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AMERICA'S
OLDEST DAILY NEWSPAPER

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FORT NEW AMSTERDAM



(NEW YORK), 1651.

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Because it has been said
"Ever'thing comes t' him who waits
Except a loaned book."*

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AMERICA'S
OLDEST DAILY NEWSPAPER

AMERICA'S OLDEST DAILY
NEWSPAPER.



THE NEW YORK GLOBE

Founded December 9, 1793, by Noah Webster,
as the "American Minerva."

Renamed "The Commercial Advertiser"
October 7, 1797.

Renamed "The Globe and Commercial
Advertiser" February 1, 1904.

The  Globe
Commercial Advertiser

*The Oldest Continuous Daily Newspaper on the
American Continent.*

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AMERICA'S OLDEST DAILY NEWSPAPER

IN reprinting the historical and institutional matter contained in the 125th Anniversary Number of the New York Globe for more permanent preservation than its publication in the newspaper, it is hoped that we have produced a little book which may be a pleasing addition to the libraries of our friends.

The Globe seeks to be more than a mere newspaper. With its historical background, reaching to the earliest days of our country as a nation, it is almost as firmly founded as the United States itself as an institution for sound, accurate, and independent consideration and treatment of the news and affairs of the day.

The Globe is justly proud of its long years of successful operation, and, as will be seen by reference to the contents of this book, is to-day a greater and more influential institution than at any time in its long career. We will leave it to the documents to tell their own story.

New York, December 9, 1918.



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EDITORIAL FROM
COMMERCIAL ADVERTISER
JANUARY 29, 1904

The Change From the Small to the Large Newspaper

*Reproduction of the Editorial from The Commercial Advertiser,
Saturday, Jan. 29, 1904, Announcing the First Issue
of The Globe on Monday, Feb. 1, 1904.*

IMPORTANT ANNOUNCEMENT

The Commercial Advertiser, the oldest daily journal in New York, has decided to make two important departures beginning on Feb. 1.

Its price will be reduced to one cent, so as to bring it within the reach of all. For the sake of brevity and in order to avoid misapprehension as to its scope as a newspaper, an alternative name, The Globe, has been adopted and will be used in association with the old. Hereafter the title of the paper will be The Globe and Commercial Advertiser.

The majority of people are inclined to buy the lowest-priced newspapers, a fact of which the sensational press, especially in the evening field, has been quicker to take advantage than that part of the press which adheres to the old standards of accuracy and intelligence. The Commercial Advertiser purposes now to make accessible to every one a thoroughly comprehensive newspaper, which, enterprising and fearless as the so-called yellow press is wanton and reckless, is at the same time truthful, enlightened, and invariably interesting—which relies on intelligence and brightness rather than mere frivolity to win and hold the attention of readers. It believes that in accomplishing this it will do much to aid in removing from metropolitan journalism the reproach that its most popular newspapers are those that corrupt and debase the people by pandering to their lowest tastes.

Its historic name, which has served for more than a century, is subordinated, however reluctantly, because it is too cumbersome for use among the newsboys, who to a greater extent than heretofore will distribute the paper, and because in these days of technical journalism the words "Commercial Advertiser" have a narrow and misleading meaning for those who are not familiar with its columns. In choosing The Globe as an alternative name, therefore, all-embracing significance has been consulted as well as convenience of utterance.

Under the new name The Commercial Advertiser, controlled by no consideration save that of public duty, will aim to publish all the news and to promote good causes, unhampered by private influences. Convinced that there is no substitute for brains, it will make no departure from methods of legitimate journalism, though it will not hesitate to adopt and introduce such modern ideas as appeal to intelligent readers.

EDITORIAL FROM THE GLOBE OF DECEMBER 9, 1918

THE OLDEST DAILY NEWSPAPER.

The Globe completes to-day its 125th year. Other newspapers in America were established earlier. No other that survives has been issued without break as a daily newspaper for so long a time. All of them of equal or greater age were begun as weeklies or semi-weeklies and continued as such subsequent to Dec. 9, 1793. Upon this fact rests the Globe's title to be known as the oldest daily newspaper in America. Younger than the republic by only seventeen years, the paper is a living monument to the persistence of the founders of the nation and their successors through many generations.

In to-day's commemoration supplement a competent historian gives a brief account of the paper's life from its establishment by Noah Webster. For New Yorkers this history possesses a peculiar interest, covering as it does the period of the city's growth from a population of little more than 30,000 to nearly 6,000,000. Mr. Webster's first issues were taken by about one-thirtieth of the city's residents and read probably by one in six. One-thirtieth part of the present residents of New York buy The Globe, which means, if the proportion of five readers to every subscriber holds good, that the paper is still read by one in six, an example of simultaneous development that is unusual considering the radical change in character as well as in size of the city's population.

How marked the change that has come over newspapers since Mr. Webster's day is shown by the contrast between his first number, reproduced to-day in facsimile, and the paper in which that facsimile appears. Like the city of to-day, the newspaper of to-day has grown from small beginnings to proportions undreamed of by the fathers. Many of the inventions that have greatly expanded human activities have come to us during the life of this newspaper and are reflected alike in the city's transformation within that period from a small settlement to a vast metropolis, and the Minerva's from a small double sheet of belated news to the 16- to 24-page Globe full of news almost of the moment. In 1793 New York and London were a month apart; to-day a few minutes separate them. Then Manhattan Island was mainly waste places; to-day the crowds of people that come to it find little enough room for their accommodation. Then the two small sheets of the Minerva were filled with difficulty; to-day The Globe cannot get paper enough for all the news that crowds upon it. Then we were emerging from a war in which we won our own freedom; to-day we celebrate victory in a war we fought to bring freedom to all the nations.

But, after all, age in a newspaper is not in itself a virtue, but rather the evidence of virtue recognized by passing generations, a reflection that gives to the anniversary commemorated to-day its chief significance.

Greetings
from
LONDON GLOBE

LONDON, Dec. 9.—The old world Globe wishes the new world Globe many happy returns of its 125th birthday, which falls at a most auspicious moment.

May the two Globes work together to make their countries understand and appreciate one another. In this lies the best chance of saving the third globe from all would-be conquerors.

EDWARD FOSTER,
Editor London Globe.

[The London Globe, by curious coincidence, is the oldest evening paper in London.]

AMERICA'S
OLDEST DAILY NEWSPAPER

AMERICA'S OLDEST NEWSPAPER

History of The Globe From Its First Number Under the
Name of The American Minerva

By JAMES MELVIN LEE

Director of Department of Journalism, New York University, and Author of
"History of American Journalism."

When The Globe, then called The American Minerva, was born, on Dec. 9, 1793, New York City was still in its cradle days. Its population, plus the population of Philadelphia, Baltimore, and Boston, and all other cities of over twenty thousand, did not in numbers amount to the present circulation of the paper. The city itself was not then, as it is to-day, a metropolis of newspaper readers, demanding several editions a day. Not one inhabitant in twenty was a newspaper subscriber, and most of these were content with a weekly journal filled for the most part with political discussions.

Not a decade had passed since the first daily appeared in Philadelphia, The Pennsylvania Daily Advertiser. James Rivington and Hugh Gaine, who, during the Revolution and the occupation of New York by the British, had conducted the most influential weeklies, were in purple gown and powdered wig selling books and pamphlets to a few of their old-time customers. Thomas Jefferson and Alexander Hamilton were journalists by proxies. Hamilton had his official organ, The Gazette of the United States, edited by John Fenno, who also held a position in the Treasury Department at \$2,500 a year. Thomas Jefferson had as his personal organ The National Gazette, edited by Philip Freneau, who likewise held a government position at \$250 a year in the State Department. The fight between these two statesmen and their editors had become so bitter that Washington found it necessary to call Hamilton and Jefferson to a personal conference, and to beg them to cease their attacks one upon the other, on the ground that such attacks could not work for the good of the commonwealth. Of the two statesmen, Jefferson had been the more successful in securing the support of newspapers. Hamilton, in self-defense, was forced to seek editorial support, not only in Philadelphia, but in the other cities like New York. The need of a Federal paper in New York was so great that Hamilton took immediate steps to secure its establishment. Together with his political friends, he sought a suitable editor, and had naturally turned to Noah Webster, who had already written a remarkable series of articles for The Connecticut Courant, a weekly published at Hartford, Conn.

CONCEIVED IN HARTFORD.

The *Globe* was really conceived in Hartford, Conn. In that city, on Sept. 2, 1793, Noah Webster and George Bunce drew up a paper for the establishment of a firm to engage in the printing business in New York City. According to the agreement drawn at this time Webster was to have a two-thirds interest upon furnishing not less than \$1,600 by Nov. 1; Bunce was to have a third interest on payment of \$550 by Nov. 1 and \$250 within six months. The *Globe* began business on a capital of \$2,400.

In looking over this original contract in the manuscript division of the New York Public Library, I was particularly impressed by the clause which outlined the duties of Mr. Webster as editor of the new paper. One clause specifically stated that "the said Noah Webster, Jr., shall furnish matter for printing, compile a newspaper, assist in correcting the proofs, & occasionally assist in keeping the books of said company until some other person shall be employed to the mutual satisfaction of the parties."

How irksome some of these duties proved to the distinguished lexicographer will be shown in a letter which he later mailed from New York to friends in Hartford.

FIRST STATEMENT OF AIMS.

The proposal for the new paper was publicly circulated in New York on Dec. 2, 1793, and was reprinted in *The Minerva* the following Monday, Dec. 9, 1793, when the paper made its first appearance at "37 Wall street, almost directly opposite the Tontine Coffee House." Some of the aims, as cited in the proposal, were merely business announcements, such as the paper would be published daily, Sundays, excepted, at 4 o'clock, or earlier if the arrival of mails would permit, and would contain the earliest intelligence collected from the most authentic sources. More important, however, in view of the picric qualities of the journalism of the time, were the assertions that the editor would "endeavor to preserve this paper chaste and impartial" and that personalities, if possible, would be avoided. The editorial policy was thus succinctly outlined: "This paper will be the friend of the government, of freedom, of virtue, and every species of improvement." For its motto it adopted "Patroness of Peace, Commerce and the Liberal Arts." Of the issues printed on Dec. 9, Clarence R. Brigham, secretary of the American Antiquarian Society of Worcester, Mass., has, after a most diligent search, been able to locate only three copies. These are found in the archives of the Massachusetts Historical Society of Boston, the Library of Congress in Washington, and the New York Public Library. The last mentioned institution has a most valuable file, as it formerly belonged to Noah Webster himself, whose original contributions to the paper are initialled "N. W." in his own handwriting. Other comments by Mr. Webster give additional value to this file—unfortunately not a complete one.

