

that The Evening Star has the most complete composing room of any newspaper plant in the country will be pardoned, particularly by those who are familiar with the work that has to be done in a composing room and who have paid a visit to that of The Evening Star.

The Composing Room.

In many newspaper offices the composing room is a sort of secondary consideration with the publishers. Not so with The Evening Star. As much attention was given to the appointments of the composing room in the new home of The Evening Star as to those of the editorial rooms or the counting room. The management has never lost sight of the fact that the composing room is an important factor in the getting out of the newspaper. Here every letter of the alphabet that appears in the pages of The Evening Star is placed in position. Here, of all other places, there must be no delay.

It would require too much space to go into detail regarding the improvements that have been adopted and installed in the composing room of The Evening Star even within the last few years. Not a few of the devices and methods in use had their inception among the employees of the composing room. Much of the credit for these is due to Mr. Richard Allen McLean, who has served continuously as foreman of The Evening Star composing room since December 1, 1879. He took the place made vacant by the death of his father, Mr. William R. McLean, who served in the same capacity from March, 1853.

Star's First Foreman.

The fidelity and ability with which the elder McLean performed his duties in the protracted service with The Evening Star made him a national reputation, and quite certainly no member of the typographical fraternity was held in higher esteem throughout the country. In fact, in every position he held during his useful and honorable life he brought to the discharge of his duties an amount of zeal and fidelity



Wm. R. McLean.

that made his name almost a household word in this community as an emblem of high character. His son became connected with The Evening Star in 1862 as an apprentice, and has been continuously with the paper ever since, with the exception of a short term of service on the Philadelphia Telegraph. He inherited many of the sterling qualities that endeared his father to his fellow men, and he is loved and respected by the men who work under his able direction.

Mr. William R. Traver, who superintends the press department of The Evening Star, has served continuously in that capacity since 1881. He has inaugurated many changes and innovations in acquiring lightning-like rapidity and accurate press work,



The Staff of the Evening Star Business Office.

be used to increase the total output of the plant when extra power is required. Everything is driven electrically. There are 34 motors for different machinery; also 1,600



Wm. R. Traver, Foreman of the Press Room.

incandescent lights, four arc lights, three Sprengel electric elevators and two hydraulic lifts for heavy lifting.

Mr. J. T. Tenneson has been for nearly six years chief engineer of The Evening Star power plant.

With Star Many Years.

Samuel Matlock of Rockville, Md., is the only person now living who was connected with The Evening Star when it was first issued. He was a compositor and set part of the type for the initial number of the paper. Up to a few years ago he had been for a long time The Evening Star's correspondent at Rockville.

Next to Mr. Richard McLean, foreman, Mr. William P. H. Crews has been connected with the composing room of The Evening Star the longest period. His service extends continuously over a period of nearly thirty-four years, during which time he has lost only one day from illness. Others who have served in the composing room long periods are Harry W. Davis, twenty-seven years; James H. Thomas, twenty-five years; W. G. Collins, twenty-three years; August Bruhl, twenty-two years, and William J. Gallagher, twenty-two years. Mr. Gallagher also was connected for five years with the editorial department.

THE STAR ROUTES.

How the Paper Is Delivered to Its Patrons.

The development of the circulation of The Evening Star since the early days of the paper, the delivery and sale by the newsboys and the great growth in advertising is an interesting field to review. Nothing reflects the advance of a city more than its newspapers, and Washington's strides toward perfection were equalled by the splendid growth of The Evening Star.

Two men are still living and working for The Evening Star today who were connected with the paper back in the '30's, and their stories of the pioneer days of Washington's favorite paper are full of interest. John Lockie was one of the original route men in 1857, and is still a member of that force. Up until a year ago Mr. Lockie was in robust health, but hard work and age are beginning to make themselves felt, and he finds trouble in moving around as rapidly as in the olden days.

Two Route Boys for South Washington.
In 1857 Mr. Lockie controlled the territory known as South Washington and employed two boys to deliver the papers. At that time there were no numbers on the houses and the routes were made out with the names of subscribers alone. For this reason the carriers had to be selected from that quarter of the city in which their routes lay, and sickness or resignations of the boys caused a great deal of trouble, because new carriers had to learn the routes. On many days the carriers had to wade through seas of mud while delivering the paper, and in the hot summer time, when the streets dried up, they were almost indistinguishable from the mud. The routes were no better, and it required stout-hearted boys to continue in the carrying business any length of time.

Three other route agents divided the business with Mr. Lockie, but they are either dead or out of the city. These other routes were covered by six boys, making eight in the total force of carriers. The routes were unusually long, owing to the sparsely settled condition of the northern part of the city, and the boys had to hustle all the time to finish up their work before dark.

Twenty-One Star Routes.

At the present time there are twenty-one route agents who see that The Star is delivered promptly, and one of them has a

boy who works down in Virginia almost to the gates of Mount Vernon. To hasten the delivery of the papers twelve wagons, with swift horses attached to them, dash away from The Star office at frequent intervals after the presses have started up, and eager carriers continue the delivery after meeting the vans at specified places.

