INVESTED IN NEWSPAPERS.

I believe this statement applies more accurately to the newspaper press than to any other branch of industry in the United States, and for the reasons given. There are a number of establishments in the United States to-day the annual income of which is many thousands of dollars in excess of all the capital which has been actually invested in the shape of plant and its repair since the establishments were first founded, often without any capital at all beyond the bare cost of that plant. The plant itself of a newspaper, it will be understood from what has been said on the subject elsewhere, is the smallest part of the value of a successful journal, the real value being dependent upon what is somewhat indefinitely described as the "good-will", the value of which, in turn, depends largely upon location. Good-will is something which may properly be considered as an element of capital, and always is the chief element in newspaper transfers; but it is an element which cannot be estimated in dollars and cents, either by the Census Office or by the parties making return to the Census Office on its schedules. The gross receipts of a newspaper depend altogether on this good-will, and not at all upon the size or character of the plant or the paper itself; not at all, in other words, upon the amount of capital actually invested or employed in the carrying on of the establishment. The impossibility of framing a definition of manufacturing capital which shall fit a business governed entirely by such circumstances does not need argument.

"Good-will" as an element of capital.

I will not undertake to say, therefore, that the \$89,009,074 of gross product returned for the newspaper and periodical press bears any tangible relation to the amount of capital which is invested in this business in the United States. On the other hand, it can be said that there is no business which shows such large gross receipts, with so small an actual investment of capital behind them. This interesting fact may be better understood by a reference to the discussion of the conditions determining the value of newspaper property in the subsequent pages of this report.

Large product from small capital invested.

Another fact of importance is that, taking the gross product of newspapers as given for 1880 and comparing it with figures of previous censuses, the increase has been enormous; and it may well be doubted if any other branch of census inquiry will reveal either so large a ratio of increase in the number of establishments or so large and corresponding an increase in the gross earnings.

Great increase in gross product.

On pages 51 and 52 of this report the statistics of the previous federal censuses, relating to the capital invested, amount of materials used, wages paid, and the value of the gross product of the newspaper and periodical press of the United States, have been summarized. The difficulties in the way of using those figures for comparison with the statistics now supplied are there broadly hinted at. If we accept them as a basis, we find that between 1870 and 1880 the number of hands employed in the newspaper offices of the whole country has increased from 13,130 to 65,015; the amount of wages paid has increased from \$3,168,515 to \$23,559,336 38; the value of materials used in manufacture has increased from \$3,709,632 to \$15,385,303 84, excluding from the latter figures all account of tools, machinery, and everything, in short, but the bare cost of ink and paper; and that the value of the gross product has increased from \$25,393,029 to \$89,009,074. Every deduction to be drawn from these figures sustains the conclusions of this report. They show that while the value of materials used has not doubled, the value of the gross product has increased nearly 3.60 times.

The amount paid in wages has increased in nearly the same ratio as the increase in the value of the gross product; and if an attempt were to be made to estimate the amount of capital now invested in newspaper enterprises, it would bring us inevitably to the conclusion that it would show an increase corresponding with the increase in wages paid and in gross product. The Ninth Census reported the capital employed in newspaper enterprise at \$14,947,887. On the basis of calculation indicated the capital now so employed would approximate \$53,000,000. On the basis of the intrinsic valuation, as determined by the net earnings, these figures would be indefinitely increased. Mr. Hudson states that the amount of capital represented in the New York daily press of 1872, on the basis of valuation, has been estimated at

Comparison with Ninth Census.

\$8,000,000; and he adds, what is obvious, that they do not represent more than one-sixteenth of that sum in original investment. The money value of the great majority of the newspaper establishments of to-day is a self-created value, and therein it differs from the capitalization represented in the general statistics of the Tenth Census.

THE COST OF INK AND PAPER.

The only raw materials which can properly be said to enter into the composition of the newspaper or periodical are the ink and the paper used in printing it. Of these two materials the former is an insignificant element of the cost. Ink is purchased by the publisher at rates which vary from 6 to 10 cents per pound, according to the quantity, quality, and location where used. Experience shows that a pound of ink, as it is ordinarily used, is sufficient to work from 600 to 700 impressions of an ordinary sized newspaper. So that, knowing the total number of the newspaper impressions of the census year to be 2,067,848,209, it is easy to calculate that the total value of the ink used in newspaper printing was in the neighborhood of \$253,700, or only about three one-thousandths of the total gross product reported.

The remaining raw material (paper) is a much more important element of cost, and pains were taken to secure full returns of the amount used in the census year. To make the results as accurate as possible publishers were asked to return the figures not only in reams, but in pounds, and by comparing the figures thus given with the circulation reported the Census Office had a check upon both classes of statistics. Wherever the returns under the heads of paper used and copies printed failed to correspond pains were taken to discover which figure was right, and in this way the aggregate circulation reported by the several publishers was considerably reduced in the end, and is given with confidence that it is very close to the actual fact. The total number of copies of newspapers and periodicals printed in the census year is given as 2,067,848,209 and the total number of reams of paper used as 4,308,012, which is 2,067,845,760 sheets.

The weight of the paper used in printing newspapers and periodicals in the United States varies according to the size and the character of the periodical. De Vinne gives the following table of the regular sizes of American papers prevalent in New York:

	Inches.		Inches.
Medium	10 by 24	Double medium	24 by 38
Royal, 20 by 24, or	20 by 25	Double royal	26 by 40
Super-royal	22 by 28	Double super-royal	28 by 42
Imperial	22 by 32	Double super-royal	29 by 43
Medium and half medium	24 by 30	Broad twelves	23 by 41
Small double medium	24 by 36	Double imperial	32 by 46

Of these sizes the most prevalent in use were found to be the 24 by 36, which is estimated to weigh 30 pounds to one ream of 480 sheets; 28 by 42, which was estimated to weigh 40 pounds to the ream; and 30 by 46, which was estimated to weigh 45 pounds to the ream.

These estimates were reached by careful comparison of the figures returned by the several publishers and by inquiries among the paper-makers. The other sized papers in use were estimated in like manner, pains being taken in all cases to conform the figures finally accepted as nearly as possible to the returns made by the publishers themselves. The result is shown in Table VI. The average number of pounds of paper used by the daily newspapers of the country was 338.47, and by weekly newspapers and all other periodicals 281.86. The latter average is brought to its high figure by the fact that it includes the paper used by the monthly magazines of large circulation, as well as by the story papers and miscellaneous weekly publications of large circulation. The aggregate pounds of paper used per issue by the daily press was 291,764.95, being 7,430.18 reams, the equivalent to an issue of 3,566,486 issues per day from this press. The average weight per ream of the paper used in the daily press was therefore 39.27 pounds per ream. The newspapers and periodicals of every other character and description than diurnal used an aggregate of 2,624,354.92 pounds of paper, representing 58,797 reams, the average weight of which was 44.63 pounds per ream. The average weight of the paper ordinarily used in local weekly papers will not exceed 30 pounds to the ream.

By these averages it is possible to approximate very closely to the actual cost of the paper used in newspaper and periodical printing during the census year. The price of paper is very fluctuating, and the great difference in its quality makes it impossible to apply a certain average price to the value of the paper used by any particular class of newspapers; but I am told by paper-makers that if the general average cost of all the paper used for these purposes in the census year is placed at 8 cents per pound I shall be within the reasonable trade limits. The total pounds of paper used were 189,145,048, and their value on this basis was \$15,131,603 84.

We have thus reached an approximation of the cost of all the raw material used in the manufacture of the American newspaper and periodical. The value of the paper used is 17 per cent. of the total gross product of the newspaper offices. Adding thereto the cost of printing ink, the percentage of the raw material to the gross product is increased to 17.29 per cent., the total being \$15,385,303 84. Perhaps this percentage is larger than it ought to be, to be properly classed in the first group above mentioned, but it is not large enough to warrant its classification in either of the other

Percentage of cost of materials to gross product.

groups enumerated. By the Ninth Census the value of materials represented in \$100 of product in class one was \$10 07; in the manufacture of newspapers, by the Tenth Census, it is \$17 29. In the second class, by the Ninth Census, the value of materials represented in \$100 of gross product was \$43 86; in the third class, \$34 28; in the fourth class, \$56 62; and in the fifth class, \$84 10. It follows that the cost of the raw materials used in newspaper manufacturing is less than that in any other class of manufacturing, and only \$6 41 more than the cost of these materials in the mining and fishing industries. It is obvious, under these circumstances, that a certain class of newspapers make enormous profits upon the capital invested and the expenses incurred. To succeed in newspaper publication is to earn large dividends on small outlay. On the other hand, the failures are as costly in capital, care, and labor squandered as the successes are lucrative.

Before advancing to the discussion of other phases of this inquiry, it should be added that the relations between the manufacture of paper and the publication of newspapers are extremely intimate, the two industries being mutually dependent to a degree which is perhaps not sufficiently brought out by the figures above presented. Upon the price of paper depends the multiplication of newspapers in this country as in no other country of the world, for here, as nowhere else, it is not so much a question as to whether readers can be found as whether they can be supplied at a cost for raw material which permits of profitable publication. The years that have been marked by high prices of printing paper are those which witness the least advance in the number of newspapers. It was not until within the census decade ending with 1880 that the capacity of the paper-mills of the United States began to bear its proper economic relations to the demand, and in consequence there were frequent marked fluctuations in price, which bore most heavily upon the publishers, discouraged new newspaper enterprises, and were accompanied by a long death-roll of suspensions. The period of the civil war was that during which the press suffered most severely from the short production and the high price of printing paper, but there was constant recurrence of such suffering at earlier periods.

In 1810 the number of paper-mills in the United States was estimated at 185, and they produced annually 50,000 reams of news paper, valued at \$3 per ream; 70,000 reams of book paper, valued at \$3 50; 111,000 reams of writing paper, at \$3; and 100,000 reams of wrapping paper, at 85 cents. In 1828 the newspapers consumed 104,400 reams, costing \$500,000, and the total value of all the paper made was nearly \$7,000,000. In 1850 the annual product of paper was valued at \$17,000,000. In Munsell's *Chronology of Paper and Paper Making* is the following entry for the year 1854:

There were 750 paper-mills in the United States in active operation, having 3,000 engines, and producing annually about 250,000,000 pounds of paper, averaging about 10 cents a pound. This required 405,000,000 pounds of rags, costing 4 cents a pound, for which our seamen had to scour every quarter of the globe. The cost of labor was estimated at 1½ cents a pound; the cost of labor and stock united would be nearly \$20,000,000. The total cost of manufacturing \$27,000,000 worth of paper was supposed to be \$23,625,000. The demand, however, still exceeded the supply, so that the price was advanced 2½ cents a pound.

Since the date of this entry the increase in production has come about not so much by reason of a multiplication of the mills as by the improvement of their processes and the use of new and cheaper raw materials. The census of 1870 reported 669 paper-making establishments, with products valued at \$48,676,985. The following table of the number of paper-mills in operation in the census year shows that the United States stands at the head of the paper-making countries:

Germany.....	545	Portugal.....	16
Austria-Hungary.....	160	Holland.....	16
Belgium.....	29	Roumania.....	1
United States.....	960	Greece.....	1
Denmark.....	18	Switzerland.....	15
France.....	539	Russia.....	160
Great Britain.....	650	Sweden and Norway.....	25
Australia.....	4	Spain.....	63
Canada.....	20	Japan.....	6
Italy.....	206	Cuba.....	1

The United States of America is not only the greatest paper-producing country in the world, but in bulk and per capita it is the greatest paper-consuming country. A report upon the capacity of the paper-mills of this country, prepared for and submitted to the fourth annual meeting of the American Paper Makers' Association, in Saratoga, in July, 1881, by Howard Lockwood, the editor of the *Paper Trade Journal*, of New York, shows an aggregate daily capacity of upward of 5,000,000 pounds of paper of all kinds and descriptions, more than six times the capacity reported by Munsell in 1854. During the past two years there has been an increase in the capacity of American paper-mills of about 1,000,000 pounds. In this period the increase in writing paper was about 33½ per cent., and the increase in book and news paper 25 per cent., these figures representing the capacities and not the actual output of the mills. Two years ago 10 per cent. of the mills were reported idle, and many of them were running on short time. In the year past only 4 per cent. of the mills were idle, and it is fair to presume that the actual production of all the mills during the census year was largely in excess of the increase reported in capacity. It is worthy of attention that a still larger increase in the producing capacity of the paper-mills of the United States is observable as this report goes to press. New mills are being built and projected, old mills

remodeled and enlarged and new materials introduced, while all materials are becoming cheaper, machinery is being simplified and perfected, and everything points to a continuous increase in product.

Mr. Lockwood's estimate of the capacity of the American mills in the manufacture of book and news paper combined, allowing 300 working days to the year, would result, under full pressure, in a product of 417,015,000 pounds per annum. Deducting from this aggregate the 189,145,048 pounds of paper found by the census to be consumed by the newspaper and periodical press, there were left 227,869,952 pounds to be consumed in the manufacture of books and pamphlets and in the innumerable varieties of miscellaneous printing which is constantly emanating from thousands of job-printing offices all over the country. The newspapers and periodicals actually consumed, therefore, 45.36 per cent. of all the book and news paper manufactured, which comprised more than one-quarter of the total paper manufacture of the country, including writing, blotting, wrapping, board, card, hanging, and all the varieties of paper.

The remarkable reduction in the cost of printing paper has been spoken of elsewhere as one of the chief causes of the rapid growth of the newspaper and periodical press of the United States during the census year and the census decade. An annual circulation like that reported in 1880 would have been impossible ten years ago, because there were not in the country mills enough to produce the paper now annually consumed. Neither is there any likelihood that the price of paper will ever be higher to any repressive degree than that which now prevails. There are manufacturers who maintain that the country will yet be astonished at the still lower price that paper will touch when certain new inventions now in process of introduction shall have come fully into operation, but there seems to be no probability that the demand will again outstrip the supply. Mr. Lockwood argues that the recent multiplication of newspaper circulations is exceptional, and says:

The newspapers are increasing in number and circulation, but the same percentage of increase that has obtained during the past two or three years in connection with the press will not in all probability continue. The marked increase of late years has been very largely owing to the law which allows publishers to send through the mails at pound rates all of the specimen copies that they choose to mail. This has in a measure regulated itself, and for this and other reasons I draw the conclusion as stated.

The practice to which Mr. Lockwood refers as a cause for the great recent increase in the number of newspapers printed is a practice which is as certain to continue, with the continuance of the post-office regulation in question, as the publication and competition of newspapers continue. It is a practice more likely to increase than to diminish. At the same time it is not to be questioned that the present capacity of the paper-mills of the United States is equal to the home demand. That the manufacturers themselves realize the fact is indicated by a concerted movement among them to increase the export of American paper. It is already demonstrated that news paper of a medium grade can be laid down with a profit in London, and there are to-day several Scotch and English journals regularly printed on American-made paper. (a)

The chief cause of the reduction in the price of news paper is the successful use, first, of straw, and more recently of wood pulp, as ingredients of manufacture. There are not rags enough obtainable to manufacture the paper now annually consumed in the United States. Wood pulp is now mixed with rag pulp in proportions which vary from 15 to 50 per cent., according to the quality of the paper desired. In the great bulk of the paper now used by the American press there is from 40 to 50 per cent. of wood pulp. The paper thus manufactured is not as durable as the all-rag paper, and does not retain its color as long, but it answers the transient purpose for which it is employed as well as the higher-priced paper which the press was compelled to use for lack of a cheaper quality before American skill and enterprise brought the manufacture of wood pulp to its present state of perfection. (b)

WAGES.

The relation of wages to the gross product remains to be considered. The statistics of wages paid in the making of newspapers and periodicals are given in detail in the same table with the gross product (Table IV). The amount paid annually in wages by all the newspaper establishments in the census year was \$28,559,336 38, of which \$17,813,053 38 was paid by the daily establishments and \$10,746,283 by all others, the percentage for the United States being 62.37 for dailies and 37.63 for all other

a As the trade of the world increases, so does the newspaper press. It is estimated that there are from 32,000 to 35,000 newspapers printed and published in all countries. This country is credited with about 11,000 to 12,000. The remainder are mostly European, and the chances of supplying them with American paper may be small; but the press of South America and the colonies is by no means insignificant. This is especially the case with many journals published in the Australian colonies. As possibly of some interest to the manufacturers of news paper who may be present, I have with me some copies of foreign papers. I do not think that any paper-maker present would object to receive a contract for such papers as the Melbourne *Argus*, Sydney *Herald*, etc.—Howard Lockwood, before American Paper Makers' Association.

b In regard to the average price of printing paper given in the text, it may be stated that in the latter part of the year 1880 the average price paid for paper by twenty of the leading dailies of New York city was $7\frac{3}{4}$ cents per pound, the highest price—9 cents—being paid by the *Daily Graphic*, which requires for its illustrations an extra fine paper, and the lowest price paid, $6\frac{1}{2}$ cents. The paper used on the New York dailies is a better average paper than that generally used by American newspapers, but the large quantities in which it is purchased allow of better contracts as to price than can generally be made.

classes. The average wages paid by each establishment was \$20,105 03 for the dailies and \$1,476 75 by the publications of every other description, the gross amount being paid to 71,615 persons, of whom 51,140 were males and 3,875 were females, 16,600 of whom were employed in editorial work. Persons employed. The average wages paid to each individual were \$398 79 per annum, the value of wages for each \$100 of gross product was \$32 09, and the product per capita, gross, was \$1,242 88.

In comparing these results with the relations of wages to product in industries of the first group (as determined by the Ninth Census) I find the dollars in wages paid for each \$100 of gross product to be considerably lower than it then was in industries of this group (\$51 30), while the product per capita, gross, in the same comparison is much higher, the figures given in the Ninth Census for this latter proportion being \$843 51. This difference is the more striking from the fact that the labor employed in the printing business is skilled labor, capable of earning in large establishments, under favorable conditions frequently arising, large wages by piece-work, while the salaries paid to editors naturally average much higher than the earnings of mechanics or laboring men in any field of industry. Some criticism, indeed, may rightly lie against these statistics, because they include among the employés the persons engaged in editorial work upon the newspaper press and include their earnings in the amount of wages paid. The difficulty, however, is one which was found to be unavoidable in the compilation Editorial employés. of the statistics. It is the rule in nearly all the newspaper establishments of the United States to include the compensation for editorial work upon the regular pay-roll, and any separation, had it been asked for, could not have been secured with approximate accuracy. Another difficulty also appeared in the fact that in a large number of the local newspaper establishments of the United States the editorial work and portions of the mechanical work are performed by the same persons. Bearing this fact in mind, it will be seen that the total of 16,600, which is given as the number of persons engaged in editorial writing in the United States, includes many who are printers as well as editors.

EDITORIAL EMPLOYÉS.

Any attempt to average the number of editors employed to the number of newspapers published would be misleading. Upon the local weekly press above spoken of the entire editorial work is usually performed by one individual, and the fact that so large a proportion of these journals were founded and are owned by practical printers, whose entire education has been at the case, is sufficient explanation of the low order of literary work which characterizes a large number of these papers. They are the work of practical printers, and not of educated and trained editors, the more prosperous weekly journals, which are well located for business, employing one or more men or women for the conduct of their editorial work.

The editorial force employed upon the daily newspaper press varies in size according to circumstances. Upon many of the smaller dailies of provincial towns two or three persons are sufficient to accomplish all the work that is done, one of whom generally devotes his entire attention to the local columns. As the towns and the journals increase in size and character, the editorial force increases correspondingly, and its Editorial force of daily newspapers. number generally bears some ratio to the circulation. Thus daily journals which circulate from five to ten thousand find it necessary to employ editorial assistants varying from six to twelve in number. In the metropolitan newspaper offices the forces are divided more distinctly into editorial and reportorial, and the men in each division are engaged exclusively upon their distinctive kind of work. The reportorial force of a metropolitan newspaper frequently numbers fifty men, many of whom are educated and skillful writers. The work of the editorial force proper is divided between editorial writing, exchange reading, the condensation and preparation of news, the editing of telegraphic news and correspondence, etc. Much of the work upon our best newspapers is done outside of their offices by trained experts in special topics of comment or discussion, who are paid for their contributions by the piece. It has long been the habit, however, to secure for editorial work men who have education and experience, and are capable of doing the best literary work that money will pay for; and journalists of established reputation receive salaries as generous as are paid in any profession in the United States. Much of the editorial work of the modern newspaper is paid for by the piece, even when done by editors regularly employed, and this is more frequently the case with those engaged in the purely reportorial duties of the newspaper.

