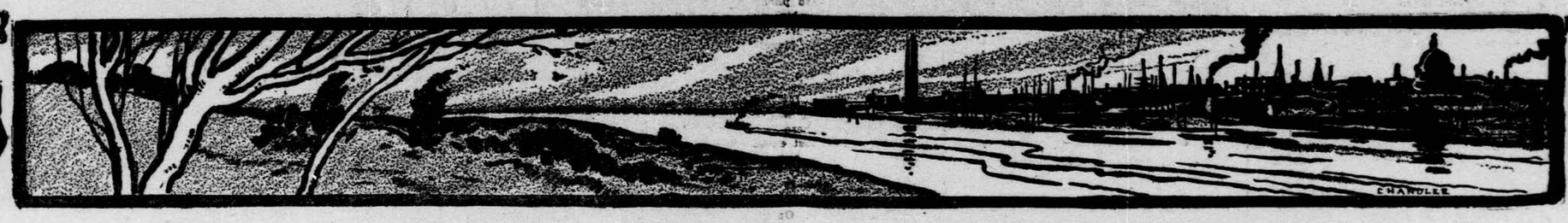


HISTORY OF THE STAR

A Chronological Record of Its Progressive Changes.

FIFTY YEARS OF GROWTH

GRADUAL DEVELOPMENT IN STYLE AND EQUIPMENT.

Keeping Pace With the Times and Always Early in Adopting Improvements.

The Evening Star was established in 1852. The first edition, which was a sample or a trial issue, appeared December 4, 1852, and the first regular edition, inscribed Vol. 1, No. 1, was given to the public Thursday afternoon, December 16, 1852. In commemorating the semi-centennial of The Star December 16 is assumed as the birthday of the paper, though it was December 4, 1877, that The Star observed the twenty-fifth anniversary of its being.

The founder of The Evening Star was Joseph B. Tate. During the Franklin Pierce and Winfield Scott presidential campaign in 1852 Mr. Tate, in partnership with men named Connolly, Wimer and McGill, conducted in this city in the interest of the party which had nominated General Scott a newspaper the title of which was the American Telegraph. When General Scott was defeated by the democratic nominee the reason for the existence of the American Telegraph ceased, and the paper expired. Mr. Tate, who was a printer, with ambition to be an editor, conceived the thought of establishing a paper the object of which should be the presentation of news rather than of party views. At his command was the equipment which had been employed in the publication of the American Telegraph. He was undaunted by the fact that a large number of so-called newspapers had been created in the District of Columbia and had perished of inanition. He chose as the name of his newspaper "The Daily Evening Star." He adopted that title even though two newspapers bearing names similar to The Daily Evening Star had been founded and confounded. These were The Columbian Star, founded by Meehan & Anderson in 1822, and The Washington Star, founded by Charles Seaton in 1841.

Joseph B. Tate.

Mr. Tate had worked at the case on the National Intelligencer and other local journals, was known to and popular with a large percentage of the inhabitants of the city, and was generally believed to know his Washington well.

Mr. Tate was proprietor of The Evening Star from December 4, 1852, to July 1, 1853, and was cashier of The Star from the

Mr. J. W. Allison,
On the Editorial Staff of The Star.

latter date till his death in 1858. The Star in its twenty-fifth anniversary number contained the following:

"When The Star was purchased from Captain Tate by W. D. Wallach and W. H. Hope, Captain Tate continued with The Star as cashier, declining an invitation by the new proprietors to retain an interest in the paper. Either he had got already tired of the heavy work of starting a newspaper on small capital, or had some misgivings as to the success of the venture under the new management. At any rate he preferred to take a sure thing in the way of a weekly salary, and thus, it turned out, he missed a golden opportunity. He remained with The Star till his death in 1858. He was an honorable, straightforward, kind-hearted man, and greatly esteemed."

Between December 4, 1852, and May 1, 1853, the type of The Star was set in a small office at the corner of 8th and D streets and in another small office on 6th street between Missouri and Pennsylvania avenues. The presswork was done by Buell & Blanchard, printers, whose place of business was on 6th street a few doors south of Pennsylvania avenue. The business office of The Star was on the south side of Pennsylvania avenue near 6th street.