Compared with the eight boys who delivered The Star to subscribers in 1857, there are now 21, or an average of almost thirteen carriers to each route agent. Instead of shouldering the papers, as in the old days, the carriers now use small wagons, these little vehicles being especially appreciated on Saturdays, when the thirty-four pages of The Star make a boy's bundle cumbersome and unwieldy.

In the small towns of the country it is the general custom for the carriers to deliver papers and once a week go over the



Richard D. Brown, Foreman of the Stereotyping Room.

list. This plan proved so satisfactory that it is still in vogue and has become almost universal among the papers of the big cities. Should an agent become unfitted for the work, lacking energy and push, he is politely notified that a successor would be appreciated by the business office and the route passes on to a new man. At the present time the body of route agents delivering The Star embraces those who understand their business thoroughly, have the confidence of the publishers, and the city and county are so well covered that there is hardly a citizen of the District who has not been approached at least once and his subscription solicited.

The Star's Mail List.

The other employes who worked for The Star nearly fifty years ago is George Johnson, who now keeps the mailing list in order. In the early years of the paper Mr. Johnson had charge of a portion of the newsboys, and in addition did the collecting for advertisements among the business people of the District.

In those days The Star was sold by the boys for 5 cents, and if anything extraordinary occurred for which an extra was needed the price immediately rose to 10 cents. These prices allowed the newsboys a large margin of profit, and the weekly earnings made up more than a respectable salary of today. The little fellows would begin gathering at the old Star building as early as 2 and 3 o'clock in the morning, so as to be anted to positions from which they could get the first papers that came from the press.

Many days of excitement came prior to the outbreak of the war. Extras were being issued almost daily, and the number of newsboys increased to almost the size of an army. The force became so large that the police found it impossible to keep the sidewalk free for pedestrians, and finally Mr. Johnson had to take more than half of them back to the canal, then running through the city where the market now stands. There the boys would line up, more than 500 strong, by their checks and get their papers.

Selling Stars to Soldiers.

Then came the breaking out of the rebellion, and with it came the hosts of soldiers into Washington. These troops formed another source of profit to the newsboys. Almost immediately after the troops would reach the city and go into camp one or more of the newsboys would besiege headquarters and obtain exclusive permission to sell papers inside the lines. Then a canvass of the camp would be made, names taken down, and in this way a route of sometimes over 500 subscribers would be obtained. As these boys paid 2 cents for

each paper and retailed them for 5, it can easily be seen that their profits were large. Mr. Johnson says that many of the colored newsboys were thrifty and shrewd, saving their money and investing it to good advantage. Some of the colored homes in the northwest section were purchased by these newsboys, and in this way fortunes that are now up in the hundreds of thousands were started from the foundation of The Evening Star.

In the old days The Star put forth its best efforts to provide for the newsboys, but their numbers were such that it would have required a building of immense proportions to house them while waiting their turns at the disbursing counter. In summer the matter of accommodating them was not a serious problem, but in winter everybody wanted to get under cover and behind closed doors.

Newsboy Comforts of Today.

When The Star moved into its present



J. Thomas Tenneson, Engineer.

home it was found that the original plans had provided ample quarters for the little hustlers. All the space under the sidewalk on 11th street, running from the corner to

almost the length of the building, has been given up to the boys, and here they begin gathering at noon and remain until they secure their papers. In winter the hot air from the engine room is pumped into the big room, the ceiling of which is twenty-five feet high, making the place comfortable in the most frigid weather, while in summer a big rotary fan at each end cools off the atmosphere most effectively. Some of the little fellows possess beautiful voices and sing in harmony in a way to attract attention from the pedestrians overhead, and it is often interesting to watch pedestrians who, passing by The Star building, have caught the strains of a popular song, but are at a loss to locate them. They will look up at the building, across the street, and generally go their ways without becoming aware of the source of the music. Others, who are familiar with the situation and singers, will gather around the stairway leading to the room below and stand listening to the singing of the popular songs of the day.

In the early days of Washington's newspapers much of the circulation was by regular carrier, and prior to the appearance of The Star full-grown men were employed, assisted by well-grown youths. It is true the newsboy had appeared some years before, but the boys regularly engaged as such were few, and it was only on the issue of papers with the President's message or some most important intelligence that they appeared in numbers. With the advent of The Star, however, there was a marked increase in newsboys, and not a little of the early success of the paper was due to the industry of the newsboys on the streets while the canvass of the regular routes was being made.

It is an interesting sight to watch the newsboys during the half hour prior to the daily issue of The Star. One of the paper's employes goes into the apartment set aside for the little fellows at 3 o'clock and begins selling checks for papers. The boys have been waiting since early morning, and the line has grown to large proportions. They are tired of their long wait and eagerly push up to the booth with their money. The boys, still maintaining their line, take the checks to the counter at the end of the room. As soon as the papers come rushing down the chute they are handed over to the boys, according to the figures on the checks presented.

This plan is in general use throughout the country and has proved the most satisfactory. At one time the plan of selling the smallest number of papers to the first boys in the line and the highest number to the last, so as to get the papers circulated more quickly, was tried, but was a failure. This plan was to shove the boy calling for four papers up front, while the more enterprising youngster who handled a hundred or more had to remain in the

rear until the smaller merchants were satisfied. The papers were circulated rapidly, but the results were a striking proof of the more energetic and enterprising newsboys.