This wage table reveals the fact that only in the states of California, Colorado, Connecticut, Delaware, Georgia, Kentucky, Louisiana, Maryland, Missouri, Nevada, Ohio, Pennsylvania, Rhode Island, Tennessee, and Texas did the daily press equal or exceed in gross receipts the earnings of the periodicals of other periods of issue. In the District of Columbia and the territories of Arizona, New Mexico, Utah, and Wyoming the same fact appears. In most of these states the population is largely congregated in cities, particularly in Delaware, Connecticut, and Rhode Island; in others the population is so widely scattered and so sparse that it is only in the cities and large villages that there is any great opportunity for newspaper publication, as is the case with Louisiana, Colorado, Missouri, and Tennessee. Nevertheless the aggregate earnings of the dailies (which necessarily includes the earnings of all the weeklies, etc., connected with the dailies) are less than two million dollars behind those of all other classes of publications. In connection with this comparison, it should be observed that the daily establishments pay out in wages the sum of \$17,813,053 38 annually, against \$10,746,283 paid out for wages annually by newspaper and periodical establishments of every other class. This apparent discrepancy is easily explained by the fact that in a very

large proportion of the local weekly newspaper establishments the proprietor is himself a practical printer and makes no account of his own labor in his return of the amount of wages paid annually. From a large number of these establishments it was reported to the Census Office that no wages were paid, as was verily the case, the proprietor himself setting all the type and doing all the press-work needed to publish a newspaper, with the aid of the co-operative sheets or patent outsides. In other cases members of the proprietor's family, sons, and frequently daughters, set the type and did the work without pay; and in still other cases, and of these the proportion was still larger, the wages reported would average as low as \$75 to \$150 per annum, the only assistant required to make the paper being an apprentice, whose board and lodging may have been added to the above cash remuneration. In this way it has turned out that in a total wages of \$28,559,336 38 paid annually the daily establishments paid 62.37 per cent. and the weekly and other periodicals 37.63 per cent., while the latter earned 50.90 per cent. of the total gross receipts. It will be observed that the states in which the amount paid out annually in wages by the weeklies exceeded in amount the wages paid by the dailies were Alabama, Florida, Iowa, Kansas, Kentucky, Maine, Mississippi, North and South Carolina, Vermont, and West Virginia. There are therefore left thirteen states, viz, Arkansas, Illinois, Indiana, Massachusetts, Michigan, Minnesota, Nebraska, New Jersey, New York, Ohio, Oregon, Virginia, and Wisconsin, in which the weekly press, while earning larger aggregate gross receipts than the daily press, nevertheless paid out less money annually in wages.

AMOUNT OF TYPE SET.

Table V shows the average and aggregate ems of type set per issue in the publication of newspapers and periodicals in the United States during the census year. These figures require some discussion in connection with the subject of wages. In all piece-work book and newspaper composition is counted by ems in the United States, the American system differing in this respect from the English and French systems, which aim, although by somewhat imperfect methods, to base composition on the exact number of letters set up. (a) The em, it will be understood, is the square of the body of a type, and as a basis of computation arrives at substantially the end sought for in the other systems, while it guards against inequalities by extra charges for composing unusually lean letter or letter of inconvenient sizes, or matter set in unusually narrow measures.

It is an almost uniform rule that the composition upon the daily press in this country is paid for by the piece, while upon the weekly and periodical press the prevailing custom is to pay weekly wages where the work is done by journeymen printers, whose time is also occupied with making up, imposing, and with the job-work, which forms so large an item in the business of country newspaper offices. The rates paid for composition for piece-work vary largely in different parts of the United States, and are in accordance with fixed standards for work on morning and evening newspapers—the latter, which is day work, being uniformly lower than the former, the price paid for type-setting running all the way from 20 and 25 to 60 cents per thousand ems. The lower rates are paid in some localities to female compositors, the employment of whom has been gradually increasing of late years. No data were obtained by which the true average can be indicated, and it is suggested as a feature of the investigation which may properly be added in the preparation of the press schedules for the next federal census.

The chief purpose of these statistics of the number of ems of type set is to convey an accurate idea of the actual amount of reading matter newly prepared and submitted with each issue of the American press. The average amount of type set per issue of the daily press was 74,147 ems, and the aggregate set each day by the entire daily press of the country was 66,140,266 ems. The significance of these statistics can be indicated to those not familiar with the details of newspaper publication by some comparisons.

The average number of ems set per issue by the daily press (74,147) is equal to twenty-nine pages of an ordinary octavo book set in brevier type, or to a volume of 48½ pages set in long primer type. I have used these two styles of type in illustration because they are commonly employed in book composition. It may be added that, while much brevier and considerable long primer are still used on the daily newspaper press of the United States, the tendency for many years has been toward the smaller fonts, and minion is the style now most generally used in the large newspaper offices for ordinary reading matter, advertisements, and frequently other matter, being set in nonpareil or agate. The average number of ems set per issue on weekly, monthly, and other publications (57,197) is equal to twenty-two octavo pages of brevier and thirty-seven of long primer. It should be added that this average is slightly higher than it would have been for the weekly press alone, by reason of its including the type set in the publication of the several monthly magazines, which print a large quantity of reading matter.

The aggregate number of ems set per issue by the daily newspaper press of the United States (66,140,266), that is to say, the amount of type set daily by all the daily newspapers in the country, is equal to 25,907 octavo pages in brevier type, or 43,179 pages in long primer type. The aggregate set per issue by all the other periodicals of the country (490,753,756 ems) is equal to 193,897 pages of brevier type and 320,754 octavo pages of long primer type.

In other words, the total amount of reading matter contained in one issue of all the newspapers and periodicals published in the United States is equal to the contents of a library of from 1,000 to 1,200 volumes.

To set this amount of reading matter there were in use in the several newspaper establishments 6,689,878 pounds of type (Table V) of all varieties. This aggregate does not include the type used in the composition of a considerable number of periodicals which did not do their own printing, but let it by contract to job-offices. Pounds of type used.

The quantity of type in use in the newspaper offices has never before been calculated. When in constant use, type will last, under the process of replenishing known as "sorting up", for a longer or shorter period, according to the use that is made of it, but in the average local weekly newspaper office a font of type is made to do service for an indefinite number of years. Much of the type whose impression is seen in the census newspaper file for 1880 is as worn and dirty as any that appeared in the colonial press of the United States, when the cost of new supplies was much greater than now, and was still further increased by the risks of importation. The average daily newspaper, printing from 2,000 to 5,000 copies per issue, will exhaust a font of type ordinarily in from six to ten years, and the larger the edition regularly printed the greater the wear and tear and the sooner the replenishing must come. This remains true until we come to newspapers and periodicals whose forms are stereotyped. The process of stereotyping saves the type from the jam and friction of the press, keeps it uniform, and permits a newspaper to maintain its cleanly and handsome appearance for many years without restocking, beyond the occasional "sorting up".

ADVERTISEMENTS AND SALES.

Strictly speaking, there are but two sources of newspaper revenue: subscriptions, or sales, and advertisements. One of the most interesting and valuable of the inquiries in this department was to determine the true proportion of the receipts of newspaper publishing from these two sources. Estimates have frequently been made, which, however, have been based upon the experience of individual concerns, and have differed from the present results. The two sources of newspaper revenue.

It is believed that the figures now supplied are accurate. They show that of the total gross proceeds of \$89,009,074, 56.03 per cent. were from sales of papers. The following figures, which are compiled from the data presented in Table IV, indicate in detail the comparative receipts from the two sources for daily journals, for publications of all other classes, and for the aggregate: Comparative receipts from subscriptions and advertisements.

DAILIES.

Receipts from advertising (49.17 per cent.)	\$21,487,676
Receipts from subscription (50.83 per cent.)	22,214,437

WEEKLIES AND ALL OTHERS.

Receipts from advertising (38.95 per cent.)	17,648,630
Receipts from subscription (61.05 per cent.)	27,658,331

AGGREGATE.

Receipts from advertising (43.97 per cent.)	39,136,306
Receipts from subscription (56.03 per cent.)	49,872,768

By multiplying the total aggregate circulation of the daily newspapers (3,566,395) by the average subscription price of all the dailies (\$7 27) we reach a total of \$25,927,691 65, which would be the actual receipts of the daily press from sales if the total editions printed were uniformly disposed of for cash. The difference between this sum and that arrived at by the other method of calculation (\$22,214,437), based upon the division of the reported gross product between advertisements and sales, may be taken as representing, first, the actual loss to publishers on circulation growing out of the free lists, including exchanges, the tear and waste, and the papers remaining unsold; and in the second place, the margin of profit to the middle men, the news agents and companies and newsboys, for the handling of the papers, the compensation of the latter being the difference between the wholesale and the retail price of the papers they vend. It is to be borne in mind that a considerable percentage of the total daily circulation is disposed of at retail by the single copy through street and stand sales. While the average cost to the annual subscriber to the daily newspaper was 2½ cents per copy, the average retail price, not indicated in the tables, was found to be nearly 4½ cents for the whole country. The actual sum paid out annually for daily newspapers by the people of the United States is therefore more nearly the larger than the smaller of the totals given above. The receipts of publishers for sales of papers and periodicals of all other periods of issue than daily were \$27,658,331, representing the income derived from the yearly issue of 28,213,291 papers and periodicals printed. The total receipts were therefore \$49,872,768, a sum considerably less than that actually paid out by the people of the United States in the census year for their periodical reading matter. The American public contributes nearly as large a sum to the support of the newspaper and periodical press in the way of advertisements as for the papers themselves. Receipts from subscriptions.

By referring to Table IV it will be seen that the proportion paid for subscriptions and for advertisements varies in the several states, and as between the daily newspapers and all other classes of periodicals; but in the main the figures hover closely to the even proportions. It is noticeable that the percentage of receipts from advertising averages somewhat higher for daily papers in the western than in the eastern states, and particularly in the territories, where the sparseness of population reduces the volume of circulation in a slightly larger ratio than it does the price charged for advertising.

Attention is directed to the fact that the averaging of advertising receipts is misleading, because of the great disparity in the advertising patronage of different publications in the same localities. Thus, in the making of the average for publications other than daily, many periodicals appear which print no advertisements at all. Business of this kind runs in certain channels, which accord with the public judgment of the value to be received from the expenditure involved. The value of an advertisement to an advertiser depends not more upon the number of persons who are likely to read it than upon the supposed character, occupation, or wants of those readers. It long since became an accepted rule that advertising rates may vary in proportion as the circulation of the journal is large or small, and that journals which circulate chiefly among a particular class of people, or among people engaged in a particular line of business, may secure higher rates from that line of advertisers accordingly.

THE DEVELOPMENT OF NEWSPAPER ADVERTISING.

There are no statistics in previous censuses which afford a basis for comparison with those now given as to the receipts of the newspaper press from either of its two sources of revenue. Some indication of the great increase in the value of newspaper advertising may be gained from a comparison of the figures now given with those obtained from the income tax on advertisements in the years 1863, 1864, 1865, 1866, and 1867. The tax was imposed at the rate of 3 per cent., and the income derived by the government from this source in the several years was as follows:

1863.....	\$40,628 59	1866.....	\$290,605 31
1864.....	133,315 11	1867.....	288,009 80
1865.....	227,530 21		

In 1867 the tax paid on advertisements was on receipts which amounted to \$9,600,323, as against receipts aggregating \$39,136,306 in 1880. By way of indicating the growth in advertising patronage in the several states the following table has been prepared from the returns of the internal-revenue office for 1867 and the returns to the Tenth Census:

States and Territories.	1867.	1880.	States and Territories.	1867.	1880.
Alabama.....	\$52,819 33½	\$230,605	Missouri.....	\$440,015 00	\$1,710,241
Arizona.....		58,000	Montana.....		84,180
Arkansas.....		182,201	Nebraska.....		391,825
California.....	340,336 00	2,150,917	Nevada.....		215,189
Colorado.....		567,442	New Hampshire.....	23,546 00	179,015
Connecticut.....	80,717 00	460,070	New Jersey.....	46,187 33½	694,157
Dakota.....		123,026	New Mexico.....		35,883
Delaware.....	1,448 00	91,983	New York.....	3,318,415 00½	8,674,173
District of Columbia.....	164,170 33½	225,923	North Carolina.....		178,324
Florida.....		66,659	Ohio.....	687,153 66½	2,460,642
Georgia.....	85,017 00	463,511	Oregon.....		177,095
Idaho.....		19,190	Pennsylvania.....	1,811,456 33½	4,218,770
Illinois.....	526,871 33½	3,179,954	Rhode Island.....	64,525 00	244,155
Indiana.....	48,244 00	1,057,683	South Carolina.....	100,767 66½	145,907
Indian territory.....		2,990	Tennessee.....	175,657 00	373,450
Iowa.....	22,716 33½	1,150,806	Texas.....		570,089
Kansas.....		591,723	Utah.....	3,060 00	81,270
Kentucky.....	199,990 33½	671,834	Vermont.....	5,451 00	102,619
Louisiana.....	453,061 66½	617,262	Virginia.....	77,754 00	356,204
Maine.....	45,454 33½	214,394	Washington.....		48,840
Maryland.....	229,964 33½	859,847	West Virginia.....	22,344 00	169,230
Massachusetts.....	839,990 66½	2,512,522	Wisconsin.....	97,622 00	754,920
Michigan.....	105,836 66½	1,002,092	Wyoming.....		32,950
Minnesota.....	37,228 00	524,540	Total.....	9,600,323 33½	39,136,306
Mississippi.....		211,934			

The defective character of the internal-revenue returns is sufficiently evident from an inspection of the above figures; and the comparison, while it is the best that can be made, does not give accurate indication of the growth of this source of newspaper revenue. The increase has, however, been sufficiently large to excite attention, and it speaks for the increasing confidence of the American business public in the utility of printers' ink. Another great aggregate of money, not, however, as large as this, is

expended every year in the printing of advertising circulars and hand-bills for gratuitous distribution and posting. Various attempts have been made at different times to estimate the actual number of newspaper advertisements published within a given period, but the inutility of such an inquiry has deterred from any attempt in that direction, and no accurate calculation can be based upon the aggregate of cost. The advertisements inserted vary in price all the way from five cents for one-line advertisements in country newspapers to enormous contracts, for a longer or shorter period, at prices varying from \$100 to many thousands of dollars. The New York *Herald* has stated that the charge for a column advertisement on its fifth page for one year is \$109,500, and single advertisers have been known in certain instances to make contracts involving the expenditure of half a million dollars in advertising in a year. The following statement of the number of advertisements inserted in the Sunday issues of five New York papers on a single day during the census year will give an indication of the variety and extent of the individual patrons of this department of the newspapers:

The cost of newspaper advertising.

Papers.	Number of columns of advertisements.	Number of advertisements.	Average per column.
Times.....	22	570	26
Sun.....	10½	352	33½
World.....	14½	443	30½
Tribune.....	13	356	27
Herald.....	92	4, 229	46

6 Dollars Reward.

RAN away from the Tub-
K. Leiby, on the 14th of
November last, a Negro man,
named TOM, about 24 years
of age, 5'10" tall, in
much marked with the small
pox, speaks English & Low
Dutch, wore away and took
with him a brown broadcloth coat, a scar-
let jacket, olive coloured velvet breeches,
and a round felt hat—he plays on the fid-
dle. This above reward and all expenses
his charges will be paid to whoever will
take up said negro and return him to his
master, or locate him in any jail in Abak
his maker can have him again.
BARNET MYNDERBBE,
Norman's Kill, 14 miles west of Albany,
December 10th 1790.
J. H.
N. B. Said Negro has a wife and family
of six, and 'tis supposed he is still
living about that place.

FIG. 1.

The business of newspaper advertising has been in a process of evolution from the founding of the American press—a process still in continuance. Its simplest form was that which first appeared: the few short advertisements of the colonial press, of wants, of runaway slaves, of ships to sail, and the like. Competition between advertisers was to come with the competition between newspapers.

Evolution of newspaper advertising.

It had begun before the revolution in the modest recital by merchants of the character of their goods. As this advertising increased it gradually sought out unique methods of attracting attention, such as rude illustrations with wood-cuts of ships, houses, horses, stage-coaches, animals, and frequent allegorical pictures, such as cuts of the Muses. The cut shown in the illustration (Fig. 1), was very frequently seen in northern newspapers about the beginning of the century. With these illustrations came type display, the use of large and unusual letters to rivet attention, and finally the resort to every variety of linguistic ingenuity in the wording of the announcement to be made. The American press has not yet outlived either of these advertising characteristics, which have reached in the United States a fecundity of form and manifestation undreamed of in the press of other countries. The free use of stereotype plates, and the cheapness with which they can be indefinitely duplicated, has been powerful to spread the pictorial advertising and to develop the use of monstrosities in the shape of enormous and suggestive cuts, which defy the requirements of the typographic art and of journalistic taste. But there are many American journals, both daily and weekly, which have long refused to laden their columns with these devices of the advertiser to get undue advantage over fellow advertisers. They have refused on the two grounds that they are in defiance of the requirements of typography and a detriment to the interests of other advertisers. As a rule, these same journals refuse any extravagant or grotesque display of advertisements. They are the only class of American newspapers which can be compared in typographic character to the average newspaper, daily or weekly, published in England, and it is to be regretted that their number is not larger. They are steadily increasing, however, and this rule in regard to advertisements already applies to practically all the better class of newspapers which have become independent in their financial condition.

Objectionable advertising methods.

Arbitrary circumstances frequently determine the direction of special advertising. Thus, in New York city, at one time the auctioneers, who were appointed for partisan considerations, were in the habit of sending all their advertisements to a particular paper of their political faith, where the public quickly learned to find them. In the course of time the journal in question ceased to be of that particular party, and the auctioneers ceased to be appointed by law; but the same journal continued nevertheless to have a practical monopoly of the auction advertisements, because to that paper all those who bought or sold at auctions were looking for this class of information. In 1843 the New York *Courier and Enquirer* was benefited by an official order requiring all notices of proceedings in bankruptcy under the bankrupt act of 1842 to be printed in its columns, nominally on the ground that it had the largest circulation, although in reality there were at that time at least two New York dailies each with a circulation of more than double that of the *Courier and Enquirer*. The struggle for the official advertising is constant and intense in many cities and counties, and the partisan considerations which frequently determine its award are one of the chief reasons of the close connection that has always existed between parties and the press in this country, as well as an obstacle to the development of an independent and self-reliant journalism.

Arbitrary determination of advertising values.

At one time the London daily press was distinguished for its different lines of advertisements, of which Stuart wrote: "In 1802 and afterward particular newspapers were known to possess particular classes of advertisements: the *Morning Post*, horses and carriages; the *Public Ledger*, shipping and sales of wholesale foreign merchandise; the *Morning Herald* and *Times*, auctioneers; the *Morning Chronicle*, books." (a) There is in London to-day a paper of immense dimensions, and believed to be unique, which is wholly and exclusively devoted to the publication of cheap advertisements about individual wants, sale and barter, etc., and this paper, with a trifling circulation, secures the greater part of that class of cheap advertising in London, chiefly because it has come to be known as the natural place to look for it.

THE COST OF ADVERTISING.

The cost of advertising varies with all these varying conditions. In the colonial press it was rarely that a newspaper made any publication of advertising rates, it being customary to announce, instead, that advertisements would be "taken in" at "reasonable rates" or a "moderate price". The inference is fair that the early printers were glad to get what they could for this kind of business, and it is certain that no such thing as a fixed standard of advertising rates was ever arrived at among them.

Some illustrations may be given: The *Virginia Gazette* announced that "advertisements of moderate length would be inserted for 3 shillings the first week and 2 shillings each week after". The *Maryland Gazette* promised to publish "advertisements of moderate length for 5 shillings the first week and 1 shilling each time after, and long ones in proportion". The *New Jersey Gazette*, as late as 1777, inserted "advertisements of moderate length for 7 shillings 6 pence for the first week, 2 shillings 6 pence for every continuance, and long ones in proportion".

Only in Philadelphia before the revolution was advertising a source of considerable profit to publishers. In both Bradford's and Franklin's papers it became such. It was a long struggle in later years to bring it to a point of large remuneration. Space for advertisements in the "blanket sheets" of the earlier daily journalism of New York city was not only sold at very low rates, but was often given away. Thirty-two to forty dollars per year, with a copy of the paper thrown in, would secure for the advertiser as much space as he demanded, (b) and advertisements would often appear many days after they were out of date. As the volume of advertisements increased prices increased with them, and the existing system of classification in publication gradually grew up.