To visualize for the reader the tremendous advance which has been made in journalism during the 125 years since *The Globe* first appeared, I may be pardoned for inserting at this time a little statistical matter. The present size of *The Globe* is more than eight times that of *The Minerva*. To print the 2,000 copies of the latter required only sixty pounds of paper, while to print an edition of 200,000 copies of *The Globe* requires twenty-



VAN CORTLANDT MANSION.

An old Bronx landmark built in 1748, now a museum in care of the Colonial Dames.

five tons; or to express it in a little different way, the paper used daily by The Globe would be sufficient to have printed The Minerva for 833 days. The present capacity of the five sextuple presses in the basement of The Globe is 270,000 papers of eight pages per hour. To-day they could print 1,080,000 copies of The Minerva in sixty seconds. Any one of these five presses could produce a regular edition of The Minerva in about one-half a minute. With its present equipment of thirty type-setting and type-casting machines, The Globe could put into type in less than half an hour all the matter which appeared in the first issue of The Minerva.

WAS ORGAN OF HAMILTON.

In its early days The Minerva was the Federal organ of Alexander Hamilton. He and several of his political friends had furnished Webster with the necessary capital. Each furnished \$150 for the enterprise—an amount which was to be paid without interest in five years. On this point Webster himself has left the following memorandum:

In 1793, when the French minister was organizing a party to make a common cause with France in the Revolution, I was requested to establish a newspaper in New York to oppose his designs and maintain neutrality. James Watson, I believe, first suggested the plan and a number of principal characters in New York furnished me with capital for the purpose.

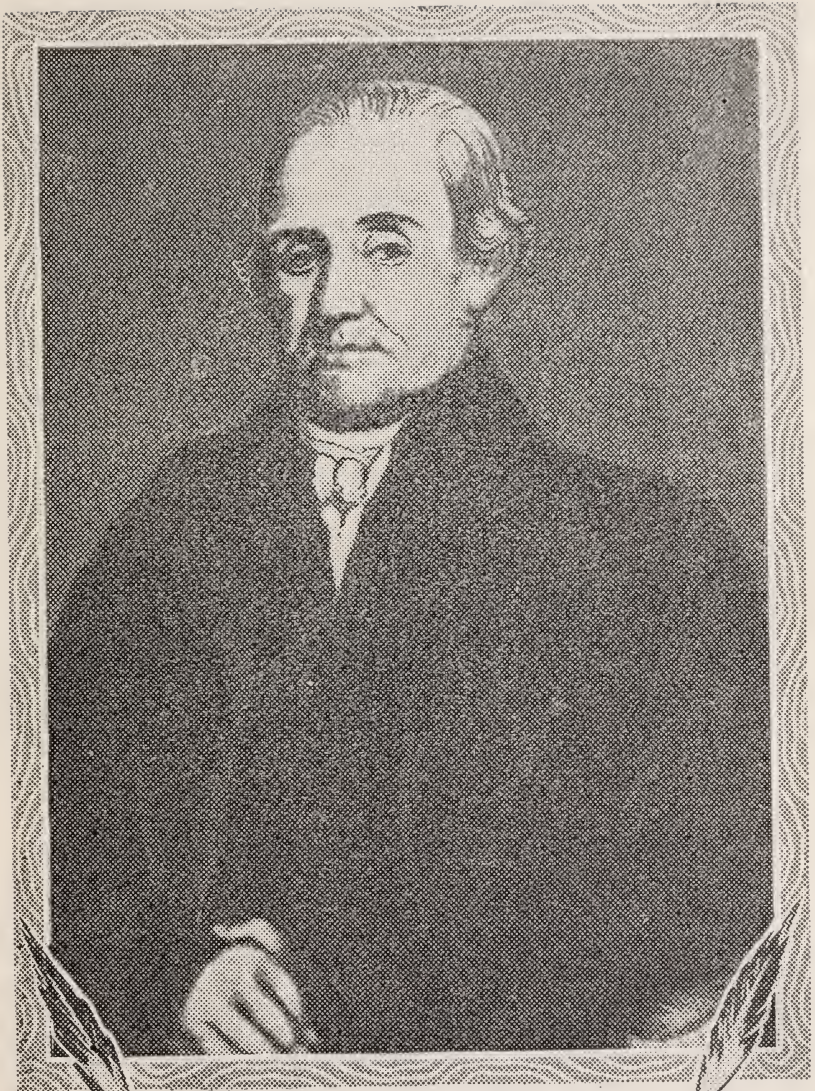
Freed from financial worry, Webster thought he would be able to give more time to the editorial side of the newspaper.

Because of the high plane on which he discussed all editorial questions, The Minerva became highly esteemed in New York—except by the Democrats. Even these, to quote Webster's own words, "will sometimes say it is the best paper in town." Subscribers, however, took some exception to the typographical way in which the text was presented, for the printing was not superior to that of its rivals and proofs were often somewhat carelessly read. To a Hartford friend who complained about the errors of The Minerva, Webster wrote as follows:

With the Typography of our papers I have no concern—and how the public should expect more from me than from other printers, I cannot devise. They certainly do not expect me to be both printer & editor. I know I knew from the first that the papers were incorrect; the hurry of a daily paper is an apology for this & a sufficient one in a paper which contains from 7 to 9 columns in long primer & brevier everyday. I am disappointed in my partner—he has not talents to conduct the business & I am obliged to hire a corrector lately. The paper is now as correct as any paper—and the whole business bids fair to answer our wishes. But I have endured more drudgery, & suffered more anxiety on acct of the bad execution of the paper than perhaps ever fell to the lot of man in the same time; partly from the difficulties attending a new business, with the types & raw hands, & partly from the inability of Bunce. We are getting over these difficulties & I trust the paper will recover its reputation.

DISAGREEMENT WITH BUNCE.

In view of the contents of this letter, it is not surprising that the partnership between Webster and Bunce was dissolved. By an agreement which was dated Feb. 10, 1796, and took effect April 30 of that year, Web-



Noah Webster

First Editor of the Paper.

Decorative flourish

ster purchased the third interest held by Bunce for \$3,000. On May 2 the next issue after the agreement took effect, the paper appeared under the new title, *The Minerva and Mercantile Evening Advertiser*. This was not, however, the first change in title. On Dec. 23, 1793, the word *The* had been dropped and on March 19, 1794, there had been added to the title *And The New York (Evening) Advertiser*. This addition had been shortened on May 6, 1795, to *And Evening Advertiser*.

One of the firm, Joseph Dudley Webb, proved to be such a continued source of disturbance that after May 13, 1797, the enterprise was conducted by Webster and Hopkins. The details of this controversy will be found in the Webster MSS., to which reference has already been made. Because of legal difficulties and other dissensions, Webster and Hopkins decided on not only a change in name, but also a change in the numbering of volumes. The result was *The Commercial Advertiser*, which, while continuing *The Minerva* both in advertising and text, appeared on Oct. 2, 1797, as Volume I, Number 1. According to the terms of the new contract, doubtless drawn before the change in name but dated Oct. 17, Webster retained the controlling interest in the paper by the ownership of two-thirds of the stock. My reason for suspecting that the contract was drawn before the date given is the fact that "17" appears in the original contract in a different colored ink from that with which the instrument was drawn. About two years later the partnership between Webster and Hopkins was dissolved and Webster became sole proprietor. By the terms of this dissolution, dated at Stamford, Conn., April 6, 1799, and to take effect June 22, 1799 (later extended to July 22), Webster paid Hopkins \$3,500 for the latter's interest. Before the extension in time had expired Webster had admitted his nephew, Ebenezer Belden, into the firm and, with the issue of July 1, 1799, the paper appeared under the imprint of E. Belden & Co. On Nov. 4, 1803, Webster severed all connections with the paper, which was now printed for the proprietor, Zachariah Lewis, by Joseph Mills. Lewis remained the editor and proprietor until Jan. 13, 1813, when Francis Hall was admitted to partnership in the paper with him.

EDITORSHIP OF ZACHARIAH LEWIS.

Zachariah Lewis, who succeeded Webster as editor of *The Commercial Advertiser*, has received scant attention by writers on American journalism. Born in Wilton, Conn., Jan. 1, 1773, he was graduated from Yale in 1794. Educated for the ministry, he was not able, on account of poor health, to follow this profession, but became a tutor in the family of George Washington. This intimate association with the Father of His Country doubtless had much to do in the shaping of those policies which Lewis advocated so strongly in the columns of *The Commercial Advertiser*. Though editing a secular daily newspaper, Lewis always maintained a deep interest in all religious and philanthropic movements in the city. He was most actively associated with what is to-day known as the American Tract Society. Upon his retirement from *The Commercial Advertiser* with the issue of April 11, 1820, he started *The American Missionary Register*.

Lewis, as has already been shown, was editor of *The Commercial Advertiser* during those trying years of 1812-15, when the United States was again engaging in a bitter struggle with England. An examination of

the newspapers of the time will show the Federal papers almost invariably referring to this conflict as "Madison's War." They did not hesitate to heap all sorts of abuse upon the administration. From the very beginning The Commercial Advertiser opposed those secret sessions of congress at which the possibilities of the war were debated.

On June 13, 1812, Lewis expressed an editorial opinion that "we may expect anything from Madison's administration except such measures as are calculated to promote the interest and honor of the country," and again, on June 17, he made reference to "a war to gratify a few overheated and malignant spirits of the west and south; a war, however it may terminate, that will demoralize the country." When war was declared, Lewis discussed the situation in an editorial which had for its caption "Great Calamity! Our Rulers Have Betrayed Their Trust!" While he firmly believed that Madison was conducting the war for political purposes, he, and those who contributed to the editorial page, emphasized the need of supporting the army and navy to the utmost resources of the country. A similar position was held by the other Federal papers, such as The New York Gazette and The New York Evening Post. In its opposition to the war the Federal press was led by The Boston Gazette, which had been dubbed during the Revolution "The Pet of Patriots."

PRESS CIRCULATION IN 1815.