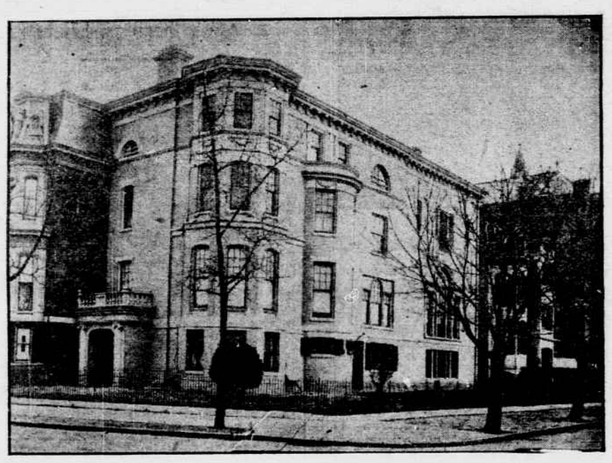
Early Offices.

May 1, 1853, the offices of The Star were removed to a two-story brick building on the south side of D street between 12th and 13th streets, on the site now occupied by the quarters of Chemical Engine Company No. 1 of the District fire department. It had been erected in the autumn of 1849 by William J. Everett & Brother, coach builders. Everett & Brother removed from Washington in 1853, and the little building vacated by them was rented by Mr. Tate. It was here that the editorial, mechanical and business branches of The Star were first assembled under one roof.

Charles E. Leves, who was employed as a compositor on The Star in the year of its birth (and who is yet an employe of the paper) describes the D street home of The Star as follows:

"The building was two stories high and had two rooms, one on each floor. The wide doors on the first floor front were taken away and a single door substituted, the floors cleaned, the walls whitewashed, and a small counter was put up on the ground floor. Over this counter Stars were delivered and other counting room business of a newspaper transacted. There was no inside communication between the first and the second floors. In order to reach the composing room, which was upstairs, the printers had to pass through the alley between the office and Flynn's blacksmith shop adjoining into a back yard and thence up rough board steps to a large platform on the outside. From this platform entrance was had into the composing and press room."

In 1853 there were but few buildings on D street between 12th and 13th, and only about half a dozen between 11th and 12th, where the post office stands. A two-story brick stood at the southwest corner of 12th and D streets and was the property of Gen. VanNess, one time mayor of Washington. During his incumbency of that office much of the corporation business was done in the house indicated. The house has been preserved, but has been remodeled and added to. In 1852-3 it was occupied by R. P. Gibson, a portrait painter and teacher of painting. Next to the VanNess property on the west was the lithograph establishment of Curtis B. Graham. This building survives, but has also been remodeled. The next building on the west was that occupied by The Star. Then came Flynn's blacksmith shop. Adjoining Flynn's was the house of James O'Brien, a house and sign painter. Then there was a stretch of vacant land. Another dwelling on the street was that of Conrad Finkman, proprietor of Harmony Hall. Among the other houses on D street were those of C. A. Sengstack, a democratic politician of local note, the boarding houses of Mrs. Annie Hughes and Elizabeth Watts, J. D. Free, carpenter, and Andrew Henson, colored, violinist (son of Julia Henson, the colored woman of wealth who died last September). At the triangular corner formed by Pennsylvania avenue, 12th and D streets there was Lepreux's store, where groceries, feed and liquors were sold. Close by were the printing establishment of James N. Davis and the workshop of J. H. Kuehling, lock and gunsmith.



THE FRENCH EMBASSY, 17th ST. AND R. I. AVENUE.

The First Staff.

Under the proprietorship of Mr. Tate the editorial writer for The Star was the Rev. Charles W. Denison. Frank McNerhany was an editorial and poetical contributor, and W. W. Tucker was the only reporter. The pressman was Frank Sage, and the compositors were William R. McLean, Samuel Matlock, Charles E. Leves, ——— Waite, and ——— Haller. The apprentices were Henry Stuart and Wm. E. Powell. Stuart finished his trade at a Star case, joined a theatrical troupe and became famous as Stuart Robson. "Billy" Powell remained with The Star till the civil war, when he enlisted in the Washington Zouaves, won distinction in the service, and at this writing holds the rank of colonel in the United States army.