The business of newspaper advertising has grown to be so enormous that its negotiation has become a separate and profitable business. There are more than fifty firms in the United States engaged in the advertising-agency business, and these agencies secure a basis of discount from the regular rates of many newspapers all over the country. With this advantage they are able to negotiate the business of large and systematic advertisers to the profit of the latter as well as of themselves, and frequently carry out contracts involving an expenditure of a million dollars in printers' ink. I have elsewhere described the manner and extent to which the business of co-operative newspaper printing is connected with this system of extended advertising. (c)

The value of an advertisement to the party interested depends upon the number and character of the persons whose eyes it is likely to reach through the chosen medium, and rates of charges are determined in accordance with the reputed circulation of the several journals. A certain class of trade journals may charge an increased rate, not proportionate to their actual circulation, because they reach a particular class of readers, interested in the trade to which the journal is devoted. Rates are also adjusted so that the advertiser for a long period of time gets the benefit of a regular discount on each separate insertion. Different prices are charged for insertion in different portions of the paper, the rate varying according to the conspicuousness of the position assigned. The willingness of advertisers to accept all the advantages which may accrue in this manner has led to a very general habit among journals of a certain class of selling any portion of the paper, including the regular news columns, and not infrequently the editorial

a Hunt's *Fourth Estate*, vol. ii, p. 118.

b Hudson's *History of Journalism*, p. 408.

c It was under the auspices of these advertising agencies that the publication of newspaper directories began in the United States. The first known publication of this kind in the United States was *The Newspaper Record*, containing a complete list of newspapers and periodicals in the United States, Canadas, and Great Britain, by Lay & Brother, Philadelphia, 1856. In 1846 C. Mitchell began in London the publication of his *Newspaper Directory of Great Britain*, which has continued annually ever since. In 1869 George P. Rowell & Co., of New York, began the publication of the *American Newspaper Directory*, the first regular publication of the kind in the United States, and they have since continued it annually. S. M. Pettengill & Co., New York, have published several annual editions of a *Newspaper Directory and Advertisers' Hand-Book*. H. P. Hubbard, of New Haven, Connecticut, began in 1879 the publication of Hubbard's *Right-Hand Record and Ready Reference*, being a directory of United States and Canadian newspapers, with their circulation, the population of the towns in which published, etc. In 1881 Mr. Hubbard greatly enlarged and improved his directory, including in it carefully collected statistics of all the newspapers published in the world. N. W. Ayer & Son, Philadelphia, began in 1880 *The American Newspaper Annual*, and C. A. Cook & Co., Chicago, *The United States Newspaper Directory*. There are a number of minor publications of like character in the United States. The special agent of the Census Office in charge of the statistics of the press is under obligation for much information and many courtesies to Mr. H. P. Hubbard, of New Haven, and George P. Rowell & Co., New York.

indorsement, for a price. This habit is recognized as one of the distinct evils which detract from the otherwise high character of the American newspapers, and it is not tolerated in the offices of prosperous and wealthy journals, which occupy a position that enables them to dictate terms to their patrons, or in the offices of many smaller establishments, whose proprietors prefer the slightly smaller gain to the imputation of willingness to sell their columns and their opinions for money.

THE PRICES OF NEWSPAPERS.

The prices at which newspapers are published in the United States vary in accordance with certain conditions which are coming to be well defined, there having been marked variations since they first became a common institution. When they reached the point where they could be considered profitable establishments they were, as a rule, sold for 6 cents per copy, or \$10 per year. This was the case with the old blanket sheets that preceded the newspapers of the present sizes and shapes in the metropolis, such as the *Morning Courier*, afterward the well-known *Courier and Enquirer* (which passed into the *World* by absorption in 1861), and the *Journal of Commerce*, still in existence. Both of these papers were established in 1827, and after a while came to be regarded as the leading dailies of the metropolis, their circulation, which was regarded as large for that time, varying between 4,000 and 5,000 daily. They were folio sheets, 24 by 35 inches at first, and afterward 35 by 59 inches. In 1850 the *Courier and Enquirer* published a sheet which contained 1,881 square inches, and in 1853 the *Journal of Commerce* reached a size of 2,057 square inches. Both journals boasted that they published the largest papers then printed in the world, and a calculation has been made which shows that either one of them at that time printed nearly half as much more reading and advertising matter, measured by ems, as the *London Times*. The daily composition on one of these "blanket" sheets, as they were appropriately called, often exceeded 700,000 ems—a large composition for one of the most enterprising newspapers of the present day. These journals were known as the "six-penny" papers, and the evening papers printed in New York at the time were sold at the same price. There is no question that, in consideration of the amount of reading matter they contained, they were cheap papers for the money; but they were not cheap in the other sense, and their contents were not of a kind to attract the general public to their reading. Being largely given over to advertisements, mainly contracted for by the year, the reading matter was adapted to the mercantile taste of the metropolis, as their circulations were confined very closely to the counting-rooms, and the great average public did not read them.

Variable prices of newspapers.

The six-penny blanket sheets.

THE PENNY PRESS.

It was the realization of this fact, and the belief that it was possible to print a paper which should be cheap enough to find purchasers among the laboring classes and contain reading matter enough to make it worth their while to buy, without at the same time costing more than its income, which led to the conception of the penny newspaper. The first of these in New York was the *Morning Post*, which was established January 1, 1833, by Horatio David Shepard, with Horace Greeley and Francis V. Story as partners, printers, and publishers. The penny newspaper had been previously undertaken in England, where the *Orange Postman*, which sold for one cent, was founded as early as 1706. At the time of its first establishment in New York city the penny newspaper was beginning to make decided headway against the larger and expensive London dailies. The *London Illustrated Penny Magazine*, which had been started in 1830, was meeting with a phenomenal success, although it had none of the characteristics of a newspaper, and it was even imported and sold in large quantities in New York city. One or two spasmodic efforts to start penny dailies had also been made in Boston and Philadelphia previous to the appearance of the *Morning Post* in New York, but both efforts speedily failed. (a) Such, indeed, was the fate which overtook the *Morning Post*, whose projectors and partners combined could only gather together capital enough to keep it afloat for about a month. In September of the same year the *Sun* was established by Benjamin H. Day, (b) a practical printer, who promised in his prospectus to

The penny press.

English penny papers

The New York Sun established.

a As late as 1845, when the *Traveller*, a two-cent daily, first appeared, all the Boston dailies were six-cent papers, and none were sold by newsboys on the streets.

b At a banquet in New York, in 1851, Mr. Day said, in response to a toast:

"It is true I originated the *Sun*, the first penny newspaper in America, and, as far as I have known, the first in the world; but I have always considered the circumstance as more the result of accident than of any superior sagacity of mine. It was in 1832 that I projected the enterprise, during the first cholera, when my business as a job printer scarcely afforded a living. I must say I had very little faith in its success at that time, and from various causes it was put off. In August, 1833, I finally made up my mind to venture the experiment, and I issued the first number of the *Sun* September 3. It is not necessary to speak of the wonderful success of the paper. At the end of three years the difficulty of striking off the large edition on a double-cylinder press in the time usually allowed to daily newspapers was very great. In 1835 I introduced steam-power, now so necessary an appendage to almost every newspaper office. At that time all the Napier presses in the city were turned by crank-men, and as the *Sun* was the only daily newspaper of large circulation, so it seemed to be the only establishment where steam was really indispensable. But even this great aid to the speed of the Napier machines did not keep up with the increasing circulation of the *Sun*. Constant and vexatious complaints of the late delivery could not be avoided up to the time that I left the establishment and until the invention of the press which permitted the locking of the type upon the cylinder."

publish all the news of the day at the price of one penny per copy, or \$3 a year, and he kept his promise. The first number was a folio of twelve columns, with about 10 inches to the column, its contents being largely confined to brief accounts of local happenings. It was not at the beginning edited with special ability, tact, or expenditure, and its success, which dated from the first issue, may therefore be said to be due to the fact that it had discovered a positive want on the part of the people, which it did much to meet. The success of the *Sun* led to the founding of numerous other penny papers, so that in 1835 the dailies of that city consisted of seven six-penny morning papers, four six-penny evening papers, and five penny papers—fifteen in all. (a) The *Herald* was established on May 6 in that year by James Gordon Bennett, (b) and thereafter the *Sun* and *Herald* ran a race for the support of the masses. The *Sun* continued to be published at the rate of one cent a copy until the outbreak of the war, when the sudden increase in prices compelled the proprietors to increase the price to two cents a copy, where it has since remained.

New York daily press
in 1835. The New York
Herald established.

Since that time there have been a number of penny newspapers started in New York, one of which, the *Daily News*, now boasts of an enormous circulation, but the most of them have died. Beside the *Herald*, the *Tribune*, *Times*, and *World* began at one cent, but as these expanded in circulation and increased in resources they advanced their price to accord with their advancing value. Penny papers have been and are published in other large American cities; (c) but the tendency of the public, for an obvious reason, has been somewhat away from so cheap a journal. (d) The penny papers continue to be inferior to their higher-priced competitors in a degree which is hardly in proportion to the difference in price. They are small and poorly printed, and their news is meager; and such must, of necessity, continue to be the case, except where the circulation can be run up to a figure which none of them have yet been able to reach in this country.

Penny papers no longer
most popular.

The two, three, and four cent papers, on the other hand, with their added revenue from sales, are able to publish journals which are not only typographically excellent, but contain a wide range of well-digested reading matter, and thus become marvels of cheapness, offering so much more for the money that the public generally comes to look upon the difference in price as of less importance. Four cents is now the ruling price for a daily newspaper in most of the larger cities of the United States, and it is rare in any eastern city that more than five cents per single copy is charged. Frequently in cities where one or more five-cent papers are published there may be found a three-cent paper existing in prosperity by their side. The annual subscription price of these papers varies from \$6 to \$10, and the average annual price of daily papers in the country has been found by this inquiry to be \$7 27. (e)

The higher priced
dailies.

The penny press had its origin in the energy and enterprise of practical printers, who were generally men without capital and without political connection. Their career has, as a rule, been a short one; for even in the earlier days of journalism it was the exception and not the rule when a metropolitan daily, started without capital, was able

a The names of the New York dailies at this time were as follows:

Six-penny morning papers: *New York Gazette and General Advertiser*, *Mercantile Advertiser* and *New York Advocate*, *New York Daily Advertiser*, *Morning Courier* and *New York Enquirer*, *New York Journal of Commerce*, *New York Times*, *Business Reporter* and *Merchants' and Mechanics' Advertiser*. Six-penny evening papers: *New York Commercial Advertiser*, *Evening Post*, *New York American*, *Evening Star*. Penny papers: *Sun*, *Transcript*, *Man*, *Jeffersonian*.

b The first issue of the *Morning Herald*, "James Gordon Bennett & Co.," publishers, appeared in New York May 6, 1835, price one cent. It was a four-page paper, 30 by 24, and therefore not much larger than the ante-revolutionary papers. It contained four columns to the page, closely set in minion, and four of its sixteen columns were given over to advertisements, which the publishers announced their purpose of printing at the rate of \$30 a year per square of 16 lines, or 50 cents for one insertion per square. In the modest editorial salutory the editor declared his intention to print an independent newspaper for the masses with a prophetic quotation from *Ophelia*: "We know what we are, but know not what we may be." He added that "there are in this city at least 150,000 persons who glance over one or more newspapers every day. Only 42,000 daily sheets are issued to supply them. We have plenty of room, therefore, without jostling neighbors, rivals, or friends, to pick up at least 30,000 or 40,000 for the *Herald*, and leave something for others who come after us. By furnishing a daily paper for the low price of \$3 per year, which may be taken for any shorter period at the same rate, and making it at the same time equal to any of the high-priced papers for intelligence, good taste, sagacity, and industry, we expect to reach this end."

In a notice of a directory just published the first *Herald* alludes to the fact that in New York "we have 35 daily papers, 16 of which in the city issue 17,000 large sheets daily and 25,000 small, the best large morning daily being the *Courier and Enquirer*, and the best small one the *Herald*, to say nothing of the good old wine of the *Star*". This first diminutive and unpretentious *Herald* contained, besides this directory notice, a column of European news from the steamer *St. Andrew*, from Cork, which arrived on the evening previous, and "brought dates to the 8th of April", nearly a month previous to the date of its publication. There were two or more columns of city intelligence, and the first and last pages were embellished with sketches, a poem or two, and other miscellaneous reading matter. The contrast between it and the earlier dailies was marked enough, but nothing like the comparison with a *Herald* of to-day.

c The first penny newspaper issued in Philadelphia was the *Daily Transcript*, commenced in 1835 by W. L. Drane & Co.—Colton.

d A conspicuous exception to this tendency is seen in the success which has attended the journalistic enterprises of the Scripps Publishing Company, of Detroit, Michigan. This company now publishes five penny newspapers, one in Detroit, established in 1873; one in Cleveland, Ohio, established in 1868; and one in each of the cities of Saint Louis, Missouri, Buffalo, New York, and Cincinnati, Ohio, which were established in the census year. By duplicating a large share of the special news supply of each to the other papers the publishers are able to largely reduce expenses. Several of the penny papers of the Scripps Company have attained large circulations.

e The prevailing price for a single copy of a daily paper in the territories and also in the Pacific states is 10 cents. The *Eureka* (Nevada) *Daily Leader* sells for 25 cents a copy; the *Bodie* (California) *Daily Free Press* for 12½ cents a copy. The weekly edition of the *Bodie Daily Standard-News* costs 25 cents a copy. The *Daily Courier de San Francisco* (French) has a subscription price of \$24 a year; the weekly edition, \$10; the semi-monthly edition, \$6. The weekly edition is sold at 50 cents a copy. The subscription price of the *Helena* (Montana) *Daily Independent* is \$24 a year.

to create for itself a foothold. When they succeeded, success brought with it the ambition to enlarge the scope and the usefulness of the paper, and an increase in the price was the natural consequence. The tendency in American daily journalism is not toward the penny press, for the self-evident reason that all journals are so cheap that the poorer one, at a less price than the one very much better, cannot expect the patronage accorded them at the time when they entered a field occupied exclusively by high-priced journals, which were also ill adapted to popular reading.

Present tendencies as to price.

THE INFLUENCE OF THE PENNY PRESS.

But the American penny press has served other good purposes beside bringing down the average cost of the newspaper; and it was a natural consequence of the character of the men who generally founded them, and of the surrounding circumstances, that these papers were not identified with political organizations. Growing in strength, they maintained and fortified their independence. Up to the time of their appearance the daily press of the United States had been entirely a partisan press, all of the successful journals being warmly enlisted in the cause of one or the other of the existing parties, as they had been since the adoption of the federal Constitution. The penny newspaper subordinated politics from the start, because, in the first place, its founders were not politicians and had no political connections, and, in the second place, they expected to find their readers among the poorer classes of all political parties—the men and women who wanted to know what the news of the day was, and wanted to get it in as cheap a form as possible. It is an undoubted fact, as asserted by Frederick Hudson in his *History of American Journalism*, that when these new and dangerous engines of public opinion first made their appearance and began to be hawked through all the streets and by-ways of the great cities they met with the determined opposition of the professional politicians, who saw in them the leverage by which in time their firm grip upon the press of the country was to be unloosed. There was an interval of ten years, during which time, by the sheer force of its superior circulation, the penny press exerted the most powerful newspaper influence that was felt in the United States, and during this interval its beneficial influence was the most apparent. It taught the higher-priced papers that political connection was properly subordinated to the other and higher function of the public journal—the function of gathering and presenting the news as it is, without reference to its political or other effect upon friend or foe. The emancipation of the American press from the thralldom to party, under which it struggled for so many years—years in which its growth and usefulness seemed to stagnate—has not yet been accomplished to the degree that is desirable, but it has been fairly inaugurated, and even the avowedly partisan journals of the day which exert any considerable influence upon the public mind now regulate their loyalty to party by subordinating it to this higher function. For this great advance we are more indebted to the penny press than to any other cause.

The service of the penny press to journalism.

Independent journalism in the United States.

The advent of the penny press concluded the transition period in American journalism, and had three effects that are easily traceable: It increased the circulation, decreased the price of daily newspapers, and changed the character of the reading matter published. The most important of these effects was the cheapening of newspapers. The maximum price per copy of the daily papers in the smaller cities is now five cents, a figure which was settled upon during the civil war, when the cost of paper and the wages of labor went up enormously, followed by a universal increase in the subscription price of daily newspapers. With the exception thus occasioned the price of the larger dailies has been tending slightly downward, under the influence of the penny press, notwithstanding the fact that the character and cost of these journals have been constantly improving and increasing. Papers like the metropolitan dailies of to-day might undoubtedly be printed and sold at a profit for less money than is now received for them, but they are not likely to be, because of this constant irresistible tendency to an increase in the cost of producing them. Every year the ramifications of the news agencies become more extended, and the sums expended for editorial and reportorial service grow more generous. No metropolitan journal can long hold its own which permits its rivals to constantly and perceptibly excel it in the expenditure of money for the collection and presentation of news. The single item of telegraphic bills, which has been added to the cost of publishing a newspaper since the days of the blanket sheets and the founding of the first penny papers, has made a difference of quite one-sixth in the cost of publication of a representative paper, and in the meanwhile, and notably since the war, there has been a decrease in the cost of mechanical production.^(a)

Three results of penny papers.

Increased cost of publishing daily papers.

^a The penny press in England has developed to a degree and in directions unknown in the United States. Leaving newspapers out of the question, the weekly and monthly publications issued for a penny in London present one of the phenomena of the age, a great number of them attaining circulations almost fabulous. It is no exaggeration to say that between five and six millions of this class of publications are circulated in London alone every week. Many of these journals are of a semi-religious character, like the *Christian World*, published twice a week, with a very large circulation, and consequently in great favor with advertisers; *The Christian*, *The Christian Age*, *Christian Globe*, and *Christian Union*. Francis Hitchman states (*MacMillan's Magazine*, March, 1881) that eight of these semi-religious penny periodicals published in London enjoy between them an average circulation of between a million and a quarter and a million and a half copies a week. One of the evidences of their great circulation is the large number of costly advertisements they contain. Of the purely secular penny press of London, the most successful specimens are *The Family Herald*, founded in 1844; *The London Journal*, founded in 1846; *The London Reader*, founded in 1864, and *Bow Bells*; all of which closely resemble Robert Bonner's *New York Ledger* in contents and character, and are remarkably successful. Literature for boys is an important and not commendable feature of the London penny press, fifteen papers of this class being published in London every week, with a total circulation of a million and a half copies.

THE TENDENCY TO INCREASED EXPENSE IN DAILY NEWSPAPERS.

On this point of the comparative cost of printing and publishing a newspaper in accordance with the modern expectations some valuable data are given in an address delivered by Whitelaw Reid, of the *New York Tribune*, in 1879. Mr. Reid directs attention, first, to the greater cheapness with which printing paper is supplied, to the reduced telegraphic rates, to the more perfect machinery, dispensing with the services of many men, and to the larger profits from increased circulation and the corresponding increase in the value and cost of advertising, as causes which naturally tend,

Whitelaw Reid on the increasing cost of publishing a daily newspaper.

under the constant pressure of strong competition, to force down the price of newspapers to a point still cheaper than at present, the present price not being so cheap, on the average, as that which prevailed before the war, when paper cost more than now and machinery was far less perfect. On the other hand, there is to be considered, first of all, the constant tendency to increase in the amount of reading matter of all kinds daily expected and furnished, which drives journals into the constant publication of supplements, extras, double sheets, quadruple sheets, and for the sum of three or four pennies supplies the reader with an amount of reading matter equivalent to the contents of a thick book, costing one dollar or more, and collected and printed at a cost tenfold what the book's contents cost. In the second place, it is to be noted that the profits of newspapers do not increase in the same ratio as the circulation, especially in the case of those which devote large portions of their space to advertisements, which bring so much profit, and no more, whether the number of copies printed on a certain day is 10,000 more or 10,000 less than on a certain other day. In the third place, and it is the real consideration in the case, the actual increase in the cost of preparing the contents of a great newspaper of this day renders a reduction in the price at which they are furnished to subscribers out of the question. In illustration of this fact, Mr. Reid supplies in juxtaposition the comparative cost of publishing the *New York Tribune* in 1859 and in 1879. In 1859 the total outlay for news, editing, type-setting, printing, and publishing, including the accounts of the editorial department, composing-room, press-room, publishers' department, correspondence, and telegraph, was \$130,198. In 1879 the outlay of the year in the same departments was \$377,510, or nearly three times greater. Comparing the years 1859 and 1874, Mr. Reid indicated the division of this increase between the several departments of the paper as follows:

Comparative cost of daily newspaper publication in 1859 and 1879.

Telegraphic expenses of 1859, \$11,679; of 1874, \$51,728 88; composing-room bills of 1859, \$42,256; of 1874, \$125,883 28. The total expenses of the editorial department in 1859 were \$43,125, including correspondence; in 1874 these same expenses had increased to \$188,829 45. In reply to an anticipated criticism that this exhibit is deceptive, because receipts have increased proportionately with expenses, Mr. Reid continues:

To this criticism the balance-sheet affords the answer. On a business of half a million in 1859, as a two-cent paper, the *Tribune* made a net profit of \$86,000. At the beginning of 1879 we found that on a business of nearly three-quarters of a million, as a four-cent paper, it had made \$85,588. The fluctuations in the interval had been at least sufficient to show that in a matter of such magnitude it was not wise to hunt for any more risks than we already had. In times of great excitement, presidential years and the like, the volume of business of course runs up. I have myself been able to report a net profit of \$155,000 on a business of \$974,000, and on the smaller business of \$941,000 a profit of \$171,049; and I have also had to report on a business of \$925,465 a net loss of \$96,690. Or, to rid the statement of figures, we have made \$85,000 as a two-cent paper; have spent a half more, and made only the same sum as a four-cent paper. In the interval we have sometimes spent twice as much to make only twice as much, while at other times on a like expenditure we lost as much.