When "Madison's War" was over, New York had seven daily newspapers. A statement of their circulation will show to what extent newspapers were being read in the city. The Mercantile Advertiser had a circulation of 2,000; The Gazette, 1,750; The Evening Post, 1,600; The Commercial Advertiser, 1,200; The Courier, 920; The Columbian, 870; The National Advocate, —. In other words, one New Yorker out of every fifteen was a newspaper subscriber. The small circulation of the last two papers in the list may be explained by the fact that they had been but recently established in the city. The Columbian was started in 1808 by Charles Holt, after he had set The Bee buzzing first at New London, Conn., and later at Hudson, N. Y. It was an organ of Jefferson, and later of Madison. The National Advocate, which had just appeared, was begun by Tammany Hall in order that the organization might have an official organ.

To leave New York at this point, for a side trip to the little village of Cooperstown, nestling among the hills of Otsego County, is both interesting and profitable in tracing the history of The Globe. To that village had come a youth of seventeen to learn the printer's trade in the office of The Cooperstown Federalist. Born at New Paltz, N. Y., April 20, 1792, he had been christened William Leete Stone, but in the newspaper office he was known as "Little Billy." While learning his trade in this country printshop he was also instructed in the principles upon which the Federal party had been built. In Cooperstown he came to share the views held by other citizens regarding the Cooper family—something quite different from those held to-day. Leaving Cooperstown in 1813 he crossed over the Otsego hills to settle in the little town of Herkimer, in the Mohawk Valley, as editor of a loyal Federal paper, The Herkimer American. In this office there was a printer learning his trade by the name of Thurlow Weed. Both of these gentlemen later became connected with Albany journalism

and both later came to New York, though at different periods, to become editors of *The Commercial Advertiser*. But this is going too fast with my story. Weed was the first to leave. According to A. G. Ellis, one of the pioneer newspaper men of Wisconsin, Weed left in the office of *The Herkimer American* "an old pair of slippers, a tobacco box minus a cover, and an unequivocal reputation with the printer's devil." In Albany he founded *The Evening Journal* and became a great power in politics. In 1817 Stone followed Weed to Albany, where he became editor of *The Daily Advertiser*. His stay there, however, was brief, for the following year he succeeded Theodore Dwight as editor of *The Mirror*, in Hartford, Conn. His stay in the Connecticut Valley was also short, for, upon the retirement of Lewis, he became the editor and part owner of *The Commercial Advertiser*.

THE SLAVERY ISSUE.

Stone, like Webster, did not believe in slavery. Both published numerous editorials on the subject, and Stone early advocated in the columns of *The Commercial Advertiser* the abolition of slavery by congressional action. In 1825, at a great anti-slavery convention in Baltimore, he drew up the plan for the emancipation of slaves—a plan recommended by the convention to congress for adoption. Next to the abolition of slavery Stone was deeply interested in clearing away the mist of slander which had been around De Witt Clinton, in whose defense his editorial pen was ever ready. Under the editorship of Stone *The Commercial Advertiser* achieved an enviable reputation in the literary field. For this the newspaper was greatly indebted to two associate editors, John Inman, commonly called "the erudite and classic Inman," and Robert Charles Sands, a native of Flatbush, Long Island, who was one of the most brilliant writers of the day. The latter had in 1824 begun *The Atlantic Magazine*—not to be confused in any way with *The Atlantic Monthly* of Boston—and when this periodical became *The New York Review* it was under the joint editorial control of Sands and William Cullen Bryant, who later became the distinguished editor of *The New York Evening Post*—a great rival at that time of *The Commercial Advertiser*. Both he and Bryant were associated in numerous other literary enterprises which have no direct connection with the history of *The Globe*, but which explain the literary atmosphere which permeated the columns of *The Commercial Advertiser*.

THE FENIMORE COOPER CASE.

Another excursion to Cooperstown will be profitable. To this village Fenimore Cooper had returned after a long residence abroad. During his absence the villagers had used a piece of his ancestral property on the shores of the lake for recreation and picnic purposes. While doubtless acting within his legal rights, Cooper promptly tacked up a notice that trespassing upon his property would be dealt with according to law. The resentment of his fellow citizens was so bitter that it attracted the attention of numerous Whig newspapers throughout the state. One of them, in Norwich, in the neighboring valley of the Chenango, told how Cooper's books had been removed from the village library and publicly burned. A

local Whig paper, because it reprinted the account from its Norwich contemporary, was promptly sued for libel by the distinguished novelist. The verdict was collected with the help of the local sheriff "by taking the money from the editor's trunk." Other Whig papers, especially in Albany and New York, took up the fight, and not only criticized Cooper's action, but were extremely bitter in their comment regarding Cooper's criticism of American ways and manners as found in his two books "Homeward Bound" and "Home as Found."

Any account of Cooper's suit against Thurlow Weed of *The Albany Evening Journal* or against Horace Greeley of *The New York Tribune* belongs in another place. Greeley reported his trial in his own paper in an account which came within three-quarters of a column of filling the entire inside of *The Tribune*—an account to which he gave a not inappropriate caption, "The Cooperage of *The Tribune*." Of more immediate interest at this time was Cooper's suit against Stone of *The Commercial Advertiser*. For a detailed account of this suit I refer the reader to the dusty volumes in any law library. To put matters briefly, Cooper won his suit, but in reporting the event Stone made the following reference:

Mr. J. Fenimore Cooper need not be so fidgety in his anxiety to finger the cash to be paid by us toward his support. It will be forthcoming on the last day allowed by the award, but we are not disposed to allow him to put it into Wall Street for shaving purposes before that period. Wait patiently. There will be no locksmith necessary to get at the ready.

The allusion to the locksmith was to the manner of collecting money from Andrew N. Barber of the Cooperstown paper. Cooper promptly instituted another suit against Stone. The matter was taken from one court to another, reviewed by the Court of Errors, and what was the final outcome I do not know. A whole book could be written on Cooper's libel suits. The novelist, however, undoubtedly felt more keenly the comment of Stone because of the literary reputation of *The Commercial Advertiser*. Stone, on the other hand, was doubtless influenced in his position by impressions formed in the days when he was inking the type, pulling the proofs, and sweeping out the office of *The Cooperstown Federalist*.

BANK OF THE UNITED STATES.

So far as I have been able to learn, Stone was not one of those editors who put his hand into the breeches pocket of Nicholas Biddle, the president of the Bank of the United States. When the charter of that bank was about to expire it began to count its friends among American newspapers. Finding not enough favorable comment to suit its taste, it passed a resolution which authorized its president "to print what he chose to defend the bank, and to pay for the same without accountability." Regardless of what academic historians may say on the subject, such action on the part of the bank made it one of the worst corruptors of the press that this country has ever seen. Justice to the bank, however, demands an acknowledgment that the institution was fighting for its life, and was often unjustly attacked by a bitter and vindictive press. To overcome this opposition the bank was forced to defend itself and to secure such

favorable comment as it could through the use of loans and subsidies to editors. Among the newspapers thus "helped" by the bank were New York publications, but they did not include *The Commercial Advertiser*.

Stone devoted much attention to matters relating to early American history. He collected an immense amount of material relating to the Indians, and always found space for discoveries of new facts about colonial controversies. In a literary way he is possibly best remembered for his "Life of Joseph Brant." He was deeply interested in any discussion tending to promote the efficiency of the public schools of New York. In this connection it may be remarked that his son, William Leete Stone, Jr., later became the editor of *The Journal of Commerce*.

WORK OF FRANCIS HALL.

Upon the death of the elder Stone, on Aug. 15, 1844, the editorial control of *The Commercial Advertiser* passed into the hands of Francis Hall. In many respects he followed the general policy of his predecessor. His attitude regarding the war with Mexico may be summed up by the following quotation from an editorial printed on March 18, 1846:

Every arrival from Mexico brings copious confirmation to the alleged designs of certain European powers—Spain, France, and England are named, though it is maintained that Russia and Prussia have a finger in the pie—to convert the rickety republic of Mexico into a stable kingdom. . . . It may or may not be true. . . . But looking at it merely with reference to the interest and duty of the United States, we are very clear in our conviction that this government is not called upon to take any action. In the first place, it is none of our business. No condition of affairs either requires or gives us the right to meddle with . . . Mexico.

Another editorial sounds, with a slight change of one word, somewhat familiar to-day:

The President has managed the Mexican affair all by himself; congress has done nothing and has known nothing. The glory belongs to the executive.

On one matter Hall had a very decided opinion. He used his editorial pen with great force in advocating a direct tax for war expenses and not a revision of the tariff, as suggested by the President.

START OF PENNY PAPERS.

During his editorship Hall saw many changes in New York journalism. First of all, he saw the rapid increase in the smaller penny papers.

The AMERICAN MINERVA,

Patroness of Peace, Commerce, and the Liberal Arts.

Published (Daily) by GEORGE BUNCE, & Co. No. 37, Wall-street, nearly opposite the Tontine Coffee-house, at Six Dollars per annum.

Vol. I.] NEW YORK, MONDAY, December 9, 1793. [NUMB. 1.

New-York, Dec. 2d. 1793.

PROPOSALS,
FOR PUBLISHING IN THIS CITY, A DAILY
PAPER, UNDER THE TITLE OF
THE
AMERICAN MINERVA,
Patroness of Peace, Commerce, and
the Liberal Arts.

I. THIS Paper will be published every day, Sundays excepted, at 4 o'clock in the afternoon, or earlier if the arrival of the mails will permit, and delivered to Subscribers in the city at Six Dollars a year, payable quarterly. This Paper will contain the earliest intelligence, collected from the most authentic Sources; and will be open to Advertisements and all valuable Essays. This Paper will be of a large demy size. The first number will appear on Monday the 9th instant.

II. One day in each week, the Paper will be calculated for country readers; containing a summary of the Intelligence of the preceding week, with such Advertisements as require a general circulation in the state; together with such valuable Essays on Civil Policy, Agriculture and the Arts, as shall be best calculated to diffuse useful knowledge. This paper for the country will be published on Wednesday evening, and sent to subscribers by the most speedy conveyances, at Fourteen Shillings a year. Whenever the Advertisements in the Wednesdays Paper shall fill more than two pages, a supplement will be furnished without any additional expense to the subscribers.

III. The Editor will endeavor to preserve this Paper chaste and impartial. Confidence, when secrecy is necessary or proper, will never be violated. Personalities, if possible, will be avoided; and should it ever be deemed proper to insert any remarks of a personal nature, it will be held an indispensable condition, that the name of the writer be previously left with the Editor.

IV. This Paper will be the Friend of Government, of Freedom, of Virtue, and every species of Improvement. In justice to their own views, the Publishers cannot say less; and they presume more will not be necessary to ensure the patronage of an enlightened and liberal Public.