William R. McLean became foreman of the composing room of The Star March 29, 1853, and continued with the paper till December 1, 1879, when he died and was succeeded as foreman by his son, Richard A. McLean, at present foreman.

The Wallach-Hope Purchase.

The Star became the property of W. D. Wallach and Wm. H. Hope July 1, 1853, and on July 5 they assumed charge of the paper, issuing it in enlarged form, but getting out no more than four pages.

It was in the year of the transfer of The Star by Mr. Tate to Messrs. Wallach and Hope that Mr. Crosby S. Noyes, now editor-in-chief, became connected with the paper.

The office of The Star was removed September 30, 1854, to the southwest corner of Pennsylvania avenue and 11th street. The building into which The Star moved was a large one in that day. It was of brick, three stories high, with an attic. Before The Star plant was installed there the quarters had been occupied by William J. Stone, engraver, and Edwin Green, cabinet maker. There was a music store on the ground floor. The building had also been a hotel. West of this structure in 1853 there was a vacant lot, on which Metropolitan Hall was subsequently erected. Midway the square was the dwelling of John Sessford, a prominent man for fifty years. West of the Sessford house was a brick dwelling occupied by George Glorius, bootmaker. At the northwest corner of the square was the grocery and feed store of G. A. W. Randall.

W. D. Wallach became sole proprietor of The Star March 24, 1855, purchasing on that date the interest of Mr. Hope. Directly after leaving The Star Mr. Hope formed a partnership with A. G. Allen and purchased an interest in the Baltimore Republican and Argus, in which B. H. Richardson was part owner. Subsequently Mr. Hope entered the business of type founder at Cincinnati. He died in the early 70's.

Commenting on the change of quarters effected in 1853 and the retirement of Mr. Hope in 1855, The Star of December 4, 1877, said:

"The Star continued to gain circulation year by year and soon outstripped all competitors. Gradually improvements were made in the paper. The outside pages, originally filled with selected tales, poetry, etc., began to present a more newsy aspect. The paper, with its firmer footing, and established as a solid concern, also took on something of the dignity of its years and position, but never enough to interfere with its character as the liveliest of news gatherers and the keenest of observers to note the schemings of cliques and the obliquities of demagogic politicians, national and local."

BRITISH AND AUSTRIAN EMBASSIES ON CONNECTICUT AVENUE.

The Second Sale.

The Star on October 31, 1867, was sold by Mr. Wallach to Messrs. Crosby S. Noyes, Samuel H. Kauffmann, George W. Adams, Alexander R. Shepherd and Clarence B. Baker, who became proprietors in equal proportions, conducting the newspaper under the firm name and style of Noyes, Baker & Co.

The proprietors of The Star October 13, 1868, availed themselves of a charter granted by special act of Congress approved July 27, 1868, incorporating "The Evening Star Newspaper Company." The title of the proprietorship was changed accordingly, but this involved no change in the ownership or management of the paper, each of the partners receiving certificates of stock in the incorporated company equal to his one-fifth interest in the original partnership.

January 3, 1869, Mr. Baker parted with his interest in the paper, his shares being divided equally between the four remaining partners. June 3, 1874, Mr. Shepherd announced his determination to dispose of his stock in the company, and it was bought outright, at a considerable advance on its first cost, by the three associate owners, Messrs. Noyes, Kauffmann and Adams.

A Period of Great Events.

Though the world was quiet when The Star was founded, the paper was soon in great request as a chronicle of vast events. First there was the Crimean war, 1854-'55. Then followed the Austro-French war, the Austro-German war, the Franco-German war and the Russo-Turkish war. The American civil war furnished four years of mighty news of vital import to the people of the District of Columbia. The strictly local news field was covered with thoroughness, lucidity, intelligence and dispatch. In the early 70's came that momentous period in the annals of the District commonly spoken of as "the Shepherd regime." During all these heroic times The Star was tightening its hold on its old readers and acquiring new ones. In 1876 George P. Rowell & Co., in a work intended to illustrate the great newspapers of America, wrote of The Star as follows:

"In a greater degree, perhaps, than any other newspaper in the country, The Washington Evening Star is the exponent and representative of the interests of the city in which it is published. This has been its character from the beginning, and to this distinctive feature are largely due its present wide circulation and its high character as an advertising medium. It has, indeed, been conclusively established that The Star has more than three times as many subscribers and more than five times as many readers as any other daily paper published in Washington. And not this alone. Its regular permanent subscription list is believed to be larger than that of any other evening paper in the United States, no matter where published, while its circulation in proportion to the population of the city where printed and circulated is the largest and fullest possessed by any newspaper in the world.