The *New York Sun* in 1876 published a detailed statement of the current expenses of its publication, which confirms and illustrates the conclusions reached by Mr. Reid. The number of persons then employed in that office

The cost of publishing the *New York Sun*.

as 249. The expenses of the establishment for the week ending March 11, 1876, were \$15,817 17, the items of which were as follows: Editorial expenses, including salaries, telegrams, etc., \$3,826 83; publication salaries, \$429 51; mail-room, \$197; composition, \$1,486 91; stereotyping, \$296; press-room salaries, \$940 47; press-room expenses and supplies, \$100; ink, \$138 72; paper, \$7,074 55; coal and gas, \$176 50; steam-power, \$70; postage, \$330 68; general expenses, \$750. Dividing this amount by seven, it gives a daily average of \$2,259 59 as the outlay incurred for the direct benefit of every person purchasing the paper, who secures the results of it all for two cents.

PRICES AND CHARACTERISTICS OF WEEKLY PAPERS.

The price at which weekly papers are furnished in the United States has varied very little since the days of the colonial press. The early rates established were low enough to prevent their proprietors from growing rich, and they have been kept low enough since to accomplish the same purpose. The standard price for an average weekly newspaper may be said to be \$2, although the average for this class of journals will be found to be slightly lower. (a) The country weeklies suffer severely from the competition of the weekly editions of the daily papers. The latter, made up from the type which is set from day

Low prices of weekly newspapers.

^a There is no such uniformity in the price of the weekly provincial press of England as in that of the United States. Like the English dailies, they are generally sold at a certain price per copy, instead of at an annual subscription price, this price varying from 4d. (and at rare intervals 5d.) to 3½d., 3d., 2d., and 1d., with an occasional half-penny sheet. Taking 2d. as a fair average price, their annual cost would be \$2 08 per annum, or slightly above the average for the United States (\$1 75). Of late years the steady tendency of the weekly English press has been toward a lower price per copy.

to day for the daily edition and selected and condensed throughout the week, involve an additional expense upon the publishers of but little more than the cost of the white paper used and the press-work and ink. They are therefore able to furnish them at a comparatively greater profit than that which can be obtained by the country newspaper proprietor, who must set and pay for all the matter he prints in his one weekly edition. The publisher of the weekly edition of the daily paper can also furnish his readers with a much larger and more varied supply of reading matter at a figure that enables him to make money, while his rural competitor, if he furnished the same amount, would find it necessary to speedily suspend. These weekly editions of the daily papers are frequently supplied at the rate of \$1 50 per annum, and in some cases as low as \$1 a year, and they naturally attain to large and widely diffused circulations. There are several of these editions which circulate thousands of copies in excess of the daily editions and penetrate into nearly all the states of the Union. These papers can be sold at a price but little in excess of the actual cost of the white paper used upon them, the proprietors relying for ample profit upon the money obtained for advertisements inserted therein. Under the increasing competition thus engendered the price of the country weeklies has a tendency to decline, while their character does not, as a rule, improve in the same degree that has been noted in the daily newspapers of the United States.

Weekly editions of daily newspapers.

Closer competition in weekly journalism.

CAUSES OF THE OVERDEVELOPMENT OF THE WEEKLY PRESS.

The local newspaper as it is frequently seen in the United States presents the most primitive aspect of journalism. Following fast on the heels of the railroad into the heart of the wilderness, with a sublime faith in the conquering power of printers' ink which challenges admiration, it welcomes fields of industry not more promising or less painful than those which found the fathers of American journalism ready to bear and to suffer all things. Hundreds of newspapers report to the census a circulation of 500 or under, at from \$1 50 to \$2 each, and an advertising patronage in proportion. They are hardly to be reckoned among the tangible evidences of wealth, springing up in a night-time, and being liable to disappear as quickly. During the brief period of this investigation some newspapers which existed when it began had ceased to exist before its conclusion. They are frequently established by men of a migratory disposition, who sound a town, and, after a few months of unsuccessful endeavor, pack their types and press and appear with a new name and a cheerful flourish in some other locality equally unpromising. (a) They are the *ignis fatuus* of the press, and elude the most careful attempt to give them a local habitation and a name in census reports. This migratory tendency is especially noticeable in the frontier towns of the West, and the territories naturally present more instances of this tendency than any single state. Yet it is a fact worthy of record that the oldest settled communities, which in other respects offer few signs of variation from one census to another, are subject to this spasmodic journalism. New papers are constantly appearing in the little towns of New England and the middle states, and as constantly disappearing. Sometimes they live, and after a hard struggle, and by virtue of the most pinching economy, become an element of value in the community and a source of meager livelihood to a proprietor who is willing to be man of all work. Three causes tempt to such ventures. First among the causes is to be reckoned politics, every new political movement hatching its brood of papers. The most recent illustration is afforded by the greenback party, upward of a thousand papers being established throughout the country to advocate the principles of that party, more than half of which died before they could establish a foothold in this report, being born of a temporary flurry and dying with its subsidence. The extent to which journalism is dependent upon politics in this country may be judged from the fact that the decadence of the greenback movement carried down a large proportion of its press organs. If it had flourished longer, their lives would have been longer; if it had become one of the great and permanent controlling forces in this country, a large proportion of its press would have likewise become a permanent force. From the revolution down newspapers have flourished or languished according to the same rule.

Causes of overdevelopment.

The political cause.

A second cause of this overdevelopment is the prevalent belief that newspaper publishing is an easy method of making a livelihood, and the resultant disposition of men unfitted by training and qualification to enter it. A large portion of the class of newspapers we are now considering is owned and managed by men whose sole education has been picked up at the case as apprentices or journeymen printers, and who bring to their calling only this mechanical training. Some of the schedules returned from newspaper offices in response to the inquiries of the special agent reveal a degree of ignorance over the publisher's own signature which must largely affect the character and influence of the paper whose columns are thus presided over. The comparative cheapness of the materials necessary to start a newspaper, and the fact that in this class of journals the mechanical training is indispensable, has led to the establishment of many papers which cultivate barren fields with dull instruments. An ambition altogether laudable is behind these enterprises, and the early history of the press in all parts of the country is filled with instances of beginnings equally humble

Lack of educational requirement.

^a Samuel Pike, who established the *Peru Forester* at Peru, Indiana, is said to have established more newspapers than any other man in the United States.

and unpropitious. The contrast between the great metropolitan journals of to-day, with their large and trained staffs, their wonderful mechanical facilities, their immense resources, and these struggling, starving, ragged-edged sheets offers the most inspiring point of view from which to estimate the achievements and the possibilities of the American newspaper press. The United States shows the primitive and the fully-developed journalism in closest juxtaposition, and in the humbler and the narrower field the work done and the influence exercised are often worthy to be ranked with those of other more fortunate exponents of a powerful and potent press.

A third cause of the prolific appearance of the local newspaper is the influence of the device known as co-operative publication.

THE CO-OPERATIVE PAPERS.

The constant tendency in daily newspapers, especially in the large cities, to an increase in regular expenditures is a conspicuous feature of American journalism, which is offset, on the other hand, by the many contrivances for cheapening the publication of weekly newspapers, and thus rapidly multiplying their number, that of the co-operative printing companies being the most noticeable. This has grown to be so striking a feature of our newspaper press that it has seemed wise to gather a special line of statistics relating to it.

In the return made to the Census Office on the special schedule sent them twenty-one of these establishments reported that 3,238 periodicals were supplied with half-printed sheets (3,089 weeklies and 149 of other periods of issue, including 32 daily papers), employing in their manufacture 533 males and 29 females, and paying out annually in wages \$286,147, an average of \$13,626 to each establishment. These establishments reported the value of their annual product at \$1,037,929, an average of \$49,425 to each, and an aggregate of 2,976,000 ems of type set to each half sheet printed, an average of 141,714 ems. In their work they used 175,127 pounds of type, an average of 8,339 pounds to each establishment, and 64 presses, all of which were driven by steam. Eight of these establishments printed their half sheets from stereotyped plates, and thirteen printed directly from the type.

The business of printing co-operative sheets is simply the supplying to a variety of papers in different localities of a half-printed sheet to the number of their respective circulations, leaving to the home office the labor and expense of setting the type and doing the press-work of the other half. It has been estimated that the sum of \$2,000,000 annually is saved to the publishers by this contrivance.

These co-operative papers are known among the printers as "patent insides" or "outsides", as the case may be. The establishments furnishing them buy their paper in large quantities, at prices which enable them to sell it again to the local offices, half printed, at a figure but little above what the cost of the white paper would be to the latter. The reading matter furnished on the half sheets being the same to all the offices supplied, the cost of type-setting is comparatively small. The size of these sheets varies, some of the larger houses printing half a dozen different sizes of folio and quarto sheets, to fit as many different presses. The chief profit to the co-operative printing-houses arises from the privilege of inserting a certain quantity of advertisements in the reading matter, for which they make contracts at advantageous rates, on the ground that the large number of copies printed for all the papers supplied makes it the cheapest kind of advertising.

The publisher who adopts the co-operative form surrenders all control over one-half of his paper. It being obvious that no one would do this who can make an advantageous use of that half by controlling it for his own business, it follows that the co-operative papers are invariably located in the small towns, or are the weaker competitors in the larger ones, and that their average circulation is limited. The figures given in the text are supplied by the co-operative establishments themselves, are printed just as supplied, and show an average circulation for these papers of 608 copies, which is considerably smaller than the average for the country. It does not speak well for the general prosperity of weekly journalism in the United States to find that no less than 3,238 of these papers use either the patent inside or the patent outside, their aggregate circulation being given at 2,066,922, which is over a million and a half copies per week less than that of the weekly papers—804 in number—connected with the daily press of the United States.

Another fact brought out by this special inquiry is that the twenty-one co-operative printing firms, with a single exception, reported that there had been an increase in the number of newspapers supplied with half sheets in the census year over any previous year, the highest increase being 90 per cent., by an establishment which supplied 75 papers in the census year, and the lowest 5 per cent., by an establishment which supplied 425 papers weekly with 304,920 half-printed sheets.

A noticeable fact regarding these co-operative sheets is that no less than 70 per cent. of them are supplied to papers published in the western states, and all the percentage of increase in the census year was in the West, the states in which the largest number was supplied being Illinois, Iowa, Ohio, and New York. An examination of the papers themselves reveals the further fact that they are nearly all of comparatively recent date of establishment.

It is fair to infer, therefore, that this device for facilitating and cheapening the publication of newspapers has been an extremely important factor in the abnormal development of this class of journals. The first establishment of this kind of which I have been able to get any clew appeared in Milwaukee in 1864, and it was followed the next year by one in Chicago. The remaining establishments were all organized between 1870 and 1880, and the impetus they have contributed must be held in large part responsible for the remarkable increase in the number of newspapers between the two censuses of those years.

Origin of the system.

Another somewhat similar device for cheapening the cost of printing the local newspaper was found to have come into much more general use than is supposed—that of printing one paper for two or more contiguous towns with a change of name and a substitution of several columns of local news of one town for that of the other in the different editions; and in this way one establishment frequently ekes out an income sufficient to maintain itself by drawing tribute from several small towns. There are some cases where as many as half a dozen of these local papers are furnished from one printing press, all of them alike except in the feature indicated. This method of publishing local sheets is quite as prevalent in the East as in the West, one instance being discovered where an office in Providence, Rhode Island, supplied the papers for towns located in three different states. Of the 279 local weeklies published in Massachusetts, 25 were not printed in the towns where they were published. Medway had two weekly newspapers, both of them printed elsewhere.

Combination newspapers.

Both of these methods of cheapening the cost of printing newspapers may be said to be of English origin, although the co-operative system has never developed there quite in the manner or to anything like the extent that it has in the United States. In London there are a number of establishments which carry on a large business of a kind practically unknown here. These establishments are known as “The Central Press”, “The Central News”, “The Provincial News Supply Association”, “The London Associated Reporters”, and so on. The first of them in date of origin is the Central Press, founded in 1863. This establishment early took advantage of the art of stereotyping by means of *papier maché* molds, and by this method produces as many stereotype copies of the matter prepared in its office as it can find customers for among the provincial newspapers. It employs a literary staff for the preparation of its news and miscellaneous reading matter, and possesses all the mechanical resources for preparing it directly for the press. By the middle of each day from ten to twelve columns of newspaper reading matter are written, selected, or condensed from the London morning papers, set in type, corrected, and stereotyped, and sent by the evening trains to customers in the provinces. The matter thus produced is made up to suit the requirements of the purchasers, and consists of one or more leading articles, a summary of the morning news, a column giving “the spirit of the press”, a monetary article, a London letter, and occasionally book reviews, etc., and appears the next morning in half a dozen or more provincial papers, located in Newcastle, Plymouth, Hull, Manchester, etc.

English origin of these devices.

The London co-operative houses.

This system of co-operation in the publishing of daily newspapers is thus far without any considerable imitation on this side of the water, and is not likely to have any, in this generation at least, owing to the greater distances which separate the daily newspaper towns. These London agencies also prepare in the same manner columns of news in stereotype for the weekly country journals, and this practice has developed into the supply of printed half sheets as it exists in this country. Mr. William Eglington, of Bartholomew Close, is credited with having originated this plan of partially printed sheets.

There are several similar establishments in the provincial cities of England, which do a large and profitable business, the principal of these being that of Tillotson & Sons, of Bolton, in Lancashire. This firm started the Bolton *Evening News* thirteen years ago at a half-penny, the first newspaper of the kind published in the United Kingdom; and to it must also be assigned the credit of originating the system of publishing several newspapers from the same types and press, of which mention has been made above regarding its success in the United States. Their combination newspaper is known as the Bolton *Weekly Journal* series, and is a set of half a dozen reprints of the same paper adapted to different localities within a small radius. (a)

While very few of the co-operative papers are in any sense a credit to the press of the country, it may be said of them that they are better for their localities than none at all, and that the co-operative features are the swaddling-clothes which healthy newspapers will in time outgrow, none of them preserving the patent outsides after they reach a point where they are able to do their own printing. It is notorious that among the weekly newspaper publishers which do not use the co-operative sheet there is a bitter feeling against it and a constant effort to dissuade from its use. They find them to be not only discreditable to the craft, but as having a tendency to create competition by cheapening publication in towns and villages where there is not legitimate room for such an increase. From this point of view the system has undoubtedly been vicious, enabling printers to run a newspaper as a mere adjunct for a small printing office, all the stock in which can be supplied for \$500 or less. And they make a showing which is quite as discreditable from a literary

Character of the co-operative papers.

a Mr. W. E. Baxter, of Lewes, proprietor of the *Sussex Agricultural Press*, was in 1872 the proprietor of no less than twenty-four of these papers, published in several counties, but all printed, wholly or in part, in Lewes.—Grant.

as from a mechanical point of view. While the co-operative papers number 3,238 in a total for the entire country of nearly 12,000, they do not represent one twenty-fifth of the earnings, and even less of the circulation; and it is therefore proper to set them altogether aside in any estimate of the real worth and character of the American press. They are a fashion of the day, and are due quite as much to the excessive advertising of the country as to anything else.

To these causes may be attributed the continued failure of the weekly press of the United States to equal in character the same press of Great Britain. That it does not equal it will hardly be questioned by any one familiar with the average of these papers in the two countries. There is now in progress in England a perceptible decadence of the old-fashioned, high-priced, and ponderous weekly provincial newspaper which attained such power and prestige in the last half-century. It was published on the market day in the shire-town, and served its readers for a week, supplying them with a *résumé* of all the news of the previous seven days, and discussing the politics and diplomacy of the continent with considerable force and influence. The field of this peculiar type of journal has been largely circumscribed in England by the increasing facilities for bringing the daily papers of the provincial towns within easy reach of all parts of Great Britain. One of the most prosperous of these typical journals is the *Hereford Times and General Advertiser*, now in its forty-ninth year, the proprietors of which boast, not without reason, that "it is the largest newspaper published in the world". It is printed on two full sheets, covers sixteen pages of seven columns each, and is not unfrequently extended by gratuitous supplements from 112 to 126 columns per week. The paper has a large circulation, and, being published at the comparatively high price of 3½d., is one of those papers which pass from hand to hand and from family to family throughout the whole of the extensive agricultural region of which Hereford is the center. Its advertisements are also a source of great profit. The circulation of papers of this type is fast becoming more limited, and their proprietors are often recognizing the fact by supplementing them with daily issues. Precisely such a paper as the *Hereford Times and General Advertiser* has never appeared in the United States, nor does it seem likely that it ever will, if indeed it continues in England.

Notwithstanding the disadvantages under which the weekly local newspaper labors in the United States, it has a firm hold upon the public esteem—a hold which certainly increases from year to year. The weekly edition of the metropolitan daily contains none of the local intelligence, so widely sought for everywhere, and the rurally-printed papers therefore make it a rule to devote the larger portion of their energies to the gathering of vicinity news, thus frequently attaining large circulations, even in localities that are promptly reached by the daily papers from neighboring cities. Their price is invariably lower than that which the same class of paper is able to command in the rural towns of Great Britain. As a rule, they are not as well printed as the English weekly journals, although there are some conspicuous exceptions.

The cost of the semi-weekly and tri-weekly papers of the United States varies more widely than that of the weeklies, the semi-weekly ranging in price from \$2 50 to \$4 per annum, and the tri-weekly from \$3 to \$5. For reasons indicated elsewhere in this report, neither class of papers is increasing in number or reaches a large average circulation.

CONDITIONS GOVERNING THE VALUE OF NEWSPAPER PROPERTY.

The conditions determining the value of newspaper property in the United States have already been hinted at in the discussion of the circumstances under which they are born, to live or to die. They have undergone a complete transformation since the colonial and post-revolutionary eras, and now widely differ in different localities and differing circumstances. It cannot be said that the newspaper field presents the same inducements for the investment of capital and brains as are offered by the generality of businesses in this country, immense sums of money having been frequently sunk in the attempt to establish journals which never paid expenses. Whether such investments are to ultimately prove profitable or not depends in a larger degree than ordinary upon the intelligence and tact displayed in the management of the establishment. The field for a new newspaper enterprise can often be created where no room for it seemed to exist by the superior enterprise and capacity of those engaged in it; but it is a fact, which long and frequent experience has demonstrated, that even under the most favorable circumstances, in communities where existing journals have the field, the establishment of a new daily newspaper is an undertaking requiring an outlay of money which will continue to be larger than the receipts for a period more or less indefinite. There are several cases among the daily journals reported in this census where large sums of money have been regularly sunk for many years in the unsuccessful effort to secure a remunerative hold upon public favor. In the large cities the inauguration of new newspaper enterprises is of such hazardous and doubtful success that these unsuccessful attempts are frequently carried along from year to year at annual loss, because suspension involves the loss of all the money already expended, while the existing nucleus, with its franchises and good-will, under more favorable circumstances, may some time be made a valuable property. It follows that what is known as the "good-will" of a newspaper establishment is a real and substantial capitalization, and that the value of successful newspaper property is immensely greater than the actual cost of supplying and maintaining the plant, and cannot even be accurately measured by the amount of dividends paid on the investment. Where newspaper property is capitalized for the formation of stock companies, as is now a common practice, due regard is paid to this value of an established

The American weekly press compared with the English.

Value of the weekly press.

The investment of capital in newspapers.

good-will. The newspaper which is once successful in reaching a paying basis is not easily disturbed, and it may be said of it, as it may be said of any other undertaking, that ordinary business discretion and editorial intelligence will render it permanently valuable, just as the continued lack of these things will inevitably in the end work its ruin.

THE PERSONAL AND POLITICAL ELEMENTS.

I am led to dwell on this point in view of the prevalent belief that there are personal and political elements which enter largely into the conditions of newspaper stability and must be considered in a reckoning of values. The case of Horace Greeley, whose individual personality had so much to do with the building up of the *New York Tribune*, is often cited as an illustration to this end. There have been numerous other instances of a similar character in the journalistic history of the United States, and among them may be enumerated Frank P. Blair, of the *Washington Globe*; Gales & Seaton, of the *National Intelligencer*; Henry J. Raymond, of the *New York Times*; James Gordon Bennett, of the *New York Herald*; and Samuel Bowles, of the *Springfield Republican*. The list might almost be extended to include the whole category of the early successful editors of the country, but the further we carry the illustrations the more convincing becomes the evidence that the personality of no one man is essential to the permanent success of newspaper enterprise. It is not to be denied that the personal element frequently adds to the popularity of such enterprises, as it is sometimes the chief explanation of their successful establishment in the beginning; but there is positively no case of a well managed newspaper declining in business success solely or chiefly because of the death or withdrawal of the man to whose personality or political writings it owed its original success. In testimony of this fact, the tendency in American journalism is more and more toward the impersonal editorial work. The great bulk of the editorial writing on all successful journals has long been done by clever and educated men, whose names are unknown to the readers, but whose services are none the less valuable on that account. So long as it is possible to hire the best brains for the conduct of a newspaper its cash value as a business enterprise can be maintained, because its intrinsic value as a public newspaper can also be maintained.