N. WEBSTER, JUN. Editor.
GEORGE BUNCE, & Co.
Publishers.

THIS PAPER will be enlarged and improved in proportion to the encouragement it receives.

THE EDITOR'S ADDRESS TO THE PUBLIC.

IT is the singular felicity of the Americans, and a circumstance that distinguishes this Country from all others, that the means of information are accessible to all descriptions of people. Most of the Citizens of America are not only acquainted with letters and able to read their native language; but they have a strong inclination to acquire, and property to purchase, the means of knowledge.

Of all these means of knowledge, Newspapers are the most eagerly sought after, and the most generally diffused. In no Country on earth, not even in Great-Britain, are Newspapers so generally circulated among the body of the people, as in America. To this facility of spreading knowledge over our Country, may, in a great degree, be attributed, that civility of manners, that love of peace and good order, and that propriety of public conduct, which characterize the substantial body of Citizens in the United States.

Newspapers, from their cheapness, and the frequency and rapidity of their circulation, may, in America, assume an eminent rank in the catalogue of useful publications. They, in a great degree, supersede the use of Magazines and Pamphlets. The public mind in America, roused by the magnitude of political events, and impatient of delay, cannot wait for monthly intelligence. Daily or at farthest weekly communications are found necessary to gratify public curiosity. But Newspapers are not only the vehicles of what is called news; they are the common instruments of social intercourse, by which the Citizens of this vast Republic constantly discourse and debate with each other on subjects of public concern. It is by means of these, that in times of danger, either from open hostility or insidious intrigue, an alarm is instantly conveyed, and a unanimity of opinion is formed, from Maine to Georgia.

Montesquieu has declared virtue to be the principle of Republican governments. If by virtue he meant a disinterested love of one's Country, it may be doubted whether such a principle ever existed. If by virtue is meant an ardent popular enthusiasm, this is a passion that has existed; for a month, perhaps for a year or two; but it is a transient thing; the blaze of a meteor that shines for a moment and vanishes; it is not, and from the nature of man it cannot be, a steady permanent principle. But fixed permanent principles only will maintain government of any kind.

Besides, is it true that Republicans love their Country more than the subjects of arbitrary government? That they ought to do so is certain; but if Republicans fight pro sociis, do not the subjects of power contend pro aris? If individuals under despotic

governments have fewer rights and less property to attach them to their Country, do not their prejudices, their customs, their religion, create as strong attachments to their Country, as the liberty and the rights of free Citizens do to theirs. Will not a Turk, or a Spaniard fight as bravely for his Koran or his Crucifix, as any Republican for his property? Let history; let facts decide.

The foundation of all free governments, seems to be, a general diffusion of knowledge. People must know they have rights, before they will claim them; and they must have just ideas of their own rights, and learn to distinguish them from the rights of others, before they can form any rational system of government, or be capable of maintaining it. To know that we have rights, is very easy; to know how to preserve those rights, to adjust contending claims, and to prescribe the limits of each; here lies the difficulty. To form and to give duration to a system of government that shall ensure to every man his civil and political rights, and restrain every man from violating the rights of others, is a task of infinite magnitude. Indeed it is probably beyond the powers of man to devise a system for this purpose that can be perpetual; a system that will not in time crumble to pieces by its own imperfections, or be overthrown by the corruption and vices of men. The only anchor of hope left us by history and experience, is, that "free governments may be rendered durable, perhaps perpetual, by the knowledge, the wisdom and the good sense of the mass of people who are to be governed." It is the demonstration of ages that many provisions, checks and restraints in a constitution prove useful and necessary to control contending interests; but it is probably a serious truth, that if people are generally ignorant, the best constitution of government the wisdom of man can devise, will become corrupt. Charters of rights, constitutional articles, fundamental regulations may be essential to organize and direct the complex movements of a nation or state; but they are not the ultimate security of the rights of men. Power may prevail or corruption may undermine with success the best parchment barriers of liberty; but when a constitution rests on the good sense of a well-informed people, the breach will always be repaired. Whole nations are never corrupt. Let the body of people are often ignorant; every department of the best form of government may become vicious; but perhaps no nation as such was ever so corrupt and vicious, that an appeal to the citizens would not restore government to its purity. It is always the interest of a nation to be well governed; and men will never submit to a vicious government but thro ignorance or fear. A good portion of knowledge among the citizens of a free republic, is there-

fore the ultimate resort for a correction of the evils incident to the best systems of government. It is an important fact in the United States that the best informed people are the least subject to sullen, intrigue and a corrupt administration. The utility of News-Papers is therefore most clearly ascertained in Republican Governments; like schools, it should be a main point to encourage them; like schools, they should be considered as the auxiliaries of government, and placed on a respectable footing; they should be the heralds of truth; the protectors of peace and good order.

But Newspapers may be rendered useful in other respects. In America, agriculture and the arts are yet in their infancy. Other nations have gone before us in a great variety of improvements. They have, by observations and experiments, discovered many useful truths of which the people of this country are yet ignorant; or which are not generally known and applied to practice. The compiler of a paper, who will take the trouble to select from authors, those facts and principles in the arts which are found in other countries to abridge labor and render industry more productive, will perform a most essential service to his country. A useful fact, a truth, which cost some ingenious inquirer the labor of ten year's experiment, may be contained in a single column of a Gazette, and diffused among millions of people. Some exertions to collect such useful truths for this paper will be made by the Editor, and he hopes, with success. *NW*

FOR SALE,

By T. ALLEN, FRANCIS CHILDS, & Co.
& J. FELLOWS, at their respective Book-stores,

AN ESSAY ON SLAVERY:

DESIGNED to exhibit in a new point of view, its effects on morals, industry, and the peace of society. Some facts and calculations are offered to prove the labor of freemen to be much more productive than that of slaves; that countries are rich, powerful and happy in proportion as the laboring people enjoy the fruits of their own labor; and hence the necessary conclusion, that slavery is impolitic as well as unjust.

PRICE 25.

December 9.

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Just Published; and for Sale,
By GEORGE BUNCE, & Co. No. 37, Wall-street, nearly opposite the Tontine Coffee-house,

THE PROMPTER;

A COMMENTARY ON COMMON SAYINGS AND SUBJECTS, which are full of COMMON SENSE, the best sense in the world.

THIS little book is written in a style altogether novel, and is adapted to all capacities, as well as to all classes of people, merchants, mechanics and farmers. Such a reputation has this work acquired, that it has passed thro three impressions in the eastern States, and many householders deem it so useful as to purchase a copy for every adult in their families. — PRICE 25.

December 9.

Twenty have very much weakened my hopes.
1837 *NW*

SKETCHES OF THE History & Progress of Commerce:

Addressed to Young Gentlemen of the
Mercantile Profession.

INTRODUCTION.

THE reputation of every profession of men depends on two circumstances: First, their skill and adroitness in executing the mechanical part of the business they profess; and, secondly, their general information respecting the principles of their own art and the sciences connected with it. Men, skillful only in the mechanical part of business, are useful members of society, and commonly find full employment for their talents; but the men, who, to mechanical skill, add a general and extensive knowledge of the history and principles of their occupation, gain a higher reputation and distinguished evidence in society.

Commerce is among the businesses of civil life, which afford a most ample scope for the exertions of the mind; the mechanical part of it is chiefly confined to the article of *Book-keeping*; while the whole world and all its productions are objects for the exercise of the merchant's ingenuity. To be a mere trader or book-keeper requires but moderate talents; to be a respectable merchant, a man must have extensive information.

In the Republic of America, where Commerce holds a very honorable rank among the different occupations of men, and where no shackles are imposed upon the ingenuity or the enterprising spirit of our citizens, we may expect navigation and commerce will receive all possible extension, and be advantageous not only in adding to our wealth and consideration among nations, but in opening the road to useful discoveries and improvements.

As New-York is a principal commercial city in this free and prosperous Republic, it is presumed that it contains great numbers of persons, especially among the younger part of readers, who will be pleased to devote a few leisure moments, occasionally to the history of that occupation which employs primarily or secondarily, a great portion of its citizens: a business which has opened a communication between almost all nations of the earth and is rapidly removing their prejudices, and reducing them all to one great family of brethren; a business which is the child of peace, the parent of civilization, and the friend of universal liberty.

To trace the progress of Commerce from its origin thro its several revolutions down to the present period, would be a pleasant amusement, and would furnish many useful facts for the enquiring mind; at the same time, to detail minutely all the facts which authentic history supplies, on this subject, would require the compass of numerous volumes. This is not the intention of the writer—he designs only to collect the most important facts relating to the origin and progress of commerce and navigation. A *concise* account will be more likely to be read and remembered, than a minute and complex detail; and if it should answer the purpose of exciting attention to the subject, and should make young readers of the counting-house emulous of enlarging the sphere of their commercial knowledge, the labor of the writer will be amply rewarded.

It is a complaint among the merchants of America that their interest is not sufficiently represented in the Legislature of the Union. If this complaint is well founded, the way to remedy the evil is, to give the young mercantile gentlemen of the country a more liberal education. To qualify men for public life, they should not only be masters of a particular branch of business, but should be well acquainted with the connection that subsists between all branches of business in a nation, and between the principal occupations of different nations—This extensive information alone will enable the legislator to devise a system of regulations, that shall operate for the benefit of his country. Nothing is more common than for nations to enact laws respecting their political economy,

which produce effects directly contrary to what were expected. Even in this enlightened period of the world, blunders of this kind are frequently committed. Tender laws, regulating acts, &c. are of this kind. Almost all the restraints upon commerce among European nations, are only so many blunders in political economy; which instead of securing advantages to the nations where they exist, have a certain tendency to impoverish them. Experience is the most certain criterion of truth. The world is old, and experiments are innumerable. Authentic history is the faithful register of these experiments, and wisdom is never so easily acquired as by consulting her records. No man is to busy, that he can find no time to read; and much time is not requisite, if judiciously appropriated, to treasure up a large portion of knowledge. Much depends on the *choice* than the *number* of books.

In this free country, where the minds of men are not fettered with legal restraints or inveterate prejudices, it is to be expected the faculties of our citizens will be *active*, in proportion to the scope that is given them; and *improved*, in proportion as the means of knowledge are easy of attainment. As our constitution of government is most excellent in theory, and hitherto has proved so in practice, it is becoming the political character of our republic, that our citizens should individually be well-informed, liberal and respectable.