"It follows, therefore, that within the territory covered by its circulation it has no rival, nor anything approaching an equal, as a means of reaching the public. Yet it must not be thought that its circulation and influence are only local. It has a wide distribution through the mails, and in addition to this every issue of the paper is carefully read by the throngs of strangers constantly visiting the national capital on business or for pleasure.

"But perhaps the history of this remarkably successful and popular journal can best be epitomized by stating the suggestive facts that it commenced its career in 1852 with less than $500 capital and sold to its present proprietors for $100,000 cash in 1867, and is now (1876) held to be worth more than a quarter of a million dollars. These figures tell the story of patience, of sound judgment, of well-directed energy and enterprise, of independent action, of fair dealing, of defense of popular rights and of a strong hold on public esteem, more plainly than a whole volume of words. It is doubtful, indeed, whether the history of journalism anywhere in the world can show in all respects a parallel to it."

Another Expansion.

The Evening Star in June, 1881, purchased and remodeled the building which stood at the northwest corner of Pennsylvania avenue and 11th street and another structure fronting on 11th street and adjoining that at the corner. The site of these buildings is now covered by a part of The Star building. The Star, July 16, 1881, writing of its removal from the south to the north side of Pennsylvania avenue, said:

"The Evening Star is now settled in its new home. It brought from the old office on the opposite side of the street, which it had occupied for a quarter of a century, nothing but its books and papers. The present establishment, therefore, is as complete in its outfit as if it had been arranged for the publication of a new newspaper. No expense has been spared to make it the model evening newspaper office of the country. The change of location has cost about $70,000. The building which it now occupies has been entirely remodeled and increased in size by the purchase of adjacent property on 11th street with a depth of fifty-five feet. This enables the business office to occupy all of the first floor, with a counting room 60 feet in depth. It is the most spacious of any one in the country, with possibly a single exception. It is finished in hard wood, ash forming the base and cherry the ornamentation in the rails and balustrades. It is handsomely frescoed and has a beautiful stairway in the rear leading to the editorial, news and telegraph departments. The floor is laid in variegated marble. The fourth floor, which is occupied as a composing room, is 120 feet in depth and 29 feet wide. The ceiling is 16 feet high, thus making it without doubt the best lighted and best ventilated room of its kind in the United States. Its furniture is entirely new, including twenty-four iron stands, made by R. Hoe & Co. of New York, in which the cases of the compositors rest. From these cases the new fonts of type are set for the paper."

This was 1881, and yet the story reads like a chapter of ancient history, in that it refers to the age when the type of newspapers was set by hand.

On October 29, 1888, The Star signalized its twenty-first anniversary under its present management by appearing in permanent eight-page form.

More Room Needed.

In the summer of 1889 work was begun on The Star Annex. The enlargement of its quarters was made necessary by the growth in the business and in the size of the paper. On this subject The Star of June 22, 1889, said:

"Ever since the permanent adoption of the double-sheet or eight-page form for the paper, its management has been taxed to the utmost limit to provide working room for the increased force required in every department of the establishment; and as its business is constantly and rapidly growing both in circulation and advertising, thus rendering necessary a still larger force, the needs of the establishment outgrew its accommodations, which it may be added here, were considered but a few years ago to be ample in every respect for a long time to come. But the reality has exceeded all expectation. In order, therefore, to meet existing demands and at the same time to make suitable provision for the future, The Evening Star Newspaper Company a few weeks ago secured a long lease on the large and eligibly situated lot adjoining its own fine property, and made arrangements to erect upon it at once a spacious and substantial annex to its present premises, which, when completed, will be equipped with new and powerful machinery of the most improved design and of the best possible construction, adapted in every way to the needs of a first-class newspaper office."