Personal and political elements of newspaper stability.

The tendency toward impersonal journalism.

Neither is the political connection essential to the value of the newspaper. In the smaller cities it is an important element, on account of the official patronage it naturally brings with it. We have seen that the early history of the American press is mainly the record of the establishment of newspaper organs for the several political parties, and this fact has led to the belief that success is dependent upon such a connection. The Washington newspapers, which were universally recognized as the personal organs of successive administrations, were cases of this kind, but their ultimate failure and disappearance were not so much due to the loss of executive patronage and favor as to the gradual loss of prestige through the springing up of journals as good or better in other parts of the country. It is not to be denied that many readers subscribe for a particular newspaper on account of its opinions; and it may be set down for a fundamental condition of newspaper success that its editorial management must be able to keep it in line with public opinion in some one of its marked developments if its income is to be maintained unimpaired. The journal whose management is able to do that is able to survive the fall of political parties and to outlive successive organizations whose interests it champions as they pass. The neutral paper will rarely, if ever, succeed in this country on any extended basis, but the independent journal is the one which, on the whole, presents in nearly every large city of the United States to-day the most conspicuous illustration of journalistic success. The explanation is simple: it is patronized not so much for its opinions as for its news, and in almost every instance its success may be ascribed directly to its superior enterprise in the collection and presentation of the news. Frequently it has been claimed otherwise, and the success of the independent journal in the United States has been instanced to prove that the larger portion of the average newspaper-reading community prefers a journal which is professedly not in alliance with any political party. But such a constituency is necessarily a meager one in every locality, however superior it may be in average intelligence. On the other hand, the constituency which will subscribe for the best and most enterprising journal, without reference to its political expressions, is limited only by the reading capacity of a community, as has been shown wherever the experiment has been fairly tried; and it is this fact which promises for American journalism its most important and valuable development in the future.

Value of the political connection.

The independent newspaper of to-day.

If these conclusions regarding the unimportance of the personal and political elements in the success of newspaper enterprises are correct, they eliminate from the conditions of newspaper success the two main causes which are supposed to make these conditions different from those governing in any and all other business enterprises. The man who manufactures the best goods, and who maintains from year to year the same standard, or a better one, suffers from competition only when his rivals equal or surpass the quality of his goods; and it is precisely so in journalism. The chief difference between this business and any other; in considering the conditions of success, resides in the circumstances which surround the original establishment of a newspaper. To these it is necessary to briefly recur. Few of the valuable newspaper properties in the United States are yet half a century old; still fewer newspapers have lived to be a century old, and more of them die than live. These are striking and conspicuous facts, but they

Conditions governing the successful establishment of daily newspapers.

are facts not more patent in the history of newspapers than of any other kind of business, and in reference to journalism have simply been more a matter of record and public notoriety. Notwithstanding the element of precariousness which, it must be admitted, enters very largely into newspaper establishments, the business is becoming more and more permanent in its character, and it may safely be assumed of most of our existing great daily journals that they have come to stay. Each year that passes renders them more invincible to the competition of new rivals, for it fortifies their hold upon an established and increasing constituency, renders more tangible what is known as their good-will, and continually crowds to the wall the weaker rivals. In striking testimony are such facts as these: In Boston, in 1846, there were fourteen daily papers published; now there are but eleven, and these eleven have a circulation five times greater than that of the fourteen papers of 1846. In 1840 eighteen daily papers were published in New York city, with an aggregate circulation of 60,000, and in the interval 110 new papers have been established; to-day there are but twenty-nine in existence there, but they enjoy an aggregate circulation of 765,743. In 1847, when the population of New Orleans was about 116,000, there were nine daily papers printed in that city; in 1870, when the population was 191,418, there were but five daily papers printed there; and in 1880, when the population had reached 216,090, there were ten daily papers, or one more than in 1847, and the aggregate of daily circulation had more than doubled. The history of daily journalism in nearly every large American city is a repetition of this record.

The cost of publishing a modern newspaper is constantly on the increase, and involves an outlay which can only be returned by large business. Thus the advantage of those which occupy the field continually becomes more secure. The temptation to invest the requisite amount of capital in a newspaper enterprise, which must crowd its way with slow and difficult steps against well-fortified opposition, is not the same as that which leads continually to like investments in ordinary business ventures, because the advance toward success cannot be made by gradual steps on a scale of expenditure proportionate to the ratio of income. To succeed, such an enterprise must at once present itself as the equal, if not the superior, of those it finds occupying the field, and must continue to hold its own in this respect until it has thoroughly convinced the constituency that slowly gathers around it of its permanent excellence, all the time submitting to a daily outgo largely in excess of the income. Capital is further deterred by the fact that even under these circumstances, where the ability to wait for pecuniary return is abundant, the experiment may in the end prove a failure and the capital sunk in the foundations be irretrievably lost.

Increasing cost of publishing daily newspapers.

Humble origin of great newspapers.

THE ORIGIN AND VALUE OF GREAT NEWSPAPERS.

It is to be observed of most of the existing large newspaper establishments that they were not the outcome of the investment of capital, but sprang from small and obscure beginnings, after long reverses, attaining their present strength, influence, and value as the result of brains and energy rather than of money, and are legacies to this generation of the transitional era in American journalism, coming into successful being under the operation of circumstances which have disappeared in the modified conditions of a journalistic era no longer transitional. The New York *Herald*, *Sun*, and *Tribune*, and the Boston *Herald* are striking illustrations of this fact, while the New York *Times* and the Philadelphia *Times* are perhaps the most conspicuous instances to be found of the success of newspaper ventures which began with ample pecuniary support. The New York *Times* was conceived at a most fortunate moment, just as the transitional journalistic era had closed. It started under auspices which gave it immediate prestige, and none of the daily journals established in the metropolis since have been able to achieve a similar feat. The most noticeable later instance of the successful investment of large capital for the establishment of a daily newspaper is the case of the New York *Graphic*, whose projectors discovered a unique and attractive field for daily journalism, and may attribute the success of their enterprise to that fact. Since the year 1833 there have been no less than 146 (a) different daily

a As a matter of record, the names of these journals, in the chronological order of their establishment, are appended:

Morning Post.....	1833	New Era.....	1836
Sun.....	1833	Rough Hewer.....	1836
Jeffersonian.....	1834	Daily Whig.....	1837
Man.....	1834	Evening Chronicle.....	1837
Democratic Chronicle.....	1834	New Times.....	1837
Transcript.....	1834	Examiner.....	1837
Morning Star.....	1834	Morning Chronicle.....	1838
Daily Bee.....	1834	Daily Conservative.....	1838
Herald.....	1835	Censor.....	1838
True Sun.....	1835	Daily News.....	1838
Serpent.....	1835	New York Chronicle.....	1838
The Light.....	1835	Times and Commercial Intelligencer.....	1838
Morning Star.....	1836	Corsair.....	1839
Express.....	1836	Planet.....	1839
Union.....	1836	Evening Signal.....	1839
Democrat.....	1836	Reformer.....	1839

newspapers started in New York city, of which the existing 29 are all that are left. It is not a fact that many of these ventures were backed by any considerable amount of capital. The possession of it might perhaps have made

Evening Tattler	1839	American Advocate	1845
Morning Dispatch	1839	New Yorker Demokrat	1846
New Era	1839	Evening Ledger	1846
Hudson's Express	1839	New Yorker Allgemeine Zeitung	1846
New York Whig	1839	Merchants' Ledger	1846
Evening Times	1840	The Globe	1847
Democratic Press	1840	Daily Statesman	1848
True Sun	1841	Day Book	1849
Tribune	1841	Abend Zeitung	1850
Aurora	1842	National Democrat	1850
Morning Chronicle and Penny-a-Line Advertiser	1842	Courier des États Unis	1851
Plebeian	1842	Daily Times	1851
Morning Post	1842	Skandinavisk Post	1851
Washingtonian Daily News	1842	True National Democrat	1852
Morning Star	1842	Le Progres	1853
Union	1842	The Citizen	1855
Evening Herald	1842	Daily News	1855
Native American Democrat	1842	The Age	1856
Daily Gazette	1843	State Register	1857
True Sun	1843	Le Messenger Franco-Américain	1-59
Arena	1843	The World	1859
Cynosure and Chronicle	1843	Commercial Bulletin	1865
American Republican	1843	New Yorker Journal	1866
Union	1843	Evening Gazette	1866
Republic	1844	Evening News	1867
Evening Mirror	1844	Evening Telegram	1867
National Reform	1844	Democrat	1-67
Morning News	1844	Evening Mail	1867
Democrat	1844	Star	1868
American Ensign	1844	The City	1868
Citizen and American Republican	1844	Evening Republic	1869
People's Rights	1844	Evening Free Press	1869
Ladies' Morning Star	1844	Standard	1870
Penny Daily Gazette	1844	Evening Commonwealth	1870
Evening Gazette	1845	New Yorker Tages Nachrichten	1870
Major Downie's Advocate	1845	Evening Globe	1870
The Mechanic	1845	Evening Leader	1871
Sachem	1845	Morning Ray	1871
Morning Telegraph	1845	Daily Witness	1871
New Yorker Zeitung	1845	Daily Register	1871
Staats Zeitung	1845	New York Financial Record and Investors' Manual	1871
Advertiser	1845	Graphic	1873
American Flag	1845	New Yorker Presse	1873
Independent Press	1845	City Record	1874
The Irishman	1845	Las Novedades	1876
Daily Globe	1845	Delnicke Listy	1877
Human Rights	1845	Hotel Reporter	1877
The Woman	1845	Indicator	1877
Constitution	1845	New Yorker Volks Zeitung	1878
The Crisis	1845	American Exchange	1878
Humorist	1845	Truth	1879
Splificator	1845	Wall Street News	1879
Citizen and True Sun	1845	Mining News	1880
Subterranean	1845	Handels Zeitung (date unknown).	
The Olio	1845	L'Eco d'Italia (date unknown).	
Irishman's Advocate	1845	New York Family Courier (date unknown).	
Workingmen's Advocate	1845	City and National Intelligencer (date unknown).	

The New York *Gazetteer* for 1860 contains the names of 771 newspapers and journals, of all classes and periods of issue, which have been established and disappeared in the city of New York subsequent to the revolution and up to the year 1860. In that year 250 newspapers and periodicals were published in New York city. There were 582 in 1880. It is altogether probable that since 1860 the number of newspapers and periodicals established and suspended in New York city has doubled upon the number reported in 1860. The *Journal of Commerce*, established by Arthur Tappan in 1827, is the only survivor of the morning newspapers in existence in New York at that time. The New York *Evening Post* and New York *Commercial Advertiser* are the only surviving evening newspapers which have a date of establishment equally remote.

either one of them a successful competitor for the places now occupied by existing journals, only four of which were started previous to 1833; but the chance of occupying one of those places grows less with the increasing wealth of existing dailies and the increasing cost of publication, and capital is less and less inclined to seek it.

The newspaper properties which were thus built up out of nothing, as it were, are variously estimated in value according to their surroundings, and these values are liable to fluctuate at times to a marked degree. Immense fortunes have been made as well as lost in newspaper enterprises in this country, and there are a number of well-authenticated instances of the private or public sale of newspaper property which indicate the estimates publicly put upon their value where all the conditions are healthy.

The pecuniary value of existing newspaper properties.

The *Morning Call*, of San Francisco, at a private sale some years ago, brought \$100,000, and the Cincinnati *Times* was sold at auction in 1870, on the death of its proprietor, for \$138,550, for the purpose of consolidating it with a new competitor, the *Chronicle*, established in 1868, with a capital of \$150,000. The *Times* had been established in 1841 by Calvin W. Starbuck and two other practical printers on a borrowed capital of \$200. His associates were soon discouraged, but

Noted sales of newspaper property.

Mr. Starbuck continued the undertaking, gradually making the *Times* one of the greatest journalistic successes of the West. Shortly before his death Mr. Starbuck refused an offer of \$225,000 from the parties who subsequently purchased the property at auction for \$138,550. The history of this particular paper still further illustrates the peculiar conditions surrounding the value of newspaper property. In 1871 it met with damaging competition from the *Star*, and after nine years these two journals were consolidated. Here, then, is the evidence that the value of newspaper property is not always what it is thought to be, or rather, perhaps, that it can be depreciated by determined opposition.

In a statement of its financial history, published on the thirtieth anniversary of its establishment, April 10, 1871, the New York *Tribune* said that the total cost of its production during the first week of its existence was \$525, and that it had then reached an average cost of \$20,000 per week, with a constant tendency to increase. When this journal was turned into a stock concern its shares were placed at \$1,000 each, and sales were made at \$3,500 per share. At present the shares of this journal, like those of the New York *Times*, organized on a like basis, are not in the market at any price. The New York *Sun* was sold in 1849 for \$250,000, while yet a penny paper, and "very cheap". (a) Either on the basis of the dividends regularly paid or the intrinsic value of several newspaper properties in New York their market price, if they were now, through any cause, to reach the market, would be among the millions.

The sale at public auction of the Saint Louis *Democrat* in 1872 gave another indication of the market value of newspaper property, it being disposed of to one of the former proprietors for the sum of \$456,000. Commenting upon this sale, one of the Saint Louis journals remarked at the time:

This is the first direct public sale of a large and well-established newspaper that has taken place in this country for many years, and the price paid affords some indication of the cash value of such a journal. It has been held a difficult matter to accurately estimate the worth of such an institution, on account of the varied properties that make it up. The actual material in the *Democrat* establishment would be valued at a comparatively small proportion of the price paid for the journal, but this material comprises only a small proportion of the real value of the establishment. The attributes of age, of established character, political views, advertising patronage, public influence, and subscription list, all grouped usually under the head of "good-will", constitute the substantial elements of value in an established journal. They are of a moral nature, and to a certain extent indestructible.

That these large values assigned to certain newspaper properties are not fictitious is well determined by the incomes they are known to yield to their proprietors.

THE DEVELOPMENT OF PRINTING PRESSES AND APPARATUS.

The advent of the third era in the history of American journalism was due, as has been seen, to certain changed conditions in the publication of newspapers, which were of somewhat gradual development, and had reached what seemed to be full fruition at the time when this census of the press was taken. The commencement of this era may be dated from the establishment of the first penny paper, in 1833, and with it the cheapening of newspapers to a point that brought them within the reach of all classes of society, and correspondingly increased their circulation. But the cheapening of newspapers was only made possible by the invention of machinery which permitted of rapid multiplication, which was the condition-precursor to large sales at a low price. (b)

Fast printing necessary to cheap newspapers.

a Horace Greeley before the English parliamentary committee.

b In considering the development of journalism during the past thirty years there is one cause of its prosperity and increase which is often overlooked. The cultivation of the peculiar kind of talent required for the best newspaper work, the general recognition of the calling of an editor as a liberal and responsible profession, the increase in popular culture, and the consequent demand for a better order of periodical literature—these influences upon the character of the press are fairly estimated. Everybody understands also what enormous changes have been made in the newspaper business by the invention of the telegraph and the improvements in the railway and postal service. But these things would have been of slight avail had not the ingenuity of inventors of printing machines kept pace with the increasing wants of the public and the publishers. With such mechanical facilities as even the best offices could command thirty years ago a great newspaper of the present style would have been impossible, we might almost say inconceivable. The fast printing press has done as much for journalism as the telegraph and the railroad.—John R. G. Hazard, *The Wonders of the Press*. New York, 1878.

Up to the revolution the newspaper printing presses had all been built on one general plan—a flat platen, impressing against type arranged on a flat bed. (a) In the earlier forms of this press the necessary pressure was obtained with a screw, and fifty impressions an hour was about its maximum capacity. The substitution of a lever motion for the screw increased the capacity to about 250 per hour. This modification obtained its greatest perfection in the Washington press, which was patented in 1829 by Samuel Rust. The first great advance upon the primitive lever was made in 1810, when Frederick Koenig, of London, succeeded in substituting the revolving impression cylinder for the platen, and a thousand impressions per hour thereafter became easily obtainable. (b) This press was first set up in the London *Times* office. In the issue of that paper for November 29, 1814, Mr. Walter thus described it:

The first printing presses.

Koenig's revolving-cylinder press.

Our journal this day presents to the public the practical results of the greatest improvement connected with printing since the discovery of the art itself. A system of machinery, almost organic, has been devised and arranged, which, while it relieves the human frame of its most laborious efforts in printing, far exceeds all human powers in rapidity and dispatch. That the magnitude of the invention may be justly appreciated by its effects, we may inform the public that after the letters are placed by the compositors and inclosed in the "form", little more remains for man to do than to attend upon and watch this unconscious agent in its operations. The machine is then merely supplied with paper. Itself places the form, inks it, adjusts the paper to the newly-inked type, stamps the sheet, and gives it forth to the hands of the attendant, at the same time withdrawing the form for a fresh coat of ink, which itself again distributes, to meet the ensuing sheet now advancing for impression, and the whole of these complicated acts are performed with such velocity and simultaneousness of movement that 1,100 sheets are impressed in one hour.

In 1827 Cowper & Applegarth, of London, built a double-cylinder press for the London *Times*, which superseded Koenig's complicated and cumbrous machinery and printed 2,000 impressions per hour, and in 1833 they followed it with a four-cylinder, which could, under pressure, print 5,000 sheets per hour.

Up to 1835 all the papers in the United States were printed by hand-power, the double-cylinder presses then used by the daily journals being turned by crank-men, and their circulation was still so moderate that it was possible in this way to supply the demand without serious inconvenience. The New York *Sun*, which was founded in 1833, discovered, two years later, that it was impossible to work off the edition, for which there was then a ready demand, without the aid of steam. This paper, and in fact most of the daily journals of that day, was then using a Napier press, the product of an English inventor, who had proved especially successful in adapting his machine to newspaper work. He obtained English patents dated 1827 and 1830, and up to 1835-'36 they were used with success in American offices. In 1828 R. Hoe & Co., of New York, made two of the Napier presses, the first for the New York *Commercial Advertiser* and the second for the Philadelphia *Daily Chronicle*. These presses were not of sufficient speed to supply the demands of daily journalism, then rapidly developing, and inventors everywhere applied themselves to the task of devising a press which should accomplish three objects at once, namely: First, print with extraordinary rapidity; second, print both sides of a sheet at once, or a perfecting press; third, dispense with feeders, or supply the sheets to the press by machine instead of hand labor. The achievement of these three results has been in the nature of an evolution, one step growing naturally out of the other, by the extension of the principle of rotary action for the reciprocating movement of the primitive presses.

First use of steam in American newspaper printing.

Hoe's presses.

Three steps in the development of modern printing presses.

Long before these achievements had been secured rapid printing had been accomplished by Richard M. Hoe in his "lightning press", patented July 14, 1847. The essential feature of this press was a simple one, being the principle that columns of type can be securely held on the surface of a rapidly revolving cylinder by means of wedge-shaped column rules, with their thin edges toward the axis of rotation, themselves kept in place by projecting tongues sliding in rebated grooves cut in the cylinder, and the whole form firmly locked or screwed together in the usual way. With this revolving type cylinder, and from two to ten impression cylinders arranged around it, from ten to twenty thousand impressions can be struck off in an hour. One person is required at each impression cylinder to supply the sheets of paper, which are taken at the proper moment by grippers, and after being printed are conveyed out by tapes and piled in heaps by self-acting flyers. For each impression cylinder there are two inking-rollers, receiving their supply of ink from the distributing surface of the main cylinder, which rise and ink the form as it passes under them, then again fall to the distributing

The Hoe cylinder press.

a A few attempts were made in the United States during the last century to improve the common press. Benjamin Dearborn, publisher of the *New Hampshire Gazette*, about the time of the revolution invented what was called the wheel press, which possessed the new and desirable quality of impressing the whole side of a sheet at one pull of the lever, and this press was used for a time at Newburyport. A citizen of Connecticut also took out a patent for a power-press. But these efforts led to no general improvement.—*American Cyclopaedia of Printing*.

b My own first acquaintance with a printing office was in Rochester, New York, in the year 1823. There was no iron press known there at that time. That used was composed chiefly of two upright wooden posts, a cross-beam, and platen, the latter suspended from a screw, which was operated by a long iron bar inserted into a wooden handle. The types were inked by deer-skin balls, the skins being filled with sheep's wool and nailed to wooden handles. Iron presses began to get into general use in this country in 1825, 1826, and 1827, especially in the larger cities. As late as 1829 I saw the then large edition of the New York *Courier and Enquirer* in the process of printing on a single iron hand-press, with a roller-boy behind it for inking the types.—J. F. Babcock, before Connecticut Editorial Association, 1855.

surface. The speed of these machines is limited only by the ability of the feeders to supply the sheets. The four-cylinder press can be run at the rate of 10,000 impressions an hour, the six-cylinder at 15,000 an hour, the eight-cylinder at 20,000, and the ten-cylinder at 25,000 per hour. The largest cylinder press is a gigantic machine, standing 18 feet in height and 31 feet in length, and is the largest size to which the printing press has attained, for the perfecting presses, which came after, are much more compact in build and movement.