New-York, Dec. 1793.

NW

FOR THE AMERICAN MINERVA.

THE President's address to Congress at this momentous crisis, cannot fail to afford the most lively satisfaction to every friend of America. It must give pleasure in proportion to the impatience with which it was expected. Whether the United States of America, sequestered by nature from the tyranny, the vices, the confusion and jarring interests of the old world, are notwithstanding, to be forever involved in the labyrinth of the detestable politics of Europe; whether our citizens, the lovers of peace and industry, must be forever harassed with insults or war; our navigation obstructed with the most causeless indignity; and the fruits of our labor arrested on the high seas and taken from us by the violence of arms—these are questions of infinite magnitude. The spirit with which the President expresses his feelings on these subjects displays equally his good sense, his moderation, and his respect for the character and dignity of these Sovereign States.

It is a gloomy consideration, but one that instead of depressing our public spirit, ought rather to raise and animate it, that the relative political situation of the several powers of Europe will forever keep some of them embroiled with hostility. The ideas of a balance of power, which originated in the dangerous strides of Charles V for universal monarchy, now form the basis of European politics. Whenever one prince, by a successful war or negotiation, has considerably enlarged his dominions, his increasing power alarms his jealous neighbours, and they combine to curtail it. In intrigue, bribery, family alliances and negotiations are employed to reduce his rising power or to create another power in his vicinity, that shall be able on any emergency, to prevent its enlargement. And if these silent means fail of effecting the object and quieting their alarms, they always have some sinister pretext for resorting to arms. It is thus that the ambition, or the resentment of one prince will often set all Europe in flames. And this will continue to be the case, while one particle of the feudal system remains unexterminated.

America, happy in its situation, with a broad ocean dividing her from that wretched system of politics, and still more happy in the freedom of her government, wishes forever to be exempt from the calamities that flow from war, and for this purpose to hold herself entirely independent, of any European connection that shall involve her in those calamities. How to effect and maintain this total independence is the great desideratum. We have formed some treaties with the commercial nations of Europe: but it is very desirable that not an article of those treaties,

either by the direct wording or by implication, should draw us into war. Indeed it might be a serious enquiry, whether it would not be our best policy hereafter to avoid forming any treaties with the powers of Europe. It may be doubted whether we do not *lose* at one time, more than we *gain* at another, by the most favorable alliance of this kind.

Perhaps the following simple maxims will be found an excellent basis of American policy.

1st. *At all times to observe the most friendly pacific disposition towards all foreign powers.*

2d. *To form no alliances with any of them, unless a few commercial stipulations that cannot possibly involve us in war, be excepted.*

3d. *Never to offend foreign nations by insulting their flags, or encroaching on their rights, and rigorously to punish individuals who do so offend, contrary to the pacific system we adopt.*

4th. *To be always prepared to avenge the wrongs done us by other nations.*

Whatever system our great Legislature may finally adopt for protecting our rights, and avenging our wrongs, there is no doubt that the present period is the most important we have seen, as it respects our welfare and dignity as a sovereign nation.

I cannot close these remarks, without congratulating our countrymen on that clause of our President's speech which recommends the taking off the duty on Newspapers. When so much depends on the accurate information of the people of our great Republic; when perhaps the stability of our government is suspended on that single circumstance; who can hesitate a moment to approve of the President's recommendation? Better is it perhaps for the United States to pay the expense of an extra mail to circulate newspapers into every part of the union, than to narrow the limits of their circulation by the smallest restraint.

A STABLE REPUBLICAN.

[For the benefit of Customers who wish to preserve Files of this Paper, we begin its publication with the ADDRESS of the PRESIDENT, (See last page) and the first Proceedings of Congress.]

CONGRESS.

HOUSE OF REPRESENTATIVES OF THE UNITED STATES.

MONDAY, Dec. 2.

This day Congress met according to appointment at 12 o'clock, in the City Court-house.

The Senate having formed a quorum, chose a committee to acquaint the President they were ready to receive his communications.

Mr. Otis informed the house of representatives, the Senate were ready to proceed to business. Sixty-six of the members only being assembled, it was proposed to adjourn, but the motion was overruled. They then proceeded to the choice of a speaker, and Frederick Augustus Muhlenburg was elected. The house also chose John Beckley, Clerk; Joseph Wheaton Sergeant at arms, Clifford Hally door-keeper and Thomas Claxton assistant door-keeper; The Senate chose the right Rev. Bishop White, their chaplain, and the house of representatives, elected the Rev. Dr. Green.

A joint committee of both houses then waited on the President, to inform him they were ready to receive his communications. The President in answer informed them he would meet both houses the next day at 12 o'clock.

TUESDAY, Dec. 3.

The President met both Houses and delivered an Address, for which, see the last page.

WEDNESDAY, Dec. 4.

The house went into a committee of the whole, Mr. Trumbull in the chair, on the President's address.

The President's speech was read by the Clerk, and on the motion of Mr. Sedgwick, the following resolution was adopted:

To be read, That a respectful address be presented by the house to the Presi-

dent of the United States, in answer to his speech in both Houses of Congress, at the opening of the present session; with assurance, that the house will take into their consideration the important matters submitted to them.

The speaker returned the chair, and the house agreed to the resolution as reported by the committee of the whole.

And Messrs. Madison, Sedgwick, Watts, Smith of Maryland, and Mr. Hartley appointed to prepare an answer.

A petition was presented by Mr. Fitzsimons, from Mr. Latimer, of the State of Delaware, respecting the election of a representative to that state in Congress: it was read, and ordered to lie on the table.

The following motion, laid on the table yesterday was called up: That a committee be appointed to report a bill empowering the President to convene the legislature at any other place than that to which they may have adjourned.

Mr. Smith S. C. stated the dilemma the legislature would have been placed in, if the late malignant fever had continued its ravages beyond the period fixed for the meeting of the legislature. The present he considered the most proper time to take up this motion, as the house enjoyed complete leisure, and the mind of members were fully impressed, by the recollection of the late calamity, with the necessity of some such provision.

Mr. Giles doubted the constitutionality of giving the president the power contemplated. He should not object to see the measure brought forward as an amendment to the constitution, when questions of amendment should occur in the course of the present session. He was opposed to taking up the motion.

Mr. Sedgwick was supplied that the constitutionality of the proposed measure should be doubted. He advocated its expediency.

The question on taking up the resolution was lost.

A communication was received from the Secretary at War containing a state of the noncommissioned officers and soldiers in the service of the United States; also a copy of the instructions for the three commissioners appointed to treat with the hostile Indians, on the north of the Ohio. A report by these commissioners of their proceedings, in the form of a journal, and a letter from General Wayne, concerning some of his late operations.

The instructions to the commissioners were then read, and the clerk was proceeding to read the journal, as transmitted to the secretary at war.—Upon this, one of the members objected; that the contents might be of a nature extremely improper for publication. He said that he was unacquainted with the journal, but he had heard several particulars in the instructions themselves, which in his opinion, had better been suppressed. It was a measure, that he believed to be without explanation in the history of negotiations, to read before a mixed assembly like the present, the confidential dispatches of a minister in a distant and responsible situation, without its having been previously ascertained that their contents were perfectly calculated for publicity. He hoped that the government of America would never degrade its administration into a mystery, a mode of proceeding which he for one detested. But still there was a middle-path, nor could he consent that the journal should be read without some previous ideas that it might be done with propriety. He said that it might, among other materials of an exceptionable nature, contain reflections upon some of the powers of Europe. He conceived that the House of Representatives might remit the journal to be examined by the President, and if it was found to contain nothing improper for publication, that then it might be read before the House.

Several other members spoke, and it was strongly urged that the whole contents ought to be read. It was said the Indian war had been unpopular, that the perusal of the dispatches, if the Commissioners had acted agreeable to their instructions, would vindicate the federal government; that the tongue of clamour would be most effectually silenced; and the public be completely satisfied, that the United States had only been driven into this war by necessity, and were ready to close it upon equitable

terms. One member hinted that it might be requisite to clear the gallery, before reading the journal referred to, as had upon former occasions been the practice of the house. This was objected to, and at a quarter past one o'clock the house, on a motion to that effect, adjourned.

THURSDAY, Dec. 5.

Messrs. Ames, Foster and Niles appeared, were qualified and took their seats.

The journal of the commissioners for treating with the Indians was read.—It is minute and lengthy. Some parts of it we shall at an early day lay before our readers. The definitive answer of the Indians contains their reasons for rejecting the proposals of the commissioners, drawn up in a masterly manner; it bears all the appearance of European logic, faintly clad in an Indian dress.—All the documents relative to this business, were referred to a committee of the whole on the state of the Union.

A message was received from the President, communicating sundry papers relative to our European relations, and also the result of the proceedings of our commissioners appointed to settle the accounts of the United States with the individual States.

The first set of papers is introduced by a message of which the following is a copy:

UNITED STATES, Dec. 5, 1793.

Gentlemen of the Senate and of the House of Representatives.

As the present situation of the several nations of Europe, and especially of those with which the United States have important relations, cannot but render the state of things between them and us, matter of interesting enquiry to the legislature, and may indeed give rise to deliberations to which they alone are competent, I have thought it my duty to communicate to them certain correspondencies which have taken place.

The Representatives and Executive bodies of France have manifested generally a friendly attachment to this country; have given advantages to our commerce and navigation; and have made overtures for placing these advantages on permanent ground; a decree however of the National Assembly, subjecting vessels laden with provisions to be carried into their ports, and making enemy goods lawful prize to a friend, contrary to our treaty, tho' revoked at one time, as to the United States, has been since extended to their vessels also, as has been recently stated to us. Representations on this subject will be immediately given in charge to our minister there and the result shall be communicated to the legislature.

It is with extreme concern I have to inform you, that the proceedings of the person whom they have unfortunately appointed their Minister Plenipotentiary here, have breathed nothing of the friendly spirit of the nation which sent him; their tendency on the contrary has been to involve us in a war abroad, and discord and anarchy at home. So far as his acts or those of his agents, have threatened our immediate commitment in the war, or flagrant insult to the authority of the laws, their effect has been counteracted by the ordinary cognizance of the laws, and by an exertion of the powers confided to me. Where their danger was not imminent, they have been with, from sentiments of regard to his nation, from a sense of their friendship towards us, from a conviction that they would not suffer us to remain long exposed to the action of a person who has so little respected our mutual dispositions, and, I will add, from a reliance on the firmness of my fellow citizens in their principles of peace and order. In the mean time I have respected and pursued the stipulations of our treaties, according to what I judged their sense; and have withheld no act of friendship which their affairs have called for from us and which justice to others left us free to perform. I have gone further;—rather than employ force for the restitution of certain vessels which I deemed the United States bound to restore, I thought it more advisable to satisfy the parties by avowing it to be my opinion, that if restitution were not made, it would be incumbent on the United States to make compensation. The papers now commu-

icated will more particularly apprize you of these transactions.