The land on which the annex stands was purchased by The Star June 28, 1898. On November 25, 1891, The Star purchased the property, No. 1103 Pennsylvania avenue, adjoining the "marble front building" on the west, and on June 15, 1895, bought the property west of that, No. 1105 Pennsylvania avenue. The work of tearing down the "marble front" building and the two structures which adjoined it on the west, was begun March 29, 1899, and the present home of The Star was occupied July 1, 1900. During the erection of the new Star building the editorial and mechanical departments of The Star occupied the annex and the business office of The Star was at No. 1109 Pennsylvania avenue.

Mr. E. A. Westfall. Mr. M. Lee Starke. Mr. W. Y. Perry.
Mr. M. Lee Starke, The Star's advertising representative, and his assistants in New York and Chicago.

The Star's Presses.

From its birth until 1863 The Star was printed on hand presses. In that year the press room was fitted with a quarto cylinder Hoe rotating press by which the printing was done from the type placed in forms or "turtles"—so-called from their shape—which were locked in a revolving cylinder on which sheets, double the size of the paper, were "fed" by four men. The heavy wear to which the types were subjected in printing a paper of the circulation of The Star required frequent renewals. Besides this, in all presses printing from the type it was necessary to feed sheets through twice in order to print on both sides. The Star of July 16, 1881, said:

"At the time of its purchase the old machine was regarded as a fast press, and even at this day fairly closed its record in a blaze of glory by printing nearly 60,000 papers on the day of the attempted assassination of the President (Garfield). But it is not equal to a paper of a large circulation which must be printed and distributed in a short time and yet include up to the latest moment all of the news of the day.

"It had become evident for some time after revolving presses had been in use, that the only correct plan of constructing a faster press was by having a rotary and automatic motion—as nearly automatic as possible—that it should feed itself as fast as it could print and should fold the papers as fast it could deliver them. The early machines which were invented to feed from a roll of paper were failures because of the difficulty of holding the type on small cylinders, though the self-feeding was a step in the right direction.

"The first practical web press was introduced by Wm. A. Bullock in 1862, and the second one ever made is now in use in the government printing office. In 1868 the well-known Walter press, on which the London Times is now printed, was imported into this country. In 1872, Walter Scott of Chicago invented his web printing and folding machines to work in combination with web perfecting presses. Mr. Scott also introduced the cutting and pasting arrangement, he having been the first to combine a printing, cutting, pasting and folding machine, so that, from a roll of paper perfect copies of a newspaper are produced automatically."

One of these Scott presses, built by Messrs C. Potter, jr., & Co. of New York, was bought and installed by The Star in 1881 and, of course, in connection with it, a stereotyping plant was added to the equipment of the paper. Thus, it was in 1881 that The Star was first printed from stereoplates. This press was thirteen feet long, four feet high and with its attachments, the dampening and stereotyping machines, weighed sixteen tons. The cost was $18,600.

Several presses of advanced pattern were installed by The Star between 1881 and 1893, when the present battery of four double-deck Potter machines was bought.

Typesetting Machines.

Mergenthaler type-setting machines were introduced in the composing room of The Star in 1893. In only two or three newspaper offices in the United States had type-setting machinery been introduced, but The Star was prompt to see that the age of hand composition had passed, and that the era of machine-set type had dawned. Fourteen linotype machines were bought, and a demonstrator was employed to instruct The Star's compositors in the use of the machine. A high-class machinist was employed by The Star and employment obtained for him in the Mergenthaler works, so that he might become familiar with the machine. When his course had been completed he returned to the office of The Star. The Mergenthaler battery now used by The Star is twenty machines of recent model.

A Labor Dispute Arbitrated.

In 1886 The Star was a party to a controversy which arose between the union printers and the newspaper publishers in Washington. The dispute was adjusted by arbitration. It was the first case occurring in Washington in which differences between employes and employers was submitted to the arbitration of a board of disinterested persons. The controversy was the result of a demand made by Columbia Typographical Union, No. 101, upon Washington newspaper publishers for an increase in the price of composition from 40 to 50 cents per thousand ems, or an increase of 25 per cent. The arbitrators were Horatio King, Norman J. Coleman, Secretary of Agriculture, and John H. Oberly, a member of the civil service commission.