The first Hoe rotary press was erected in the Philadelphia *Ledger* office in 1847, and the machine came into general use in the offices of large journals by 1850. The first six-cylinder press was constructed for the New York *Tribune* in 1852, and the ten-cylinder press came into use shortly afterward. The lords of the privy council of England, in granting an extension to the patent of this press, characterized it as "one of the greatest steps ever made in the printing art".

NEWSPAPER STEREOTYPING.

Even at that time, however, the Hoe press was not sufficient for the growing demands of journalism without a duplication of type, which not only largely increased the cost, but involved a loss of valuable time. The limitation of press capacity compelling the newspapers of the largest circulation to go to press before their neighbors, they could not print the latest news or make early sales, nor could they extend their out-of-town circulation. It was the effort to overcome this difficulty which led to the discovery of the process of newspaper stereotyping, which is now in vogue in many of the offices with great circulations. The recent introduction of the *papier maché* process in book stereotyping led to a series of experiments, which reached a successful result about the same time in this country and in England, the London *Times* using a stereotype process which was the invention of two Swiss mechanics, and the New York *Tribune*, in 1861, utilizing an invention of Mr. Charles Oraske, of that city. His process was successful from the first, and it came into use in American newspaper offices at the time when the outbreak of the war increased suddenly and enormously the demand for newspapers. By this process a newspaper was enabled to multiply its forms indefinitely and with great rapidity, and might therefore put in use as many rotary presses as its sales would warrant. The application of stereotyping to newspapers was important in another respect, as it overcame the main obstacle in the way of the successful manufacture of the perfecting press.

The census inquiry revealed the fact that in 1880 there were 45 daily journals in the United States printed from plates made by the process of rapid stereotyping. These were located in the following states: California, 2; Illinois, 6; Indiana, 1; Kentucky, 1; Maryland, 2; Massachusetts, 2; Michigan, 1; Missouri, 2; Minnesota, 1; New Jersey, 1; New York, 9; Ohio, 6; Pennsylvania, 10; Wisconsin, 1. The Louisville (Kentucky) *Courier-Journal* is printed from stereotype plates 30 by 48 inches, which are claimed to be the largest stereotype plates made in the world. The Boston *Herald* is printed upon four Bullock web-perfecting presses, each with a capacity of 15,000 an hour, which can be forced to 18,000, and it is claimed that in this office the quickest time in the world is made in the manufacture of stereotype plates, two perfect plates having been made in seven minutes from the time the forms were received by the stereotypers. (a)

Beside the daily journals which are stereotyped, a large proportion of the weekly and other periodicals having large circulations are printed from stereotype plates. This is true of most of the monthly magazines and of the literary weekly papers. The process of stereotyping is found to be profitable, both in respect to saving the wear and tear of type and in the saving of time in reaching the public with the paper, when the circulation attains 15,000 and upward. Thus in 1880 there were 52 daily journals the circulation of which was over 15,000, and 45 were then printing from stereotype plates, several of the latter reporting their circulation under 15,000 and over 10,000.

THE PERFECTING PRESS.

By the invention of Hoe's "lightning press" it became possible to supply the demand for papers of the largest circulation of that day within an hour or two after going to press; but still there were deficiencies even in this, which came in time to be especially annoying to the evening papers in large cities. It often happens that a demand for one, two, or ten thousand extras comes upon a newspaper in the afternoon without warning, in

^a The forms for the morning edition of the London *Standard* come down to the foundery at intervals, commencing at 12 o'clock, midnight, the last form, with the latest parliamentary and other important intelligence, being received in the foundery at 2.30 to 3 o'clock. The eight plates are all produced and handed to the press-room in thirty-three minutes. The *Evening Standard* is published in four separate editions, the number of plates that are required varying according to the news that is received. The whole *Morning Standard* is printed in one hour and fifty minutes, and the *Evening Standard*, second edition, in fifteen minutes, the third edition in thirty minutes, fourth edition in twenty minutes, and the special edition in forty-five minutes. To accomplish this the *Standard* uses eight machines, seven of which run at the rate of 14,000 an hour. There are also six machines in reserve in another building, and also a complete font of type, to guard against accidents by fire or otherwise. The steam-power used is a pair of 45 horse-power engines in each building, and likewise two 60 horse-power boilers of the multitubular type, for auxiliary machinery, in the bill-room, foundery, and for working the lifts and machinery in the engineer's shop, where all repairs are carried out. The amount of paper used during the year 1880 for the *Morning Standard* was 3,412 tons, equal to a length of 36,609 miles, and for the *Evening Standard* 865 tons, equal to a length of 13,377 miles, making a total of 4,277 tons of paper, or 49,986 miles—an average of over 13 tons, or 160 miles per day.—Joseph Hatton, in *Harper's Magazine*.

which case, the regular edition of the first side having been already printed, it is necessary to bring the form of that side back from the composing-room to the press, and meanwhile the public is kept waiting for its news. This delay at a time when moments are precious was largely overcome by the invention of the perfecting press. Where this machine is in use the entire paper is upon the press at one time, and, whatever the demand, it can be supplied to the last copy without confusion, loss of time, or the waste of a single sheet, at a varying speed of from 8,000 to 15,000 copies an hour. By the use of stereotype plates the number of forms can be multiplied to supply an indefinite number of perfecting presses, so that practically there is no limit to the number of copies of an issue which may now be supplied by a newspaper thus equipped within an almost incredible space of time after the first impression leaves the press.

The perfecting press.

With the perfecting press came the further rotary mechanism, by which the feeding of the paper was accomplished automatically and the services of a dozen or more pressmen dispensed with. This machine, which is called the web-perfecting press, on account of its printing from a web of paper, has two main cylinders, instead of one, both forms, now rendered comparatively light and manageable by means of stereotyping, being put upon the press at once. Instead of piles of sheets cut to a uniform size, a roll of paper several miles in length hangs in bearings above. The end of this roll being introduced into the press, the paper is drawn through it at the rate of 50,000 feet an hour, a speed which must be seen to be appreciated; is printed on both sides, cut into lengths by knife-bearing cylinders, and finally is laid down, fifteen thousand completed papers in an hour. Finally, by a last and crowning invention, a rotary folding-machine has been added to the press, by which the papers as they come, all cut, upon the tapes, are caught, folded, and delivered ready for the mailing.

Description of the web-perfecting press.

The honor of bringing the printing press into this state of perfection belongs almost wholly to American inventors. The first web-perfecting press ever built was the invention of Sir Rowland Hill, the well-known advocate of cheap postage in England. It was patented in 1835, but never came into practical use, partly owing to the inconvenience of the conical type employed upon it, but mainly because of the difficulty of disposing of the sheets as fast as they were printed. The idea at the bottom of the machine had, however, previously occurred to several American inventors, who were at work upon it, and it grew up out of steady adherence to the principle of press making which Mr. Hoe had first put to practical purpose, and which had been at the bottom of all previous improvements—the substitution of the rotary for the reciprocating action. Mr. Hoe's first perfecting press was built about 1857, but it required a much tougher and stronger paper than American journals could afford to use, and was therefore not a success.

A result of American invention.

William H. Bullock, of Philadelphia, in 1861, succeeded in making a web-perfecting press which worked with better satisfaction than any that had thus far appeared. By subsequent improvements Mr. Bullock overcame one difficulty after another, until, by 1870, he had a press which could deliver from 8,000 to 10,000 completed papers an hour. The Walter press, constructed in the workshops of the London *Times*, is much like the Bullock in general construction and capacity. It is worthy of note in this connection that the first fast printing presses used in either England or France were the work of American inventors. In 1849 Mr. Hoe built a rotary press for the Paris daily journal, *La Patrie*. The first Hoe press in London was built some years later for Lloyd's *Weekly Newspaper*, and its success led the proprietor of the London *Times*, in 1857, after a series of disastrous experiments with a clumsy vertical rotary press, constructed by Augustus Applegarth, to order two ten-cylinder Hoe presses. Previous to this time the London *Times* had been duplicating everything in type, in order to be able to keep two presses running simultaneously. In 1875 six of Hoe's web-perfecting presses were ordered by the London *Standard* and eight by the London *Daily Telegraph*, and in other establishments, both in London and the provincial cities, American-built presses are now largely used and give the most complete satisfaction.

The Bullock press.

The Walter press.

The largest of these perfecting presses yet made, and believed to be the most perfect and rapid printing machine in the world, has been recently erected in the press-room of the *Missouri Republican*, of Saint Louis. This press has a capacity of 30,000 perfect papers per hour, printed, cut, folded, and pasted, ready for delivery, is known as the Hoe double web-perfecting press and folding-machine, and prints and folds two perfect papers at a single operation.

The final development of the web-perfecting press, which reached successful operation in the census year, is a machine that prints from the types instead of from stereotype plates, and which promises to be of incalculable service to that increasing class of daily papers which print an edition of from 7,000 to 15,000 papers—hardly large enough to warrant the additional cost of stereotyping, and yet so large that it is difficult to handle it with sufficient rapidity by the aid of the cylinder press. In general construction it is not unlike the type-revolving presses, the forms of type being locked in curved beds or "turtles". If the machine is for printing an eight-page paper, the four outside forms are placed on the large central type cylinder in a group, with their heads toward each other, and the inside forms are placed similarly, diametrically opposite to the outside forms. These forms occupy one-half of the circumference of the type cylinder, and the space between the groups is used as an ink-distributing surface, receiving the ink in the usual manner. The type cylinder

The type web-perfecting press.

is surrounded by and connects with the impression cylinders. The machine is equipped with four or eight impression cylinders, according as one or two rolls of paper are used, double the capacity being obtained by the use of double rolls, and its capacity is from 10,000 to 20,000 perfect impressions per hour. The first of these type-perfecting presses manufactured by the Messrs. Hoe was erected in the office of the *New York Commercial Advertiser* in the census year.

Intimately connected with the improvement of the printing press are the inventions for the rapid handling of the printed sheets by machinery. About the time of the introduction of the Hoe cylinder press folding-machines were employed, to which the sheets were transferred as they came from the presses. To the later printing presses are attached improved folding apparatus, over which the sheets pass in continuous motion as they leave the impression cylinders, emerging finally ready for delivery. This machinery has reached such perfection that in the case of eight-page papers the sheets are not only cut in their passage through the press, but are securely pasted at the back. These attachments are now generally made to the web-perfecting presses, and it would seem that the perfection of the printing apparatus cannot go much further.

TYPE-SETTING AND DISTRIBUTING MACHINES.

While all these improvements have been following each other in the printing and delivery of newspapers, the ingenuity of man has not yet invented a substitute for the setting of type by hand, the method of composition remaining precisely the same as it was when printing was first invented. As the newspapers grow larger, as they spread out into supplements, extras, double sheets, quadruple sheets, and so on, every individual letter used has to be separately handled by the type-setter, not only in the composition, but again in the distribution of the type. The process of type-setting is the most laborious feature in the manufacture of a newspaper. The average compositor will set from 800 to 1,000 ems of type an hour, rapid printers reaching an average of 1,200 and even 1,500, but the latter figure can rarely be maintained continuously. Table V shows the average ems of type set per issue on the daily press to be 74,147, but on several of our largest daily journals the average runs as high as from 400,000 to 500,000 ems, and sometimes exceeds these figures.

The only method of increasing the speed of getting large volumes of reading matter into type is to increase the force of compositors. The aggregate ems of type set per issue on all the newspapers and periodicals of the United States reaches 556,894,022; and, bearing in mind that each of these figures represents two or more separate and distinct handlings of as many type, the immense importance of the successful invention of a type-setting machine to the periodical press may be imagined. In full appreciation of this importance, a number of the wealthiest newspaper establishments have devoted largely of their surplus earnings to experimenting with the various devices for the mechanical setting and distribution of type that have been brought to public attention from time to time. The *London Times*, in addition to its great services in the development of the printing press, has expended large sums of money in the encouragement of inventors who have sought for a successful type-setting apparatus, and the *Chicago Times* began a series of experiments with one of the latest of these machines during the census year. The first machine of the kind patented in Great Britain was the invention of William Church, the date of the patent being 1822. Frederick Rosenberg secured the first American patent in 1840, and since then there have been more than forty additional patents granted by the United States government, while the objects sought for seem as far beyond reach as ever. There is no difficulty in devising machines which will work automatically in the assortment of the types; but the difficulty arises in the necessity of devising a machine which will facilitate the composition of every conceivable variety of type and combination of letters, thickly interspersed with capitals, italics, arbitrary signs, etc. A great increase in the rapidity of composition is necessary to warrant the substitution of type-setting machinery for manual labor. Human supervision is of course necessary at every point in the operation of such a machine, and no machine can be invented that will compose type faster than an intelligent operator can read the copy. The character of the manuscript which appears in newspaper offices is so variable, often so nearly illegible, that the average compositor can set it by hand as rapidly as his eye is able to decipher its contents. The exact justification of every line of type as it is set is an operation which requires the exercise of a human intelligence, and no machine can be made to perform an operation which in no two lines is governed by precisely the same conditions in respect to spacing, the division of words, etc. It is claimed in behalf of a number of machines that they have conquered the problem of justification by providing for exactly the same distance between all the words in every line; but in practical operation the justification remains a source of apparently insurmountable difficulty. Any machine which shall be capable of automatically discharging with great rapidity an infinite number of slightly-differing operations, none of which recur with uniformity in the infinite variations which distinguish orthography, to say nothing of the variations of type—any such machine must necessarily be one of expensive and complicated arrangement and liable to frequent derangement.

Type-setting machines for book composition have long been in successful operation in several establishments in this country. The conditions governing their use in this kind of work are, however, widely different from those prevailing in newspaper offices, and nothing has as yet been devised which promises in the manufacture of a daily newspaper to reduce the cost or shorten the time required for composition.

Table V contains the statistics of the number of presses used in the printing of newspapers and periodicals. From these statistics all presses, whether hand or power, used for job printing only, or for other purposes than the printing of newspapers and periodicals, were excluded, and no account was taken of the presses used to print the large number of periodicals whose publishers did not do their own printing, but contracted with job printers. These latter instances were chiefly in the large cities, where it is the rule, except in large establishments, like those of Harper & Brothers and D. Appleton & Co., for the publishers of periodicals not of a news character to contract for their printing. In the offices of the newspapers and periodicals 8,048 presses were found, of which 4,873 were hand presses, 148 were run by water-power, and 3,027 by steam-power. There were only 122 instances of daily newspapers whose presses were worked by hand, and New York, Illinois, Indiana, Massachusetts, Maine, Rhode Island, and Connecticut were the only states in which more steam than hand presses were found. In Mississippi, where 123 journals are published, only five steam presses were found, and North Carolina, with 142 journals, returned but five.

Number of presses used in newspaper and periodical work.

The development of the mechanism of printing has created a revolution in journalism, and has robbed the great newspapers of the third era of many of the peculiarities which distinguished them in the days when they printed but few in number and sold them at a high price. To no cause quite as much as to this one can we justly attribute the wonderful development which has attended the American press within the last quarter of a century. But it is observable that the perfecting of the fast printing press has been going on at the same time that the extension of railroads and the multiplication of telegraph lines have enabled the great newspapers to keep pace, in the character of their publication, with the increasing facilities for making them, the railroads, with the improved mail service conducted by the government in connection with them, having made it possible for the morning journals of a great city to be delivered at the breakfast-tables of people living hundreds of miles away, while the use of the telegraph, which began to become general among newspapers by 1850, put the news of the continent within the reach of enterprising publishers for immediate publication, and was a stimulus to activity and enterprise on their part such as had been seen in the management of none of the earlier newspapers. The resources of great journals grew rapidly after the problem of furnishing them cheaply, by furnishing them in large numbers, had been successfully solved, and the increase in circulation brought with it, of course, a corresponding increase in advertising patronage. The improvements in the printing press had largely reduced the cost of producing a newspaper; but what was saved in this manner—and very much more in many instances—was expended thereafter in meeting the requirements of the widening scope of journalism. Telegraphic tolls, an entirely new element of newspaper expense, increased constantly with the increase of the service deemed necessary, and are still increasing. More and better men were employed in editorial and reportorial service, and there came in the public mind a general recognition of the importance and the responsibility of the calling of the editor and publisher of a newspaper; and as this recognition appeared, the cultivation of the peculiar kind of talent required for newspaper work brought into the profession large numbers of educated and talented men, the country demanding that those who were to instruct them as to the daily progress of the world's affairs should be men of at least as high a standard of intelligence and culture as that which was coming to prevail among the people themselves.

THE TRANSMISSION OF NEWS.

The general use of the magnetic telegraph for the transmission of news to the daily press has eliminated from the business much of the exciting and characteristic enterprise which marked the career of the daily journals in existence just previous to the successful introduction of telegraphy. Many and ingenious were the devices of rival journals to anticipate their neighbors in the publication of important intelligence, and when the event was one expected and prearranged this enterprise at first took shape in the flying of carrier-pigeons, (a) the equipment of pony expresses, with relays of spirited horses, and afterward in the chartering of special locomotives and steamboats from distant points. The achievement of Mr. Henry J. Raymond, then a reporter of the *New York Tribune*, in the first publication of a speech of Daniel Webster's, delivered in Boston, is a fair illustration of the methods adopted by one journal to surpass its rivals. He wrote out his notes of the speech while journeying back to New York on the boat, and as fast as he transcribed them the copy was passed over to printers, whose type and cases had been brought on board for that purpose. When the vessel arrived in New York the speech was in type and ready for instant publication. It was in order to anticipate its rivals that the *New York Herald* first became possessed of a swift sailing yacht in New York harbor for the prompt collection of the shipping news.

Effect of the telegraph upon daily journalism.

With the advent of the telegraph all the journals which were able to pay the expenses of transmission were placed on precisely the same footing, with respect to priority, in the receipt and publication of news, and the ingenuity and expense formerly incurred to outstrip each other became a matter of the past. The principle underlying the associated collection of news had been recognized as valuable before the use of the telegraph, and several of the New York journals combined some years previous and jointly paid the cost of running a pony express from Washington with the latest congressional reports for their several

The associated collection of news.

^a The flying of carrier-pigeons from Halifax to Boston and New York, with condensations of the news from English newspapers just arrived, was a practice for some time successfully pursued.—Maverick's *Life of Henry J. Raymond*.

use. (a) Similar associations existed between journals both in New York and Boston for the collection of marine news. These associations were the owners of several fast-sailing news schooners, built on the pilot-boat plan. The importance of the telegraph as an instrument for the instant transmission of news was at once recognized by the press upon the opening of the first line from Washington to the city of Wilmington, Delaware, in 1844, and they immediately made use of this limited line, and as immediately found themselves in difficulty, owing to its incapacity to meet the large demands upon it with the requisite promptness. (b) As the telegraph spread its lines to more distant points this difficulty increased constantly; and it was the annoyance and delay thus arising that led to a meeting of the proprietors of the principal New York daily newspapers of that day (1848-'49)—the *Journal of Commerce*, the *Courier and Inquirer*, the *Tribune*, the *Herald*, the *Sun*, and the *Express*—for the purpose of forming an organization, or combination, to obviate the individual competition which destroyed the usefulness of the new discovery to all alike. (c) Here originated the Associated Press, and the

Organization of the Associated Press.

a The first combination was in 1846, during the Oregon excitement, resulting in dispatching a pilot-boat across the Atlantic especially for news, and in two expresses (one from Halifax and one from Boston), costing the combined papers \$5,000 for the pilot-boat, \$4,000 for the Halifax express, and \$1,000 for the Boston express—very large sums to spend for news in those days.—Hudson's *History of Journalism*.

b When the first battles were fought on the Rio Grande, the magnetic telegraph extended from Washington to Wilmington, and soon after to Jersey City. Efforts were made to reach the southern telegraph office first. Sometimes the *Herald* would succeed, and sometimes the *Sun*. Frequently the messengers of these journals would enter the office together. The exclusive use of the wire could not be given to either. They were therefore allowed fifteen minutes each. Not many lines of news could be transmitted in that brief space of time over poor lines, with miserable insulation and inexperienced operators. It was in consequence of this difficulty that the New York *Herald*, in connection with the Philadelphia *Public Ledger* and the Baltimore *Sun*, established the successful express between Montgomery and Mobile.—Hudson's *History of Journalism*.

c The idea of the associated collection of telegraphic news had an earlier conception and a successful execution in the interior of New York state. The telegraph was completed from Albany to Utica, New York, January 31, 1846; from Baltimore to Philadelphia, June 5; from New York to Boston, June 27, and from New York to Buffalo, September 9. The first state associated press originated in Utica, New York, and was a necessary sequel to the fact that the first telegraphic line was opened to general business at that point. Mr. Alexander Seward, a vice-president of the Oneida Historical Society at Utica, and formerly editor of the *Utica Daily Gazette*, in a paper read before that society December 31, 1878, gives the following interesting account of the organization of this first associated press:

"Those gentlemen who, being then connected with the press, were obliged to invent a system for availing themselves of the advantages offered by the telegraph, cannot claim any special merit for a contrivance which would doubtless have suggested itself to others similarly situated. But Mr. J. D. Reid, in his valuable history of the telegraph in America, has made a statement so inaccurate on this point that it is a duty to truth to correct it. Mr. Reid says:

"On the 4th of July, 1846, the line having been completed between Albany and Buffalo, the idea of a state associated press was practically born by a call from President Faxton for a meeting of editors, by telegraph, in the various offices at that time open. This started the idea of a federation for the supply of telegraphic news. The first daily reports to the press of the state were sent January 1, 1847. There was deposited with this society, about three months since, a volume containing the correspondence with the proprietors of the *Utica Daily Gazette* relative to the formation of this associated press. This collection had passed the ordeal of two fires and escaped the greater peril of the paper-mill. It contains about a hundred letters from those who represented the daily newspaper press of the state from Albany to Buffalo thirty-three years ago, and it may become of some historic value two generations hence, when the memories of Croswell, Ten Eyck, Lacy, Northway, Smith, Oliphant, Dawson, Butts, Jerome, Foote, Jewett, Clapp, Stringham, &c., have been further mellowed by age.