The vexations and spoliation understood to have been committed on our vessels and commerce, by the cruizers and officers of some of the belligerent powers, appeared to require attention. The proofs of these however not having been brought forward, the description of citizens supposed to have suffered were notified, that on furnishing them to the executive, due measures would be taken to obtain redress of the past and more effectual provisions against the future. Should such documents be furnished, proper representations will be made thereon, with a just reliance on a redress proportioned to the exigency of the case.

The British government having undertaken, by orders to the commanders of their armed vessels, to restrain generally our commerce in corn and other provisions to their own ports and those of their friends, the instructions now communicated were immediately forwarded to our Minister at that court. In the mean time, some discussions on the subject took place between him and them, these are also laid before you; and I may expect to learn the result of his special instructions, in time, to make it known to the legislature during their present session.

Very early after the arrival of a British minister here, mutual explanations on the inexecution of the treaty of peace were entered into with that minister, these are now laid before you for your information.

On the subjects of mutual interest between this country and Spain, negotiations and conferences are now depending. The public good requiring that the present state of these should be made known to the legislature in confidence only, they shall be the subject of a separate and subsequent communication.

GEO. WASHINGTON.

AUGUSTA, November 2.

We are informed that a party, under the command of Major Brinton, from Washington county, consisting of upwards of 100 men crossed the Oaknuttee the beginning of last week, with an intention of surprising some of the Indian towns: they reached the Flint-river without being discovered; but, when crossing that river, the Indians were alarmed by the neighing of a stud, in the Major's party. The Indians fired on our people, who returned it: the Major then retreated with the loss of two men killed and two wounded. It is supposed some the Indians were killed.

BALTIMORE, December 2.

Yesterday morning, about two o'clock, a fire broke out in Mr. Frederick Prill's bake-house, on the east side of Gray-street, in this town: but, by the timely exertions of the inhabitants, the greater part of the building was saved.

We learn that on Wednesday last arrived at Norfolk, in nine weeks from Portsmouth, the British frigate Dædalus, of 32 guns, commanded by Sir Charles Henry Knowles. In her came passengers, Mr. Westfall, of the 60th regiment; Mr. Brook, of the 4th, and Mr. Cowal and lady, Queen's Rangers.

Yesterday the Volunteers of Baltimore met, pursuant to notice, on the parade. Their appearance was truly military, and much praise is due to the zeal of the members of the respective corps. The different evolutions were performed with an exactness, that met the most cordial approbation of the reviewing general.

May the goddess of our hemisphere find, among every people, such supporters of her principles of benevolence, and sacred rights of man; and the sovereignty of the laws (the only sovereignty of this happy land) such nerves of animation.

By the brig Commerce, captain Patterson, arrived at Charleston, S. C. the 6th instant, from Jeremie, information has been received, that every thing was quiet there when she sailed; that Sir Alexander Hood, with eleven thousand men, was daily looked for at Jamaica, and that there was an American vessel of eighteen guns at St. Domingo, with a vast quantity of treasure on board, for which the British kept a good look out.

NEW-YORK, Dec. 9.

Extract of a letter from a gentleman in Lisbon, to his correspondent in this city, dated October 14.

Our last was on the 10th September. Three days ago, a Portuguese frigate from Gibraltar, brought us the distressing intelligence, that a truce for twelve months has been concluded between our government and that of Algiers; and that seven of the corsairs of that port had already passed the straits.—To-day we receive advice, we are afraid but too true, of five vessels having been already taken; and we tremble for the fate of many others bound here, and to Cadiz, entirely unacquainted with their danger.

Every body here is in the greatest consternation, not an American can venture out, we learn only just now that a Swede is going to your place.

We seize in haste the opportunity to give you this intelligence, which you will of course make as public as possible, to deter vessels from coming out; the cutting off by this means the American commerce must certainly cause a scarcity of grain here in the spring and speculations in neutral bottoms, or under convoy could scarce fail to answer.

The following was received by the Snow Mary, express from Lisbon:

Citizens of the United States of America, Nine Algerine Corsairs are now cruising in the Atlantic; they carry from 22 to 44 guns; they sailed out of the Mediterranean on the 6th instant, and were seen on the 6th to capture 3 American vessels, two Hamburgese and one Genoese.—A truce for 12 months between Portugal and Algiers was signed the 12th Sept. last, by the British agent at Algiers, in behalf of her Majesty the Queen of Portugal—and another truce by the same agent about the same time in behalf of the United Netherlands.

The foregoing authentic intelligence, goes by express from your truly distressed and faithful fellow citizen

EDWARD CHURCH,
Consul of the United States.

Lisbon, 14th, Oct. 1793.

N. B. A Swedish ship saw the Algerines after taking an American, discharge part of the cargo of grain into the sea: this was probably that the vessel might sail better, meaning to arm her on the spot with a few guns, in order to increase their number of cruizers. We are informed that ten of the Dutch Captains taken by the Algerine since their war with Holland, have died of the plague in Algiers; how many of other descriptions or nations I have not heard.—By an American, fortunately arrived this day from Falmouth, we are informed that the American vessels now in England, are returning in ballast, the English not chusing to risk their property in American bottoms; but no reason has been assigned for this mysterious conduct: mysterious in England, but evident enough here.

Lisbon, Oct. 15, 1793.

Jehua Coit, and Zephaniah Swift esquires, are elected by the freemen of Connecticut, Representatives from that State, in the Congress of the United States, to supply the vacancies made, by the promotion of Stephen M. Mitchell, Esq. to be a Senator of the U. States, in the room of Jon. Ingersoll, Esq. who resigned.

Mr. Dallas has informed the public that he will publish in a few days, a statement of facts respecting the little Democrat.

Last Friday the House of Representatives of the United States, resolved, that Messrs. Madison, Sedgwick and Hartley, be a Committee to wait on the President, to know when he would receive the following Address: and the President appointed 12 o'clock, this day.

Str,
THE Representatives of the people of the United States, in meeting you for the first time, since you have been again called, by an unanimous suffrage, to your present station, find an occasion, which they embrace with no less sincerity than promptitude, for expressing to you their congratulations on so distinguished a testimony of public approbation, and their entire confidence in the purity and patriotism of the motives which have produced the obedience to the voice of your country.—It is to virtues which have commanded long and

universal reverence, and services from which have flowed great and lasting benefits, that the tribute of praise may be paid, without the reproach of flattery, and it is from the same sources that the fairest anticipations may be derived in favour of the public happiness.

The United States having taken no part in the war, which had embraced to Europe the powers with whom they have the most extensive relations, the maintenance of peace was justly to be regarded as one of the most important duties of the magistrate, charged with the faithful execution of the law. We accordingly witoeff, with approbation and pleasure, the vigilance with which you have guarded against an interruption of that blessing, by your proclamation, admonishing our citizens of the consequences of illicit or hostile acts towards the belligerent parties; and promoting, by a declaration of the existing legal state of things; an entire admission of our rights to the immunities belonging to our situation.

The connection of the United States with Europe, has evidently become extremely interesting. The communications which remain to be exhibited to us, will, no doubt, assist in giving us a fuller view of the subject, and in guiding our deliberations, to such results, as may comport with the rights and true interests of our country.

We learn with deep regret, that the measures dictated by a love of peace, for obtaining an amicable termination of the afflictive war on our frontiers, should have been frustrated, and that a resort to offensive measures should again become necessary. As the latter, however, must be rendered more satisfactory, in proportion to the solicitude for peace manifested by the former, it is to be hoped they will be pursued under the better auspices on that account, and be finally crowned with more happy success.

In relation to the particular tribes of Indians, against whom offensive measures have been prohibited, as on all the other important subjects which you have presented to our view, we shall bestow the attention which they claim. We cannot, however, refrain, at this time, from particularly expressing our concurrence in your anxiety, for the regular discharge of the public debts, as last as circumstances and events will permit; and in the policy of removing any impediments that may be found in the way of a faithful representation of public proceedings throughout the U. States: being persuaded with you, that on no subject more than the former, can delay be more injurious, or an economy of time more valuable; and that with respect to the latter, no resource is so firm for the government of the United States, as the affections of the people, guided by an enlightened policy.

Throughout our deliberations, we shall endeavour to cherish every sentiment which may contribute to render them conducive to the dignity, as well as to the welfare of the United States; and we join with you in imploring that being, on whom the fate of nations depends, to crown with success, our mutual endeavours.

A QUANTITY OF
B U T T E R
FOR SALE, BY
ROGERS & WOOLSEY.
December 9. dtf

LEFFINGWELL & PIERPONT,
HAVE FOR SALE,

ONE hundred Chests fresh Hyson and Souchong TEAS, BRANDY, in Pipes, Madeira WINE, London Particular, in half Pipes. BEEF and PORK, of different qualities, in shipping order.
Dec. 9. dtf

T O B E L E T,
A FRONT ROOM, proper for a Hard-Ware Store, together with a CELLAR. Enquire on the Premises, No. 168, Queen-street, corner of Ferry-street.
Dec. 9.

The following is the SPEECH of the President of the United States, delivered to both Houses of Congress, on the 2d instant.

PRESIDENT'S SPEECH.

Fellow-Citizens of the Senate, and of the House of Representatives,

SINCE the commencement of the term, for which I have been again called into office, no fit occasion has arisen for expressing to my fellow-citizens at large, the deep and respectful sense, which I feel, of the renewed testimony of public approbation. While on the one hand, it awakened my gratitude for all those instances of affectionate partiality, with which I have been honored by my country: on the other, it could not prevent an earnest wish for this retirement, from which no private consideration should ever have torn me. But influenced by the belief, that my conduct would be estimated according to its real motives; and that the people, and the authorities derived from them, would support exertions, having nothing personal for their object, I have obeyed the suffrage which commended me to resume the executive power; and I humbly implore that Being, on whose will the fate of nations depends, to crown with success our mutual endeavors for the general happiness.