Hearing of the case was held in the library of the Department of Agriculture. The union was represented by Messrs. Julian L. Wright and J. LaC. Rodier. The associated publishers were represented by Messrs. E. W. Fox of the Republican, Crosby S. Noyes and Frank B. Noyes of The Star, Stilson Hutchins of the Post and Hallet Kilbourn of the Critic. The history of compositors' wages in the District of Columbia was gone into, as was also the question of the cost of living in Washington.

Mr. Rodier recalled that in June, 1877, the Union agreed to a reduction in the wage scale from 60 to 50 cents per thousand ems. August 21, 1880, the union suspended the operation of its scale in certain offices in order to permit men to work for 40 cents per thousand ems. That order of suspension, Mr. Rodier said, had been revoked by a recent resolution of the union, as far as its operation extended to newspaper offices and the 50-cent scale declared to be in force.

Mr. Frank B. Noyes, on behalf of the publishers, read a statement of fact, in which he showed that the cost of living in 1886 was not as great as in 1880, that the wages paid in Washington to printers were higher than printers' wages in many other cities, and that no reason had been assigned by the union as a justification of the proposed advance.

On May 15, 1886, the board of arbitration returned the following award:

"That the issue presented for decision is this: 'Should the price of newspaper composition in Washington be increased from 40 to 50 cents per 1,000 ems, this increase to be applied to morning and evening papers alike.'

"The facts and arguments presented by the union under this issue do not, in our opinion, justify the board in deciding that the proposed increase in the price of composition should be made at this time.

"HORATIO KING.
"NORMAN J. COLEMAN."

The following minority report was presented by Mr. Oberly:

"If I believed the issue made to be as stated by the board, I would without doubt concur in the conclusion arrived at by the majority, but the issue made was, in my opinion, a broader one, and under it a price of composition on morning papers and a less price on evening papers might have been fixed by the arbitrators."

An "Ad." Writing Competition.

The Star, with intent to call attention to the business of "ad." writing and promote the growth of that industry, opened an "ad." writing contest on May 24, 1890. On the front page of The Star of that date appeared the following:

"With a view to encourage the writing of short, bright, snappy advertising, The Evening Star Newspaper Company offers three prizes of $100, $50 and $25 each, to be awarded to the writers of the best three series of advertisements written under the following conditions:

"The series is to consist of six articles, designed for separate publication, of not over one hundred and fifty words each, and any less number of words may be used.

"The articles are to be based on the suggestions given below, but need not be confined to them. The suggestions may be combined in any manner desired.

"No reflections are to be made on any of our cotemporaries beyond that implied in the fact of their enjoying only a fraction of The Star's circulation.

"The contestants must reside in Washington.

"No articles will be received later than June 20, 1890.

"The awards will be made by a committee, composed of Mr. Isadore Saks, S. W. Woodward, Washington Danenhower and A. Lisner.

"The points required to be covered are:

"1. The average circulation of The Star for the first three months of 1890 was 33,236, this being more than treble that of any other Washington newspaper.

"2. The Star has a larger and fuller circulation in the city where printed, in proportion to reading and purchasing population, than any other newspaper in the world. It is essentially a home paper, the extent to which it is relied upon by members of the household, particularly by the purchasing portion of the community, being the marked characteristics of the paper, to which no other daily journal now published can furnish a parallel.

"3. The value of advertising is in direct proportion to the circulation of the paper, considering the character of its readers. Weighed in this balance The Star is one of the cheapest advertising mediums in the United States, and far cheaper than any other Washington paper.

"4. That an advertisement running for three months or over, with one change a month, costs about 4½ cents a line an insertion, or less than one-seventh of a cent per line in each thousand papers.

"5. A sworn statement of the circulation of The Star for the preceding week is published each Monday, and its press and circulation rooms are open to the public, and its circulation books may be inspected by any one having an interest in their examination.

"6. The fact that The Star is universally recognized as the great 'Want' medium of the city, and the advantages of making wants known through it."

The committee on the award of prizes announced its decision Saturday, June 28, 1890. The winner of the first prize was Julian Lester Wright, a printer. The second prize was won by Milton T. Adkins, a newspaper writer and literary man. The third prize was awarded to Court Foster Wood, lawyer and educator.

The Evening Star Bureau of Advertising Writing was established September 7, 1891, W. A. Hungerford being in charge. The first "ad." written was for George Warfield Simpson.