"The telegraph was completed between Utica and Albany, as before stated, on Saturday, January 31, 1846. The first news dispatch—not 'a few words', but nearly a column—appeared in the *Utica Daily Gazette* of February 3, 1846. The correspondence relative to the associated press begins contemporaneously, and continues till the association is fully organized and in complete operation from Buffalo to Albany. The cause of the organization is also apparent. Necessity was the mother of this invention, as of many others. News dispatches, chiefly brief summaries of congressional proceedings, had been telegraphed from Washington to Baltimore long before. But that government telegraph, like most government operations, was not a paying institution. The New York and Buffalo telegraph was conducted on strictly business principles from the start. It offered great benefits to the local newspapers, but it required a compensation which in their then feeble condition they were unable single-handed to pay. Hence the idea and the subsequent fact of the associated press. The daily newspapers in the state west of Utica mostly agreed to contribute to the expense of collecting and telegraphing the news from Albany to Utica, at which latter place it was printed in slips and forwarded by express in advance of the mails. Beside the proceedings of the legislature, which were telegraphed as they occurred, and the Albany market, the dispatches consisted of a summary of news made up from the New York papers as soon as they arrived in Albany. When the telegraph was completed to Syracuse, June 1, 1846, the receipt and forwarding of telegraph dispatches were transferred to the papers of that city. A meeting of the editors from Utica to Buffalo was held there to arrange matters May 28.

"The meeting of July 4, which Mr. Reid mentions, was in pursuance of the following invitation:

"T. S. F.'s compliments to the editors of all the daily papers between Albany and Buffalo: Will be happy to meet them and their friends at the different telegraph stations on the 4th, between the hours of 4 and 5 p. m., for the purpose of interchange of sentiments.

"Thus it appears that this meeting was a social gathering, of President Faxton's happy invention, to celebrate the day and the accomplishment of instantaneous communication, by the electric fluid, between lake Erie and the Hudson river. Twenty-one years before the water connection between the two had been magnificently celebrated, and the event telegraphed by cannon from Buffalo to New York. The *Gazette* of July 4, 1846, thus announced the more wonderful fact:

"THE HUDSON TALKING TO LAKE ERIE!—The lightning flashed through from Albany to Buffalo, 325 miles by railroad, this morning at 8½ o'clock. The telegraph now spans the Empire State! The events transpiring at the capital, at one end, are made known at the other extremity in 'less than no time'—from twenty minutes to half an hour before they happen. This is the longest line of telegraph in the world. The swift messengers, upon whose wings messages are sent along the copper track, are bred in a large galvanic battery in the loft of Dudley's triangle, in this city. The fluid there generated makes a circuit of 650 miles. The only object it has in view is to get from one end of the battery into the other, like a carrier-dove returning to the spot where it was trained. This fiery steed, whose speed surpasses the imaginings of tales of the genii; this mighty agent, whose sports are in the volcano and tornado; this weapon of the ancient king of heaven, forged in the infernal regions; the utilitarian of our day approaches and says: 'I'll trouble you with a line.'

"A two-column account of Mr. Faxton's novel party was given in the next *Gazette*, entitled, 'Electro-Magnetic Drama, or a Lightning Sociable,' consisting of 'single act without change of scene, as these necessities of the drama do not appertain to electro-magnetic performances'. In other words, time and space were annihilated.

"On the 5th of August the editors, from Albany to Buffalo, met in this city and extended and perfected their association, preparatory to the opening of the line to New York city, on September 9, 1846."

organized transmission of telegraphic news for the use of all these journals jointly. Arrangements had previously been made (in 1837) by the *Courier and Inquirer*, the *Journal of Commerce*, and the *Express* for the associated collection of the shipping news of the harbor of New York, and a steam vessel had been purchased and equipped for that purpose. About 1841-'43 the *Tribune* and *Sun* were added. The Associated Press was practically an outcome of this association, and after being reorganized in its present form, in 1851, very rapidly developed into an institution of great resources and wonderful ramifications. Contracts were made with the telegraph company for the transmission of news at rates much below those charged to individual customers, and great advantage was gained in this way, as well as by the division of expense, over journals not members of the association and which were not permitted to purchase its news. The Associated Press appointed its local agents in the principal cities of the Union, and made contracts with similar associations in England. After a period of time, during which its efficiency and importance had been demonstrated in connection with the continued development of the telegraph lines, it began to sell its news to newspapers in other cities and states, receiving therefor an income which went a good distance toward reimbursement for the enormous expenditure incurred in the transmission of elaborate accounts of important events all over the United States. In 1872 the Associated Press of New York city served over 200 daily papers in the United States with its telegraphic news and paid out yearly over \$200,000 for cable telegrams alone. In 1880 the Associated Press served 30 per cent. of all the daily newspapers in the United States with the domestic and foreign news of the day, and expended in the main office alone the sum of \$500,000 a year for salaries, rents, agents, and incidental expenses, not including the cost of telegraphic transmission from the points of concentration to the numerous distributing points. For this latter service the Western Union Telegraph Company received the sum of \$392,800 08 in 1880. The Census Office is under obligation to J. M. Somerville, then the press agent of the Western Union Telegraph Company, for a detailed statement of the amount of business done by that company for the newspapers connected with the Associated Press during the census year ending June 1, 1880. The total number of newspapers to which dispatches were sent was 355, of which number 228 were morning issues and 127 evening publications. These figures are significant of the greater strength and character of the morning newspapers of the United States, of which there are 438, there being 533 evening dailies. The actual number of words transmitted by the company to all newspapers during the census year was 611,199,930, which is equivalent to 1,877,256,934 ems of type. (a) It is to be borne in mind, however, that this statement of the number of words transmitted by telegraph includes the special dispatches to a large number of newspapers. The telegraph company supplies the following tabular statement, showing the distribution, by states and territories, of the daily newspapers regularly receiving the Associated Press dispatches over its lines:

Rapid development of the Associated Press.

Statistics of the press service of the Western Union Telegraph Company.

States and territories.	Morning papers.	Evening papers.	Total.	States and territories.	Morning papers.	Evening papers.	Total.
Alabama	3		3	Montana	2		2
Arkansas	2	1	3	Nebraska	4		4
California	10	0	10	Nevada	2	3	5
Colorado	10	1	11	New Hampshire		3	3
Connecticut	3	6	9	New Jersey			
Dakota		1	1	New Mexico	1		1
Delaware	1	1	2	New York	30	15	45
District of Columbia	2	2	4	North Carolina	4	1	5
Florida	2	1	3	Ohio	14	6	20
Georgia	5	1	6	Oregon	1		1
Idaho				Pennsylvania	21	11	32
Illinois	10	6	16	Rhode Island	1	1	2
Indiana	6	7	13	South Carolina	3		3
Iowa	9	8	17	Tennessee	5	2	7
Kansas	7	3	10	Texas	8	5	13
Kentucky	3	1	4	Utah	3	2	5
Louisiana	5	1	6	Vermont	1	2	3
Maine	5	3	8	Virginia	7	4	11
Maryland	3	2	5	Washington			
Massachusetts	7	7	14	West Virginia	1		1
Michigan	6	5	11	Wisconsin	2	1	3
Minnesota				Wyoming	3		3
Mississippi	4	1	5	Total	228	127	355
Missouri	12	4	16				

a The British post-office, in its report for the year ending in March of the United States census year, shows that the number of words delivered to the newspapers of the United Kingdom in the year was 313,500,000—a trifle more than one-half the total number of words sent by one company in the United States during the same period of time.

In an address on the history and the methods of the Associated Press, delivered in 1880, Mr. J. W. Simonton, then the general manager, described the business character of the organization as follows:

Business organization
of the Associated Press.

The Associated Press is a simple copartnership, having for articles of agreement a series of written rules to govern its operations. It is not incorporated, derives no prestige or power from any special legislation or privilege, and is dependent for every element of influence, strength, or success upon its own money-capital and the intelligently applied efforts of those who established and have controlled it. The association is composed of several journals, and not of the individuals who own or control them; and so the proprietorship or policy of a journal may change without affecting its position in the partnership.

The New York city association may be called the clearing-house of a dozen different and sectional associations, which it supplies with news by contract, and from which it receives news in return. These several kindred associations exist for those sections of the country which have a community of interest and a geographical relation; thus there is a New York state association, which serves the journals of the state outside of New York city and Brooklyn; a New England association, a Pennsylvania association, a western states association, a southern states association, a Canadian association, and a Pacific coast association, besides minor associations which provide for sections of territory out of the line of those above mentioned. These kindred associations have their agents in New York city, who have access to all the news received by the city association's agent, and cull from it such and in such quantity as in their judgment is desirable for the journals of each section of the country. Thus, the western association holds toward New York relations similar to those of the New England association. It operates the territory from the lakes to the Ohio river, south to Memphis and Louisville, and west to the Missouri. Interchanging local news among its own fifty-six voting members, and eighty or more press customers who are not members, it delivers a copy of said local news to an agent of the New York association placed at Cincinnati, who forwards thence whatever in his judgment—guided by general instructions—New York requires. (a) It also reports anything within its territory which may be needed in addition to the collections for western press use; and New York is under similar and reciprocal obligations to the West; but neither association can serve any competitor or encroach upon the territory of the other. The news of the great plains, stretching from the Missouri river to the Rocky mountains, and thence to the Pacific, including California, Oregon, Colorado, Washington, Montana, Idaho, Arizona, Utah, New Mexico, and Wyoming, together with the news of the Sandwich Islands, Japan, China, and Australia, coming by way of the Golden Gate, is collected by agents of the New York association.

In all sections other than those already named the parent association makes its own collection of news; that is to say, in New Jersey, Pennsylvania (except Pittsburgh, Erie, and the oil region), Delaware, Maryland, Washington, and all points south to Texas; in Mexico, the West Indies, Canada, Southern and Central America, and Europe. Though it pays for much of its service the same rate as the general public, it brings the news of the Old World as liberally as the interest will justify from day to day. Confining itself to no arbitrary limit, its daily cable tolls are rarely less than \$300, are not infrequently \$500, and are sometimes even quadruple that sum. Its London offices are never closed. By means of a double corps of agents the news of Europe, chiefly concentrated at the British capital, is forwarded at all hours, as rapidly as received. By contracts with the great European news agencies, including the well-known Reuter Company, the Associated Press receives their news collections from every part of civilized Europe, Asia, Africa, and South America. In sparsely-settled districts, where news items are too infrequent to warrant appointments of regular agents, the telegraph companies, in order to earn the tolls, as well as for public accommodation, permit operators to act *ex officio* as agents for the press. So, too, the telegrapher's assistance is sought to improvise competent agents or reporters to visit scenes of sudden public calamity, disturbance, or other excitement at points beyond telegraphic lines, to gather the facts, carry them to the nearest station, and forward by wire. Until quite recently the Associated Press has relied entirely upon the Western Union Telegraph Company for transmission of its messages to and from all points in the United States; but now it has leased from that company, for its own special use, a wire between New York, Philadelphia, Baltimore, and Washington, and employs its own operators to work it directly between Associated Press offices in the several cities named. This proves exceedingly convenient, though it would not be economical except for the very large amount of telegraphic service (18,000 to 20,000 words daily) required by the Associated Press over that particular circuit. At Cincinnati, Detroit, Chicago, Saint Louis, Milwaukee, and Memphis condensed abstracts, known as pony reports, are made from the full one and promptly forwarded to smaller towns or outlying places in the respective districts whose journals cannot afford to share the cost of the longer one. The cost of the news, laid down where published, every charge paid, ranges from \$15 to \$250 per week to each journal, with the exception of those of New York city, who rarely find their bills as low as \$300, while sometimes they run up to \$1,500.

Thus, by its various ramifications, the Associated Press reaches to every section of the United States where daily papers are published, and, by an arrangement which is mutually beneficial, receives every day all the intelligence afloat in all the states of the Union. This association has been well described by Mr. Simonton as an independent co-operative union of newspaper publishers for their mutual benefit, the immense advantages it confers upon the newspapers which partake of its privileges being too obvious to need exemplification. It gives each one of these newspapers the advantage of all the news possessed by every other one; so that they can present in each day's issue the news of the whole country at a cost that is trifling when compared with the value of the service or the expense that would be entailed in an effort to collect it individually. This news is sent by the telegraph company, en circuits, and is dropped at office after office on the line of transmission to the most distant point in a single sending, thus greatly reducing the cost of telegraphic service to all and bringing the news within the reach of scores of the poorer papers, which, under any other conditions, would find it a burden too great for their income.

Each of the collateral associations belonging to the Associated Press makes its own rules and regulations for the admission of new members, as well as its own separate contracts with the New York city press and the telegraph company, and the advantages enjoyed in consequence are so obvious and far-reaching that membership has come to be highly prized, and has a well-defined financial value, which the journals belonging to the association hold to be an intrinsic element of their cash value. The theory of the association has grown to include the idea of protection as well as mutual benefit. To protect the members of the association from constant competition, a fixed price is established by some of the

Management of the col-
lateral associations.

a The Western Associated Press paid \$175,000 in tolls to the Western Union during the census year.

associations as the initiation fee which new journals must pay before they can receive the benefits of the organization, and this price is generally regulated on the basis of the actual sums which the journals in the particular locality where the new publication is started have contributed to the maintenance of the system. In some cities the positive right of veto upon the admission of any new paper to the privileges of the association is accorded to each journal in that city. In New York city admission to the parent association by any new aspirant has long been regarded as impossible, and the franchise of membership is roughly estimated to be worth one quarter of a million of dollars. This feature of the Associated Press has given rise to much complaint on the part of new newspaper enterprises excluded from its benefits, and undoubtedly has acted as a check upon the establishment of new papers. It led some years ago to the organization of a similar association, served at first by a different telegraph company whose obligations were assumed by the Western Union upon consolidation. In this rival organization the sole condition of membership is the payment of the weekly dues for the collection and transmission of news; and it numbers in its membership most of the daily journals which have been founded in the last ten years, excepting always those which are founded upon the remains of preceding journals and inherit their Associated Press franchise. Many of the journals which receive their news through the new association are in a prosperous condition.

The advantages of these associations to the newspaper are obvious; they also convey obvious advantages to those who read the newspaper. Such a central responsible organization is of inestimable benefit as a guarantee of the correctness of the news received through its agency. The membership of the association is composed of journals which advocate the principles of both political parties; and one of the earliest rules formed for its guidance, as well as one that is of necessity most rigorously enforced, is that which requires all news transmitted through the Associated Press to be absolutely free from partisan bias. So well understood is this rule by the public, and so carefully is it observed, that the world has learned to regard the intelligence conveyed through this agency as uniformly trustworthy.

Advantages of telegraphic press association.

This system of co-operative news-gathering was the invention of Julius Reuter,^(a) whose European news agency now supplies the New York Associated Press with all its foreign intelligence. This agency was first organized in 1850 to supply the British newspapers with the latest continental intelligence by telegraph. It has established agents in all places of importance on the continent, who forward to the central office in London prompt and succinct reports of all happenings. From comparatively small beginnings the Reuter agency has grown into one of the most gigantic of business enterprises, and there is hardly a spot in the civilized world to which their agents have not penetrated.

Origin of co-operative news-gathering.

Connected with Reuter's company, with which it has a contract for the exclusive supply of the news of that company throughout the United Kingdom (London only excepted), is the Press Association, a limited company, whose shareholders are the proprietors of the principal provincial daily journals published in Great Britain, and is nearly counterpart to the Associated Press of the United States. This association was organized in 1868, and its operations are conducted on a scale not so extensive, but quite as thorough, as those of the Associated Press of New York. The cost of telegraphic service in Great Britain is considerably more to the newspapers than in the United States, the fact of government control of the telegraph there preventing the Press Association from making large contracts on a basis as advantageous as that which the competition of telegraph companies has made possible in this country. Large as are the sums which our newspapers pay out annually for telegraphic service, they are exceeded by the cost of this service to newspapers of equal character in Great Britain.

The British Press Association.

Admirable as is the service rendered by the Associated Press and the American Press Association, the leading newspapers of the day regularly supplement their reports from all important news centers in the United States with special telegraphic reports, which are prepared by their own correspondents, and are their exclusive property. These special dispatches do not, as a rule, traverse the news of the Associated Press, but are primarily sought for, for the purpose of imparting to it that color which the non-partisan character of the associated news compels it to omit. These specials are thus in the nature of a supplement or commentary upon the news which comes by the co-operative channel. Thus, from the national capital, where all the principal daily journals of the country employ regular correspondents, the work of transmitting the proceedings of Congress from day to day is left exclusively to the Associated Press and kindred associations, while the special reports are occupied with comments upon those proceedings, with descriptions of a day's debate, current criticism and comment, and such news and opinion as may be picked up outside of the regular channels through which comes the news of the Associated Press. This feature of special telegraphic service has grown to such great proportions of late years that it surpasses in cost the tolls paid by the Associated Press. The total tolls received

Special press dispatches.

^a Mr. Reuter, now called Baron Reuter, was the founder of the Reuter Telegram Company (limited). It was first established as a private agency, about thirty years ago. When the British government purchased the telegraph lines, the Reuter agency was transformed into a limited-liability company. Baron Reuter remained at its head as managing director until 1876, when the control was transferred to his son, Herbert de Reuter, who now fills the position of managing director of the company.

by the Western Union Telegraph Company in 1880 for the transmission of press reports was \$1,085,655 35, (a) of which amount \$690,855 27 was paid for special dispatches and \$392,800 08 for Associated Press dispatches. In comparing these figures, it is to be borne in mind that the telegraphic company received one rate for the Associated Press dispatches sent to all the papers in each circuit, while it received a separate rate for specials from each individual newspaper sending them; so that the greater sum paid for specials is not an indication that the Associated Press dispatches were less in amount of words than those specially sent. On the contrary, they many times exceeded the latter in volume. The largest amount paid by any single newspaper for press dispatches during the year was \$70,006 31. In recent years a number of the leading newspapers have leased telegraphic lines to the national capital, of which they have the exclusive use, transmitting large volumes of matter for publication through the agency of special operators in their employ.

The growth of this branch of newspaper enterprise, which has assumed its great proportions in comparatively recent years, is one of the chief elements of the increasing cost of daily newspaper publication. The time has long since passed when news of any importance can be intrusted to the slower carriage of the mails, and the cost of telegraphing eats up the profits of many thousands of copies of papers sold, the effect of the telegraph upon journalism having been to revolutionize its method and its character, and to add immeasurably to its capability for aiding and serving the public.

The influence of the telegraph upon the journalism of the United States has been one of equalization. It has placed the provincial newspaper on a par with the metropolitan journal, so far as the prompt transmission of news—the first and always to be chiefest function of journalism—is concerned, and thus it has compelled the assertion of superiority on the part of individual newspapers, by the employment of more and better brains and the making of a better journal in all those features where brains tell. More than any other cause, the use of the telegraph has thus tended to raise the standard of journalism, while it has immeasurably increased the value of the press to the business and other interests of the country.

JOURNALISTIC DIFFERENTIATION IN THE UNITED STATES.