As soon as the war in Europe had embraced those powers, with whom the United States have the most extensive relations, there was reason to apprehend that our intercourse with them might be interrupted, and our disposition for peace drawn into question, by the suspicions too often entertained by belligerent nations. It seemed therefore to be my duty, to admonish our citizens of the consequences of a contraband trade, and of hostile acts to any of the parties: and to obtain, by a declaration of the existing legal state of things, an easier admission of our right to the immunities, belonging to our situation. Under these impressions the proclamation, which will be laid before you, was issued.

In this posture of affairs, both new and delicate, I resolved to adopt general rules, which should conform to the treaties, and assert the privileges of the United States. These were reduced into a system, which will be communicated to you. Although I have not thought myself at liberty to forbid the sale of prizes, permitted by our treaty of commerce with France, to be brought into our ports; I have not refused to cause them to be restored, when they were taken within the protection of our territory; or by vessels commissioned, or equipped in a warlike form within the limits of the United States.

It rests with the wisdom of Congress to correct, improve or enforce this plan of procedure; and it will probably be found expedient, to extend the legal code, and the jurisdiction of the courts of the United States, to many cases which, though dependent on principles already recognized, demand some further provisions.

When individuals shall, within the United States, array themselves in hostility against any of the powers at war: or enter upon military expeditions, or enterprises within the jurisdiction of the United States: or usurp and exercise judicial authority within the United States; or where the penalties or violations of the law of nations may have been indistinctly marked, or are inadequate; these offences cannot receive too early and close an attention, and require prompt and decisive remedies.

Whatsoever those remedies may be, they will be well administered by the judiciary, who possess a long established course of investigation, effectual process, and officers in the habit of executing it.

In like manner, as several of the courts have doubted, under particular circumstances, their power to liberate the vessels of anation at peace, and even of a citizen of the United States, although seized under a false colour of being hostile property; and have doubted their power to liberate certain cap-

tives within the protection of our territory: it would seem proper to regulate their jurisdiction on these points. But if the executive is to be the resort in either of the two last mentioned cases, it is hoped, that he will be authorized by law, to have facts ascertained by the courts, when for his own information, he shall request it.

I cannot recommend to your notice measures for the fulfilment of our duties to the rest of the world, without again pressing upon you the necessity of placing ourselves in a condition of complete defence, and of exacting from them the fulfilment of their duties towards us.—The United States ought not to indulge a persuasion that, contrary to the order of human events, they will forever keep at a distance those painful appeals to arms, with which the history of every nation abounds. There is a rank due to the United States among nations, which will be withheld, if not absolutely lost, by the reputation of weakness. If we desire to avoid insult, we must be able to repel it; if we desire to secure peace, one of the most powerful instruments of our rising prosperity, it must be known, that we are at all times ready for war. The documents which will be presented to you, will shew the amount, and kinds of arms and military stores now in our magazines and arsenals: and yet an addition even to these supplies cannot with prudence be neglected; as it would leave nothing to the uncertainty of procuring a warlike apparatus, in the moment of public danger.

Nor can such arrangements, with such objects, be exposed to the censure or jealousy of the warmest friends of Republican Government. They are incapable of abuse in the hands of the Militia, who ought to possess a pride in being the depository of the lance of the Republic, and may be trained to a degree of energy, equal to every military exigency of the United States. But it is an enquiry, which cannot be too solemnly pursued, whether the act, "More effectually to provide for the National Defence by establishing an uniform Militia throughout the United States" has organized them so as to produce their full effect; whether your own experience in the several States has not detected some imperfections in the scheme; and whether a material feature in our improvement of it, ought not to be, to afford an opportunity for the study of those branches of the military art, which can scarcely ever be obtained by practice alone?

The connection of the United States with Europe, has become extremely interesting. The occurrences which relate to it, and have passed under the knowledge of the Executive, will be exhibited to Congress in a subsequent communication.

When we contemplate the war on our frontiers, it may be truly affirmed, that every reasonable effort has been made to adjust the causes of dissent with the Indians, north of the Ohio. The instructions given to the Commissioners, evince a moderation and equity, proceeding from a sincere love of peace, and a liberality having no restriction but the essential interest and dignity of the United States. The attempt, however, of an amicable negotiation having been frustrated, the troops have marched to act offensively. Although the proposed treaty did not arrest the progress of military preparation; it is doubtful, how far the advance of the season, before good faith justified active movements, may retard them, during the remainder of the year. From the papers and intelligence, which relate to this important subject, you will determine whether the deficiency in the number of troops, granted by law, shall be compensated by succours of militia; or additional encouragements shall be proposed to recruits.

An anxiety has been also demonstrated by the Executive, for peace with the Creeks and the Cherokees. The former have been relieved with care and with cloathing, and offensive measures against them prohibited during the recess of Congress. To satisfy the complaints of the latter, prosecutions have been instituted for the violences committed upon them. But the papers, which will be delivered to you, disclose the critical footing on which we stand in regard to both those tribes;

and it is with Congress to pronounce what shall be done.

After they shall have provided for the present emergency, it will merit their most serious labours to render tranquillity with the savages permanent, by creating ties of interest. Next to a vigorous execution of justice on the violators of peace, the establishment of commerce with the Indian nations in behalf of the United States, is most likely to conciliate their attachment. But it ought to be conducted without fraud, without extortion, with constant and plentiful supplies; with a ready market for the commodities of the Indians, and a stated price for what they give in payment, and receive in exchange. Individuals will not pursue such a traffic, unless they be allured by the hope of profit; but it will be enough for the United States to be reimbursed only.—Should this recommendation accord with the opinion of Congress, they will recollect, that it cannot be accomplished by any means yet in the hands of the Executive.

Gentlemen of the House of Representatives,

The commissioners, charged with the settlement of the accounts between the United and individual States, concluded their important functions, within the time limited by law; and the balances, struck in their report, which will be laid before Congress, have been placed on the books of the treasury.

On the first day of June last, an instalment of one million of florins became payable on the loans of the United States in Holland. This was adjusted by a prolongation of the period of reimbursement, in nature of a new loan, at an interest of five per cent for the term of ten years; and the expenses of this operation were a commission of three per cent.

The first instalment of the loan of two millions of dollars from the Bank of the United States, has been paid, as was directed by law. For the second it is necessary, that provision should be made.

No pecuniary consideration is more urgent, than the regular redemption and discharge of the public debt: On none can delay be more injurious, or an economy of time more valuable.

The productiveness of the public revenues hitherto, has continued to equal the anticipations which were formed of it; but it is not expected to prove commensurate with all the objects, which have been suggested. Some auxiliary provisions will, therefore, it is presumed, be requisite; and it is hoped that these may be made, consistently with a due regard to the convenience of our citizens, who cannot but be sensible of the true wisdom of encountering a small present addition to their contributions, to obviate a future accumulation of burthen.

But here, I cannot forbear to recommend a repeal of the tax on the transportation of public prints. There is no resource so firm for the government of the United States, as the affections of the people guided by an enlightened policy; and to this primary good, nothing can conduce more, than a faithful representation of public proceedings, diffused, without restraint, throughout the United States.

An estimate of the appropriations, necessary for the current service of the ensuing year, and a statement of a purchase of arms and military stores, made during the recess, will be presented to Congress.

Gentlemen of the Senate, and of the House of Representatives,

The several subjects, to which I have now referred, open a wide range to your deliberations, and involve some of the choicest interest of our common country. Permit me to bring to your remembrance the magnitude of your task. Without an unprejudiced coolness, the welfare of the government may be hazarded: without harmony, as far as consists with freedom of sentiment, its dignity may be lost.—But, as the Legislative proceedings of the United States will never, I trust, be reproached for the want of temper or of candour; so shall not the public happiness languish, from the want of my strenuous and warmest co-operation.

GEO. WASHINGTON.

Philadelphia, Dec. 2d. 1792.

WINCHESTER, November 11.

Extract of a letter from the Captain of an American ship at Havre-de-Grace to a gentleman of respectability in this town, dated the 27th September last.

"Since my last of the 21st inst. a decree has passed the National Convention, prohibiting all ships (except proper French ships) from carrying freight from any port in France to another; or from France to her islands, or colonies, or from the colonies to France; neither can any shipping into France any cargo, (except it is the produce of the country) of the colours she is under—of course the Americans here will be obliged to go away in ballast—there are upwards of 20 sail in this port.

BALTIMORE, November 12.

Extract of a letter from Easton to a gentleman in this town.

"Judge Patterson has delivered his opinion, 1st. That there is no Prize-Court in existence in the United States. 2d. That if a Prize-Court did exist, yet, that it could not take cognizance of captures made by the authority, and commission from other powers. 3d. That the instance court of the admiralty, has nothing to do with the question of prize. The Judge then declared the law of nations to be, "That the question of prize was cognizable only by the admiralty courts of the nation, whose subjects were the captors."

BOSTON, November 30.

A letter received by a gentleman at Stuckbridge, dated Onida, Oct. 21, says, "Accounts arrived in this village last evening from the Miania, which are much more favourable than when the Commissioners left that quarter. Only three of the Indian nations remain hostile; all the others have declared for peace or neutrality, and request another treaty next spring. The Commissioners on receiving their final answer at the late treaty, which put an end to the negotiation, immediately left Detroit—their sudden departure exhibited such spirit and determined resolution, as made a very favourable impression on the minds of the Indians.

Port-Antonia, is the island of Jamaica, and the port of St. John's, is the island of Antigua, are by a late act of the British Parliament, intitled to the privilege of free ports.

COMMUNICATION.

The cause of the detention and usage of the American Captains and people at Cadiz, and at other places in Europe, may be traced to the impolitic conduct of the French Ambassador in granting commissions to privateers in the United States. The permission of the transaction was considered in Europe, as tantamount to a Declaration of hostility; for when the measures taken by the President to counteract it were known, confidence was instantly restored.

LIBERAL DONATION.

Mr. Horton, lately deceased, at Philadelphia, has left by will, \$533 dollars, six per cent. Stock of the United States; the interest of which is to be appropriated, forever, towards the education of pious youths.

DONATIONS to the HISTORICAL SOCIETY.

THE Historical Society present their compliments and return their thanks to the undermentioned persons for the donations affixed to their names respectively.

JEREMIAH BELKNAP, Corres. Sec. Boston, Nov. 27, 1793.

For the Collections.

A Topographical description of West-Rec. Levi Whitman.

For the Library.

A new edition of the Captivity of the Rev. John Williams, of Deerfield.