RESIDENCE OF SENATOR EUGENE HALE.

Shooting Stars.

The Shooting Star department of the paper was first shot in the issue of Saturday, January 4, 1890. Will J. Lampton was the father of the humor column. The first Shooting Star was written on the subject of La Grippe, and follows:

An easy cough, a little sneeze—
An influenzal tip,
Which laughingly you tell your friends
Is nothing but La Grippe.

A body full of broken bones,
A nose and eyes that weep,
A mucous membrane inside out,
And that is called La Grippe.

There were published in The Star October 5, 1889, bits of original humor aggregating five inches of matter under the caption "Star Twinkilings." In 1889 and 1890 the Saturday Star contained about one-third of a column of humorous short paragraphs clipped from other newspapers and served to the readers of The Star as "Saturday Smiles."

Larger Pages.

The Star enlarged its page from seven to eight columns Wednesday, December 5, 1883. In calling attention of its readers to the change The Star said:

"Less than two and a half years ago, when The Evening Star was materially increased in size and printed upon two new and improved presses, built at that time especially for its use, the opinion was expressed that the paper was then about as large as its own needs or the business demands of the city would probably require. How little can be foreseen as to the growth and improvement of Washington is shown by reading that prophesy in the light of the fact that the paper now enters upon its thirty-second year still further enlarged both in width and length by an addition of something over five and a quarter columns in extent, and printed upon a new, larger and faster web printing and folding machine, built expressly for it and set up during the past week. The new press, which is from the celebrated factory of R. Hoe & Co., New York and London, combines all the best qualities and latest improvements of their world-famous machines, and is guaranteed to print, cut, fold and deliver five hundred perfect copies of the paper each minute, or at the rate of thirty thousand copies per hour. This immense printing capacity will be doubled at an early day by placing a duplicate of the new machine by its side as soon as it can be built, and the second press now in use removed to make room for it. The advantages of the enlargement to the readers will be plainly manifest. The chief point gained will be the means thereby afforded of accommodating its advertising patrons and at the same time giving a larger amount of reading matter with each issue, thus securing greater variety, with more extended presentation of current news, and avoiding the frequent necessity of double sheets on other days than Saturday."

The Star readopted the seven-column page December 24, 1888.

THE WADSWORTH RESIDENCE ON MASS. AVE.

Further Growth.

The Star, November 24, 1890, again enlarged the size of its page from seven to eight columns, the following announcement appearing on the first page of the paper:

"Good Enough for Anybody and
Cheap Enough for Everybody."
"A Few Words Personal."

"That The Evening Star should exemplify the sentiment quoted above has been the steady purpose of the present management ever since it assumed control of the paper. Its constant aim has been to print all the news, local, domestic and foreign, at the earliest moment possible; to comment upon it intelligently; to discuss all questions affecting its readers, dispassionately and fairly; to stand up always and firmly for the rights and interests of the people of Washington and the District of Columbia—to become, in short, a complete, high-class family newspaper which would be regarded as, and actually become, a daily necessity to the members of every household within its reach. How far this high ideal has been realized, in the estimation of the public, the phenomenal circulation of The Star attests in most unmistakable terms. To the ends its conductors have ever kept in view, patient industry, sleepless energy, judicious enterprise, fair dealing, honesty of purpose and unstinted expenditures in the procurement of news and in providing an outfit of the best and fastest printing machinery in the world, have been inseparably united. So much for the past with which the people of Washington are familiar. As the future may be judged by it, so, therefore, the readers of the paper may feel assured that the high position it has reached will always be maintained, and a still higher point touched and held if possible.

"As its patrons know, it has always been the rule of the paper that the constantly increasing demands for advertising space should not be allowed to curtail the room to keep its readers fully posted in all the happenings of the world which properly interest intelligent and right-minded people, and, furthermore, that in typographical appearance, its pages should be at least equal to those of any daily paper in the country. For some time past, with the space at command, it has been difficult to harmonize the opposing demands of advertising and reading matter, while the high standard of typographical excellence has not been maintained as completely as could be desired. Accordingly, for the purpose of serving to the fullest extent the interests of all its patrons, The Star will on Monday next appear in a new and beautiful dress throughout, and coincident with that event, its eight comely pages will be permanently enlarged to eight columns each, in lieu of seven as now—making an increase in the size of the regular issues of the paper equal to an addition of a page and one-seventh of its present form. This important enlargement will make The Star one of the very largest daily newspapers in the United States, and, indeed, in the world, as it has long been acknowledged to be one of the best and handsomest.