The most striking feature of the history of the newspaper press during the past decade has been its multitudinous differentiation, the press of the United States, to a marvelous degree not witnessed in any other country, accommodating itself to the several conditions and pursuits of the people. In its early development all papers were established on the same plan, and discharged the single function of conveying at regular but infrequent intervals the news of the day. The first variation was one of party, to fit the different lines of popular thought, and this was accompanied by the introduction of editorial opinion. Thus began, long previous to the American revolution, the first grand division of the American secular press upon party lines. (b) This division, as has been seen, was rendered more marked and intense subsequent to the revolution by the fierceness of the partisan feeling which characterized the early years of national existence under the Federal Constitution, and partisanship stimulated the growth of the press, and claimed nearly every publication among its votaries. Publications that were purely literary in their character had, it is true, made their appearance long prior to the revolution, and continued to appear and disappear at regular intervals; but the main peculiarity of the American press, as we find it reflected in the files for the first half century after its secure establishment, was its division on party lines and its reliance upon partisan feeling for nutriment. Naturally this characteristic, which was the first to develop, continues to be the most important down to the date of this report. Two-thirds of all the publications in the United States to-day are known as political papers, and are devoted in their editorial columns to the advocacy of the fortunes of one or another of the existing political parties, and the activity and intensity of our political life continues to contribute to the rapid development of the American press, notwithstanding the marked decadence of the old-fashioned party "organ", which has come in company with larger resources and greater independence. By way of illustrating the reflex relationship between politics and the press, it may be stated that several years ago, when the so-called national greenback party first began to effect an organization in the several states, new papers followed everywhere in its wake, incited to existence by the fervor of

Journalistic differentiation.

Political character of American journalism

The greenback party and the press.

a In 1866 the total receipts of the telegraph companies for press dispatches were \$521,509, and the volume of service has very much more than doubled in the interval, however, as the lesser rates now charged indicate. The average cost of press telegrams in 1866 was 3½ cents per word; but under the operation of contracts, it has now been reduced far below that figure, even for special telegrams.

b For many years, however, this distinction remained vague and intermittent. William C. Bryant illustrates this fact by the following examples: "In the New York *Evening Post*, during the first twenty years of its existence, there was much less discussion of public questions by the editors than is now common in all classes of newspapers. The editorial articles were mostly brief, with but occasional exceptions; nor does it seem to have been regarded, as it now is, necessary for a daily paper to pronounce a prompt judgment on every question of a public nature the moment it arises. The annual message sent by Mr. Jefferson to Congress in 1801 was published in the *Evening Post* of the 12th of December without a word of remark. On the 17th a writer, who takes the name of Lucius Cassius, begins to examine it. The examination is continued through the whole winter, and finally, after having extended to eighteen numbers, is concluded on the 8th of April. The resolutions of General Smith for the abrogation of all discriminating duties, laid before Congress in the same winter, was published without comment; but a few days afterward they were made the subject of a carefully-written animadversion, continued through several numbers of the paper."—*Reminiscences of the First Half Century of the New York Evening Post*: New York, 1851.

propagandism, and reflecting, in their varying fortunes, the unpropitious fortunes of that organization; and in some of the western states, where the greenback movement was the strongest, it brought into existence papers which found sufficient nutriment to live, and which will continue to live, without reference to the future of that organization. But, as a rule, the journals which were born with that mission only (and their name was legion) have already ceased to exist. In forcible illustration of the instability of newspaper enterprises, it may be mentioned that there were one or two journals established in large cities, as the central "organs" of this political organization, which reached for a time weekly circulations exceeding one hundred thousand copies, but have already passed out of existence; and the whole story of American journalism is a similar evidence that partisanship, which brings so many papers into the world, is not a safe, stable, or sufficient basis for journalistic prosperity.

Hence it happened that with the lapse of time the political principles advocated by existing journals came to be an incident of their being rather than a *raison d'être*. Alliance with one or the other of the political parties is still generally looked upon as essential both to the character and the success of the average newspaper, but it is less and less regarded as a sufficient mission or a guarantee of success. For this reason, as well as for others which naturally suggest themselves in connection with an official government inquiry, no attempt was made, in getting these statistics, to effect a political classification of the American press.

No political classification of the press attempted.

AS TO FREQUENCY OF ISSUE.

The second natural differentiation in the development of the American press had relation to the time of publication and the convenience of the public in its supply with freshest news. For many years the weekly issue was all that American enterprise dared to attempt. In 1729 the first semi-weekly paper was attempted by Benjamin Franklin in Philadelphia, and semi-weekly issue, were frequently attempted in that city, as well as in Boston (a) and New York for a number of years previous to the revolution. The infrequency of mail communication with the old country and the irregularity of news advices from the neighboring colonies made the semi-weekly issue, however, more of an undertaking than the times warranted, and, as a rule, they were not successful.

The second differentiation.

Semi-weekly newspapers founded.

In 1770, when Thomas began the publication of the *Massachusetts Spy*, he undertook to issue it three times a week, on Tuesdays, Thursdays, and Saturdays, twice a week to be printed on a quarter sheet and once on a half sheet. "When published in this way," as Mr. Thomas himself wrote in describing the enterprise, "news was conveyed fresh to subscribers, and the contents of a *Spy* might with convenience be read at a leisure moment." Three months only the *Spy* ran as a tri-weekly, and but three months longer as a semi-weekly; and when it appeared March 7, 1771, as a weekly, it was a concession that all the energy and enthusiasm of the most energetic and enthusiastic printer of colonial times could not succeed with a more frequently published paper.

With the stirring times of the revolution, when news of public concern was hourly expected and received, a natural device was adopted to meet the public demands without incurring too great an expenditure on the part of individual publishers. In the large cities, where several weekly papers were regularly published, they appeared upon successive days of the week, and were thus made supplementary to each other. By this expedient New York was furnished with a daily paper during the greater part of the revolutionary war, an arrangement having been entered into by the publishers of the four existing papers by which Rivington's *Royal Gazette* was to be issued on Wednesday and Saturday, Gaine's *Mercury* on Monday, Robertson, Mills & Hicks' *Royal American Gazette* on Thursday, and Lewis' *New York Mercury and General Advertiser* on Friday. These papers were all issued under the sanction and authority of the British commander-in-chief.

It was the excitement of the war which led to the founding of the first daily newspaper in the United States. This was the *American Daily Advertiser*, published in Philadelphia in 1784, eighty-two years after the first daily had been attempted in London, and seven years later than the first establishment of the *Journal de Paris ou Poste du Soir*, the first daily paper regularly attempted in Paris.

The first dailies founded.

Notwithstanding their difficulties and struggles, these first dailies met a want of the larger cities to which they appealed for support; and they grew stronger with the growth of the cities and were rapidly followed by others, which also lived, relying for support largely upon the patronage of the cities themselves, in the absence of means for rapid communication with the rural districts. It was nearly a quarter of a century thereafter before the smaller cities of the United States began to enjoy the privileges of daily newspapers; for while they were unfolding their resources they were content with the weekly issues that had marked the early history of the metropolitan cities. (b)

Spread of daily journalism.

All of the twenty-seven daily newspapers in existence in 1810 were printed in the seven cities of Philadelphia, New York, Baltimore, New Orleans, Alexandria, Virginia, and Charleston and Georgetown,

a At the commencement of the second year of publication of the *Boston Chronicle*, the paper was changed from a weekly to a semi-weekly, and published Mondays and Thursdays, without an increase in price. It was published for a year and a half.

b The newspaper of that day (1787-1815) was a very different commodity from that which is now spread before the country every hour of every day in the year. It was small, rusty in appearance, generally in some kind of a fight, and, of course, without the benefit of steamships, telegraphs, lightning expresses, or any of the complicated agencies by which news is now collected and dispatched.

South Carolina, Boston, Providence, Albany, Wilmington, Annapolis, Washington, Richmond, Norfolk, Petersburg, and Savannah being still served by weekly and semi-weekly papers, with an occasional tri-weekly in Washington, Savannah, and Norfolk.

The first daily newspaper in Albany, New York, the *Daily Advertiser*, appeared in September, 1815, and Rochester followed with a *Daily Advertiser* in 1826. Semi-weeklies had preceded the first Albany daily in 1788. The first Cincinnati daily, the *Commercial Register*, appeared in 1826. As the western cities, of marvelous suddenness of municipal development, sprang into being, one after another, the daily newspaper always made its prompt and confident appearance in the field. The 27 daily papers of 1810 had increased to 138 by the census of 1840, 254 by 1850, 387 by 1860, 574 by 1870, and 971 by 1880. The first attempt to estimate the number of copies of daily newspapers printed annually was made in the census of 1850, when the aggregate was put at 235,119,966. The census of 1860 placed the circulation of daily newspapers at 1,478,435, but neglected to give the annual aggregate of copies printed, while that of 1870 placed the total circulation at 2,601,547, and the number of copies annually printed at 806,479,570. The census of 1880 shows a daily circulation of 3,566,395, and an annual aggregate issue of 1,100,607,219, the increase in the number of daily newspapers between 1870 and 1880 having been 69 per cent, while the increase in their circulation has been but 37 per cent.

THE PROVINCIAL DAILY PRESS.

In no direction has the development of American journalism been so gratifying and significant as in the growth of what may be called the provincial daily press, for the want of a better designation. This growth has been stimulated by both the railroad and the telegraph—perhaps chiefly by the latter. The use of the telegraph enables the newspapers published hundreds of miles away from the commercial and news centers to supply their readers with the latest information of events therein contemporaneously with its publication in the metropolitan dailies, and the effect has been to confine the circulation of the journals of a particular city within clearly defined radii, determined by the nearness to another city in which a daily journal is published. The same tendency has been strikingly illustrated in England through the operation of the same causes, and a recent authority, dwelling on this phase of the subject, has declared that “the English provincial press is now fairly on a level with its London competitors”, the Manchester, Leeds, Hull, Liverpool, and Edinburgh journals no longer leaving room in their respective towns for the London *Times* and *Telegraph*. Until the railroad and the telegraph came to the assistance of publishers in interior towns, both in England and the United States, all the latest intelligence, inaccessible to them, centered in the metropolitan towns, and there remained until the great dailies gathered it up and scattered it through the country. The provincial press was impotent to cope with them, because it lacked facilities to supply what the newspaper reader wants first and chiefly—the news; and, behind in that, it naturally remained behind in everything else, and became a servile imitator in tone, temper, and opinion. But different localities have different and often conflicting interests, and growing communities, as they yearly become more closely connected by wire and rail with the commercial centers, sever their reliance and dependence in other particulars. So the provincial newspaper, representing interests which its metropolitan contemporary does not reach, becomes, first, a home necessity; second, an independent, self-reliant necessity; and, third, the rival, if not the peer, of the great sheets that issue from the metropolitan press. Thus the scope of the more prominent individual journals in the United States—journals which have lost none of their prosperity or their ability—is becoming less and less national and more and more merely metropolitan.

This change in journalism is simply one illustration from many of a change which reaches all departments and phases of national life, and it has gone on hand and hand with the growth of great interior cities like Chicago, Saint Louis, and Cincinnati. We find to-day in these cities newspapers which are in no sense inferior to those published in New York, and, in some particulars, in individual cases, their unmistakable superiors. The newspapers of Chicago, regarding them as a whole, are the equals of the New York press in the lavishness of their expenditure for the collection of news of every description, and in the ability and discretion with which they present it.

A given number of newspapers in Chicago print regularly more reading matter, on larger sheets, than the same number of papers in New York. The same statement is probably true of the Cincinnati dailies. In all the larger interior towns of the United States there have grown up newspaper establishments which are capable of supplying all the newspaper wants of their busy and commercial population; and to this kind of development must be attributed the decadence of certain journals which at one time or another have

instantaneously over the civilized world. The great event of the close of the last century, the death of Washington, was unknown in Boston until eight days after its occurrence. The latest news from Philadelphia on the morning of the 1st of January, 1800, was six days old, and from many of the towns of Massachusetts was hardly better. * * * Many worthy persons thought even this sleepy method was much too rapid. John Pickering, the uncle of Timothy, was made very unhappy when, in 1796, the *Salem Gazette*, which had been printed weekly till that time, began to appear twice a week. “It never had been printed but once a week,” he said; “and that was often enough. It was nonsense to disturb the people’s minds by sending newspapers among them twice a week, to take their attention from the duties they had to perform.”—Delano A. Goddard’s *Newspapers and Newspaper Writers in New England*: Boston, 1880.

exercised so marked an influence upon American affairs. The best illustration of this class is the *National Intelligencer*, which existed for so many years at Washington, and, under the able management of Gales & Seaton, exercised an influence upon the politics of the United States which was truly national, as its circulation extended into every state of the Union. Its decadence was due to no fault of its own, but to the development of the provincial press. In like manner it is not to be expected that hereafter any single newspaper, like Horace Greeley's *Log Cabin* of 1840, will ever be able to attain an influence commensurate with that which this lively campaign sheet briefly enjoyed. The power of the press has been infinitesimally subdivided by this development, and the dangers which some of our earlier statesmen foresaw in the growth of a newspaper aristocracy, by the concentration of the influence of the press about a comparatively few journals advantageously located in commercial or political centers, have long since ceased to be even imagined. The press of the United States now voices the varying views of thousands of minds, and represents the often conflicting and competing interests of many sections and of all the states. Its whole history since the close of the second or transitional era has been one of decentralization of influence as to individual journals, while it has witnessed at the same time the strengthening and consolidation of the resources of a comparatively small number of the existing newspapers. Both of these tendencies in growth will be generally recognized as natural, healthy, and in accordance with the genius of our institutions. (a)

Decentralization of the influence of the press.

MORNING AND EVENING NEWSPAPERS.

The secondary differentiation of period of the frequency of publication in connection with the daily press has arisen in connection with morning and evening editions and frequent editions during the course of the business day. The first daily papers were all published in the afternoon. The *Daily Minerva*, which was started in New York by Noah Webster, the lexicographer, in 1793, as an organ of the Federal administration, appeared, according to its own statement, "every day, Sundays excepted, at four o'clock, or earlier, if the arrival of the mails will permit." With the *Minerva* was connected a semi-weekly paper, called the *Herald*, the contents of which were "lifted" from the daily forms and arranged for country circulation. The name of the *Minerva* was changed to *Commercial Advertiser* very shortly, and it still exists, under the management of Hugh J. Hastings, the oldest paper in the metropolis.

Morning and evening daily newspapers.

The afternoon or evening papers, as the present statistics show, continue to exceed in number the morning publications. This is natural, and may be ascribed to the comparative cheapness of the afternoon publication. Night service, whether on a newspaper or elsewhere, is more expensive than day service; and the afternoon journal is able to publish with less expense for the collection of news and with a smaller editorial force for the same amount of work than is required for the morning issue. This is more strikingly the fact to-day than it was in the earlier history of the daily press of the United States. The morning metropolitan journal is expected to publish full accounts of the happenings of the previous day up to the moment of going to press, and this requires in large cities a large force for evening work, including frequently stenographers and special correspondents at different points. All the information gathered by the morning press in this way is accessible to the afternoon journals of the same day from the printed copies, and may be condensed or rearranged by a comparatively small editorial force. The fact that the great majority of these latter journals go to press while the business of the day is yet in progress makes it possible for them to gather the news with comparative ease and with a corresponding curtailment of expenditure, and the same causes operate to give the morning journals, although fewer in number, a considerably larger aggregate circulation than that enjoyed by the afternoon or evening journals. The census of 1880 is the first one in which the daily newspapers have been separated into morning and evening classes, and no data therefore exists for determining the comparative rate of increase in the two classes.

Comparison of morning and evening newspapers.

The demand of thickly-settled communities for frequent information has led to the multiplication of editions, especially on the part of the journals issued in the afternoon. Except for the purpose of catching early trains with mails to outside points, it is not the custom for morning journals to issue more than one edition, which they have ready for the public at the early breakfast hour; but it is frequently the case that one establishment will publish both morning and evening editions, (b) and

The multiplication of editions.

^a The same influences have worked the same results in Great Britain. Mr. James Grant, in his *History of the Newspaper Press*, speaking of the present status of the provincial press of that country, says: "Neither mechanically nor intellectually will the provincial press suffer in the slightest degree from a comparison with the London metropolitan press. They exercise a mighty power over the public mind in the various localities where they are published. In this way the provincial press is rapidly trenching on the power and the prerogatives of the London journals; and, as the former continue to multiply in number, and weekly journals are rapidly becoming twice-a-week papers, and these, in turn, are becoming daily papers, it is my firm persuasion that before ten years have elapsed we shall see our provincial journalism exercising an influence on the public mind even mightier than that which is exercised by the metropolitan press."

^b In 1796 a small paper, half a sheet medium, quarto, entitled the *New World*, was published at Philadelphia every morning and evening, Sunday excepted, by the ingenious Samuel H. Smith, afterward the editor of the *National Intelligencer*, published at Washington. The novelty of two papers a day from the same press soon ceased; it continued but a few months. This paper was printed from two forms on the same sheet, each form having a title, one for the morning and the other for the evening; the sheet was then divided, and one-half of it given to the customers in the forenoon and the other in the afternoon.

from three to four separate editions of the latter. This inquiry discovers twenty such establishments in the United States: one located in each of the states of Alabama, Georgia, Illinois, Maryland, New Hampshire, and Vermont; two in Louisiana and in Rhode Island; three in Ohio and in Pennsylvania; and four in Massachusetts. The morning and the evening newspaper from the same establishment being in every essential respect distinct newspapers, they have been so enumerated and counted in this report.

The evening papers and the evening editions of the morning papers are accustomed to put out a first publication early in the afternoon, and to follow it at intervals of an hour or oftener, according to the importance of the current news, until six o'clock—the later editions being identical with the earlier, except in the addition of the later telegraphic and other news. (a) These later editions are generally sold on the streets by newsboys and at stands, and are rarely distributed to regular subscribers.

The experiment of noon papers has been frequently tried in the United States, and five such journals were published in the census year. One noon paper was published in Pennsylvania, two in New York, and in California noon editions of two evening newspapers were published; but as a rule this is not an hour when the news of the morning journals can be sufficiently supplemented to create a demand for such issues, or when the public is in a mood for newspaper reading. The daily journals which are published at that hour are chiefly of a commercial character.

This inquiry has developed the fact that 725 of the 971 daily papers publish weekly editions in connection with the daily issue, 41 publish semi-weekly editions as well as weekly, and 41 publish tri-weekly editions, generally in connection with weekly and semi-weekly editions, although it is commonly the case that the tri-weekly is substituted for the semi-weekly. The custom of publishing a weekly edition in connection with the daily began with the earliest daily journals in this country. They were for the benefit of subscribers beyond the limits of the city of publication and only reached at that time by infrequent mails, and have grown to be one of the most lucrative features of the business. As a rule, the matter which appears in the several daily issues is selected and rearranged for the weekly sheet, so that the cost of publishing the latter is very largely reduced. These weeklies are formidable competitors of the weekly press proper, because, while furnished at the same price, or frequently at a less price, they contain a larger and better amount of reading matter than the latter can afford to supply. The aggregate circulation of the 804 weeklies connected with dailies is nearly one-quarter that of the remaining 7,829 weekly newspapers and periodicals of all classes and descriptions. Some of these weekly reprints of the daily journals reach a circulation almost phenomenal, extending from the cities of New York and Chicago into most of the states of the Union. Where these large editions are published, it is found profitable to add largely of reading matter, which is prepared especially for the weekly issue, and appears nowhere else.

SEMI-WEEKLY AND TRI-WEEKLY PAPERS.

The semi-weekly and tri-weekly papers are not common in this country, the census revealing only 133 of the former class and 73 of the latter in the United States, including those which are published in connection with the daily press. It is worthy of particular notice, as an evidence of the conclusion arrived at regarding papers of these periods of issue, that 41 of the 133 semi-weeklies were connected with dailies and 41 of the 73 tri-weeklies—more than half—were likewise connected. Except as an adjunct to the publication of dailies, experience has not proved either class to be profitable; and as a rule the circulation of these semi-weekly and tri-weekly papers is uniformly smaller than that of the weeklies of the same grade.

The difficulty appears to be that, while the frequency of issue is not sufficient to enable these journals to serve as a substitute for the daily paper, it does not give sufficient advantage over the weekly issue to compensate the average reader of the latter for the added cost. This is especially true of the tri-weekly press, in the establishment of which there have been more failures in proportion to the number of successes than with any other class of periodic issues. Both the semi-weekly and the tri-weekly journals necessarily publish news which is more or less stale in localities that are accessible to the daily press, and in that respect they have but little advantage over the weekly. In all other localities they are found, as a rule, to be the basis of daily establishments, or after a brief experiment they are likely to revert again to the weekly period of publication.

As evidence of the accuracy of this conclusion, it will be noticed that the number of semi-weeklies published in 1870 (115) had only increased to 133 in 1880, while the number of tri-weeklies actually decreased from 107 to 73. The circulation of semi-weeklies was 247,197 in 1870, and had only increased to 258,652 in 1880, while the circulation of tri-weeklies decreased from 155,105 in 1870 to 72,910 in 1880. An examination of the schedules returned has convinced me that the great majority of the papers returned as tri-weeklies in 1870 are reported as dailies in 1880, where they continued to exist.

^a The *Boston Evening Traveller* regularly publishes five editions every afternoon, except Sunday, and there are several other papers which do the same. The usual number of editions, however, is three or four.