One morning during the Spanish war checks calling for 30,000 extra Stars were sold to a mob of newsboys who had been yelling like Indians for the extras to come out. At the first minute something turned up that made the issue of the extra inadvisable, and the checks had to be redeemed. Such a sight has seldom been witnessed around The Star building. There were any number of humorous incidents during the hour or two in which the money was being refunded. The check sellers and newsboys have become very quick in their work, and one young man holds the record of selling checks calling for 33,000 extra Stars in one hour.

Many Hustling Youngsters.

Before the civil war the newsboys were white, few of the colored boys having the temerity to appear, and among them could be found boys of nearly all classes, the desire of earning extra money being the incentive for some, and others working for a support. It was thought by boys of highly respectable, well-to-do families a commendable thing to sell The Star, and there is little doubt that the experience then gained by their first contact with the great American public had much to do with their later success in life. Be it known that of the many thousand boys who years ago yelled "Ex-tra S-t-a-r!" many have met with success, fortune favoring some with lavish hands, who handed over years ago a fistful of coppers for their papers, and are now paying hundreds of dollars for advertising in the paper they once sold.

A few of the newsboys of old may be recalled—James Donovan, now the proprietor and manager of a circus in Australia; Michael Shea, who died a contractor with \$300,000 to his credit; William Hickey, a contractor worth nearly \$100,000; George W. Evans, disbursing officer of the Interior Department; Edward Newman, now the well-known lawyer; Charles S. Moore and Daniel Cahill, who died after rising well in the legal profession; Thomas Bell, John Stanley, William Goddard and Frank Carr, bricklayers; Joseph Fanning, contractor; Fred Courtney, detective; Charles Walter, carriage maker; Thomas Kelly, blacksmith; William Thomas, master plumber; Charles Muddiman, master plumber; N. Bunch, wholesale stationer and dealer in printers supplies; Daniel Curry, clerk in District Commissioners' office; Edward Moore, plate printer; John J. Fitzgerald, foreman; Thomas Fitzgerald, inspector, and D. Daniels of the water department of the District of Columbia.

The colored newsboy made his appearance during the war and the race has a representative in W. Calvin Chase, the colored attorney and editor of the Bee.

Primitive Advertising.

Looking over the newspaper advertising field today it would seem as though the people who had things to sell back in the '30's depended upon the blank walls and poster display to make public their wares, but bargains were to be had. For twelve years Mr. Johnson did the collecting for The Evening Star, and his recital of the ways of the advertiser of fifty years ago forms an interesting comparison with the methods now in vogue.

In those days the theaters were the largest and most conspicuous in the advertising line, but their cards would be considered insignificant if put alongside the artistic



Alexander Gordon, Linotype Machinist.

displays now exhibited in Saturday's Star. If a manager devoted six inches to an "ad." single column, the people were assured that one of the biggest attractions of the country was coming to town. The stars of the theatrical world were not so well known as they are today, and the patrons of the theater had to be told that a worthy attraction was about to open in the city. In these days everybody is known and particular care is taken to let the patrons know more about the play and supporting company than the star.

The merchants who had large stores did but little advertising, relying on their name and prestige to bring business, and when the younger generation of shopkeepers came to town and started off with large displays in The Star, something of an advertisement was created. In looking over the old bills sent out by The Star, Mr. Johnson says that the largest advertisers considered themselves extravagant if they ran over the \$50 mark for a month's advertising.

Up-to-Date Advertising.

The art of advertising at the present time has become almost as important a business as that of the business advertised. Where dollars were expended fifty years ago, thousands now are paid out with confidence of satisfactory returns. All the big business firms of the city employ the bright men who have made a study of the advertising business to do nothing but look after their advertising and see that their wares are displayed before the buying public in the most attractive form. In the old days the merchant would simply advertise the fact that he sold dry goods, silverware or books and simply at a certain number and let it go at that, while today the advertisements are gotten up so attractively to the eye and mind as to form a distinct feature of the publication. Back in the early days the merchants gave no orders as to what type should be used, doubtless not knowing one font of type from another, and depending entirely upon the printer for a good display. Today each advertisement is handed in by the ad. writer with the fullest instructions as to type, space and position, called for with instructions, and will be given a proof of the advertisement, the same as the writer of a news item, and all corrections and suggestions are made at his dictation.

Advertising by the Page.

As to the space covered, it might be mentioned that a recent advertisement took up two full pages of The Star, and that a single page display has become so common as to create little comment. Theaters are well to the fore, as in the olden days, but the mercantile houses now utilize the greater portion of the space. In the matter of money expended it can be stated that one large business firm does as much advertising in six months as an advertisement under the head of "Special Notice" appeared in The Star of July 13, 1867, as follows:

"The Great Tom Hyer of New York was whipped this morning at the Capitol, by Tom Hunter of Georgetown. It was a fair fight and he was elegantly whipped." The idea of a prize fight taking place under the dome of the magnificent edifice on the Capitol referred to was a saloon



The Evening Star Business Office.