"With the enlargements and improvements made in the paper from time to time, as its patronage justified, its readers are more or less familiar in a general way; but a single illustrative comparison out of a number which might be cited will bring that point more plainly to view. When its present conductors took charge of the paper, now a little more than twenty-three years ago, it consisted of only four pages 15½ by 20½ inches each, thus furnishing a total of 1,271 square inches of print per day. On and after Monday next there will be eight pages, each 18½ by 22½ inches in size, thus giving the patrons of the paper an aggregate of 3,350 square inches of printed matter daily, or nearly three times as much as was originally furnished. It may be said here, also, that within the period named the expenses of carrying on each and every department of the paper have increased in even greater proportion than the size of the paper, and in some of them as much as four or five-fold; but, notwithstanding all the great benefits the readers of the paper have thereby reaped, both in the larger quantity and the better quality of the reading matter furnished, its cost, to them, has not been advanced so much as the least fraction of a farthing. The price at which it is furnished now is precisely the same as when the present management assumed control, viz., 2 cents per single copy, at the office, and 44 cents per month, delivered to subscribers at their residences anywhere within the city.

"This is a business record of which we think any enterprise or establishment might be justly proud. And so of the future, of which the past is a pledge. As heretofore, so hereafter, no expense nor pains will be spared to keep The Star at the 'very forefront of journalism,' and to make it, as it has always been, 'good enough for anybody and cheap enough for everybody.'"

The First Page Cleared of Ads.

The Star returned to the seven-column page Friday, October 20, 1893, but increased the size of the paper to twelve pages. That was the largest paper which The Star, to that date, had presented to its readers. This improvement was made possible by the installation of a battery of modern presses which could produce with great speed a paper of twelve or sixteen pages at one run. The seven-column page was more convenient to handle than one of eight columns. October 20, 1893, is also noteworthy in the history of The Star in that advertisements were then retired from the first page. The announcement was made at the right of the great head and above the seventh column that "The Special Notice advertisements formerly printed on this page will hereafter appear on the third page."

ORGANIZED PLAY.

The Wonderful System of Child-Training Evolved in Indianapolis.

From the New York Sun.

Blessings on the man—or was it some god or demigod or wise woman?—that invented child-study, child-psychology and other boons! The facilities, all the modern conveniences, so to speak, now at the service of the lucky children of today, are marvelous, all but incredible. For example, look at grand old Indianapolis, the hoosier Paris. In the Indianapolis schools "the play of the children at recess time has been 'organized.'" So many minutes for gymnastics, so many for ping pong, so many for tag and hoop, and so on. Every child plays on schedule time, has to live and play according to a time table. Three minutes with the bean bag, two and one-half at the skipping rope.

We are working, we are playing in a grand and wondrous time. It is one of the many regrets of all of us who are growing old that we cannot live to see the triumphs of civilization our prophetic souls foresee. Children have been brought up according to wrong methods. In the dark forward and abysm of time shines a great light. Our dim eyes behold automatic children. They are wound up like a clock. They are their own time punch and strike the hours, quarters and halves. They play eighteen different games in fifteen minutes, adjusting their own machinery. Do you want 'em to sing? Press the accordion arrangement and vox humana attachment in their midst, if you please. Do you want to hear 'em name the Presidents, the Roman emperors, the principal rivers, mountains, metals? Connect the wires. These are the finest mechanical toys ever exhibited. Their works run down at 6:17 p.m. Then the little ones undress, fall into bed and cover themselves automatically. Mother can go off to the club. If there is any noise in the nursery, punish the offender next day by refusing to wind him up. Still, if he is big enough to be a stem-winder, what can you do?

We, who foretold the automatic servant, now foretell the automatic child. Will he have as much fun as his predecessors? Why not? Self-love will teach him to appreciate his mechanical make-up and his play will be much more efficiently "organized" than is now possible, even in Indianapolis.