Mr. Thomas Dickman, Printer.

A printed Copperplate, list of the first purchasers and settlers under Williams Penn.

Mrs. Eliza Russell.

For the Cabinet.

A female Opossum, with two young ones, from Demaray. Capt. P. Chase.

An Indian Pelt, found at Newt.

Mr. William Hoag.

Several copper Coins, and one silver Coin.

Mr. James Twigg.

A Portrait of Ankerboom, the regicide. Capt. D. Conant.

Just how one of these penny papers secured its start in an advertising way may be seen in a notice which appeared in *The New York Daily Bee*:

The advertisements inserted in this number we insert gratuitously, hoping to obtain the patronage of the advertising public, as this will be our greatest support. We would respectfully request those persons whose advertisements are inserted, if they wish to have them continued, to call and make it known.

These penny papers were even smaller in size than the early issues of *The Minerva*. The older papers in New York repeatedly referred to their new rivals as "penny trash." The latter, because of the large size of the old established newspapers, referred to these blanket sheets as their "bedquilt contemporaries." The reduction in circulation of the older papers at the time was directly due to these new penny sheets.

In 1860-61 Hall witnessed a temporary eclipse of *The Sun*. From August, 1860, to December, 1861, *The Sun* was conducted as a daily religious newspaper and began the day's work with prayers in the editorial rooms. During this time those in control of *The Sun* regarded themselves as "vicegerents of the Lord," and acted accordingly. This attempt to convert *The Sun* into a religious paper was so unsuccessful that the former owners were able to buy it back at their own figures.

Even before *The Sun* became such a pious sheet Hall had seen *The World* established on June 1, 1860, as a one cent religious newspaper. Backed by what seemed to be sufficient capital, *The World* had an opportunity to learn how much the people of New York wanted by way of religious intelligence. It was advertised in the back of church hymnals and other places where it was thought that the insertion of its advertising would reach the eye of church people. Supplies for the Sabbath school and sermon paper for the preachers were advertised in its columns. To the clergymen it quoted a special subscription price, lower than that offered to laymen. Over two hundred thousand dollars was spent in this attempt to give New York a daily religious newspaper. Other attempts have been made to establish daily religious papers in this city, but church members, with their lack of support of these papers, have clearly indicated that they prefer to get their religious news from their official denominational weeklies.

THE CIVIL WAR ERA.

Preëminence in reporting the Civil War belonged to the morning newspapers of New York. They doubtless had greater financial resources upon which to draw and they certainly had many more war correspondents at the battle front. Through some inverted sense of news values—judged by modern standards—the editor of *The Commercial Advertiser* favored his readers with chapters of "East Lynne" on the first page and inserted the more important war news on the inside pages or on the back page under the standing head "Telegraphic News." For Dec. 31, 1861, he practically filled his paper with a war résumé under the caption "Chronological Record of All the Events of the Year 1861."

While *The Commercial Advertiser* never hesitated to express its frank opinion about northern generals or congressional leaders, its editor never

became a newspaper general who mapped out in detail just how the federal commanders should conduct their campaigns. So far as I have been able to learn, not a single northern general ever made an official complaint about The Commercial Advertiser betraying valuable information to the enemy. Yet such accusations were frequently made of its morning contemporaries. The Commercial Advertiser did, however, take a most decided stand against "traitors in crinoline" and insisted that the south was getting much military intelligence through the intrigue of female spies.

Perhaps it was mechanically impossible at the time to use streamers stretching clear across the page, but whatever the reason, The Commercial Advertiser, and other New York papers also, employed the column headline even for the most important events of the war. When Lincoln was assassinated The Commercial Advertiser presented an interesting typographical appearance because of its inverted column rules. Its account, however, appeared with a one-column head, as follows:

**Assassination of President
His Death
Sec. of State Stabbed
in His Bed
His Sons Bludgeoned
Escape of Murderers.**

The first account of the tragedy contained only about two and a half columns, but the issues which followed told in great detail about the attempts to catch the murderer of the martyred President. Through its inverted column rules, The Commercial Advertiser remained in mourning much longer than most New York newspapers.

WILLIAM HENRY HURLBERT.

When Francis Hall ceased to be editor of The Commercial Advertiser in 1863 he was followed by William Henry Hurlbert, who had been previously associated with Henry Jarvis Raymond on The New York Times. The late St. Clair McKelway, long editor of The Brooklyn Eagle, once pointed out a very serious fault of Hurlbert in editorial writing. According to Mr. McKelway, Hurlbert invariably discussed serious matters from a comedy side and trivial matters from a serious side. In a literary way, Hurlbert kept The Commercial Advertiser up to the standard of his predecessors. He is best remembered, however, in New York journalism not because of his connection with The Commercial Advertiser, but because of his relations with The World, of which he became editor after that paper had ceased to be a daily religious newspaper and had become a worldly World.

In 1867 Thurlow Weed, one of the greatest editorial writers in the history of American journalism, became the editor of The Commercial Advertiser. Reference has already been made to how he founded The Evening Journal at Albany. In that city he had also been associated with William H. Seward and Horace Greeley in the publication of a campaign organ. How Greeley was forced out of the firm by Weed and Seward is too long a story to be told here. How Greeley evened the score with Seward at Chicago when Lincoln was nominated is told in this interesting bit

PRICE CURRENT AT NEW-YORK

Table listing various commodities such as sugar, coffee, and oil with their respective prices and market status.

Table listing various commodities such as flour, wheat, and other grains with their respective prices.

Text block containing market news and commentary related to the commodities listed in the adjacent table.

Advertisement for Morewood and Ogden, listing various goods and services available for sale.

Advertisement for F. Dupont, mentioning 'Seigneur D'Orléans' and other related items.

Advertisement for Fall Goods, listing various clothing and textile items.

Advertisement for Isaac & Charles Collins, listing various goods and services.

Advertisement for J. S. Hedges, listing various goods and services.

Advertisement for J. S. Hedges, listing various goods and services.

Advertisement for London Chandeliers, listing various lighting fixtures.

Latest European Intelligence

News from Milan, July 18, discussing the political situation in the Cisalpine Republic.

News from Vienna, July 26, discussing the diplomatic relations between Austria and France.

News from Rome, discussing the political and military movements in Italy.

News from Paris, discussing the political and military movements in France.

News from London, discussing the political and military movements in England.

News from various European cities, including news from the Netherlands and Prussia.

News from various European cities, including news from the Netherlands and Prussia.

News from the Cisalpine Republic, discussing the political and military movements.

News from the Cisalpine Republic, discussing the political and military movements.

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News from the Cisalpine Republic, discussing the political and military movements.

News from Switzerland, July 20, discussing the political situation in the region.

News from London, August 22, discussing the political and military movements.

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of verse which appeared in Vanity Fair, the famous cartoon weekly of the Civil War days:

I have nipped him at Chicago,
I have made my Seward wail,
I've ordained that Uncle Abram
Shall be ridden on the rail.

Did he think that I forgave him?
Did he think I was an ass?
Did he think I'd love my enemies
And let the occasion pass?

If he did he was mistaken,
And I guess he knows it now,
For I nipped him at Chicago,
And I made a precious row.

I was slow to wrath against him,
When I bore defeat and pain;
But I've waited for him patiently,
And I didn't wait in vain.

Now they swear at me, the vipers!
But they swear a good way off,
For they know the gallant Greeley
At the best of them will scoff.

And they know he's used to swearing
(Tho' it's very wrong to swear),
So they cursed his seedy garments
And they blast his yellow hair.

But little cares the Greeley
What his enemies may say;
When he knows the greyhound Seward
Is a dog that's had his day.

When Weed became editor of The Commercial Advertiser the feud between him and Greeley broke out anew. In rebuttal Weed wasted, so it seems to-day, much time and valuable editorial space in attacks on Greeley. Part of one editorial taken from The Commercial Advertiser for June 3, 1868, must suffice by way of illustration:

The leaders of The Tribune may have forgotten that that political Maw-worm of The Tribune was a candidate before the legislature eight or ten years ago for United States senator; that the business of securing his nomination was intrusted to his faithful follower, Charles A. Dana, then managing editor of The Tribune, his henchman, Benjamin Camp . . . They not only kept open house and free liquor at the Delavan House, but corrupted the members of the Assembly. Greeley, OF COURSE, had no knowledge of this . . . Greeley is a friend of temperance. . . . Greeley is an honorable man and would not use money to secure his nomination. Of course not! When he subscribed money for election purposes it was for printing, carriage hire, etc.

It must be remembered in this connection that the journalism of the time was intensely picric and personal. It was almost as bad as when The Minerva made its first appearance.

On account of ill health Weed did not long remain in the editorial chair of *The Commercial Advertiser*. He was followed in 1868 by Hugh J. Hastings, who was directly responsible for the paper for many years.

IN HORACE GREELEY'S TIME.

To show the character of New York journalism at the time, I have only to recall a typical incident. Greeley was forever in conflict with his rivals, doubtless because of their opposition to his political aspirations. Through the columns of *The Tribune* he once hurled at William Cullen Bryant, editor of *The New York Evening Post*, the following accusation: "You lie, you villain. You sinfully, wilfully, basely lie!" *Punchinello*, a cartoon weekly, conducted by many writers and artists who had formerly worked for *Vanity Fair*, rebuked in its issue of May 28, 1870, not only Greeley but the other New York editors by a cartoon entitled "Editorial Washing-Day in New York."

Reproduced on this page, the cartoon portrayed the New York journalists at their editorial tubs, with Greeley's celebrated "U-Lye Soap" on the journalistic washboards. This famous soap, according to the cartoon, was guaranteed to remove all stains, impurities, etc. In the same issue *Punchinello* added this comment:

We observe *Punchinello's* cartoon, in which you shall behold the editorial laundresses of New York City having a washy time of it all around. There is a shriek of objugation in the air, and a flutter of soiled linen on the breeze. Granny Marble, of *The World*, to the extreme left of the picture, clenches her fists over the pungent suds, and looks fight at Granny Jones of *The Times*. The beaming phiz of Granny Greeley of *The Tribune* looms up between the two, like the sun in a fog. But the real Sun in a fog is to be seen to the extreme right. There you behold Granny Dana of *The Sun*, shaking her brawny bunch of fives in the face of Granny Young of *The Standard*, whose manner of wringing out the linen, you will observe, is up to the highest Standard of that branch of art. Further away Granny Tilton of *The Independent* flutters her linen with spiteful flourish, nettled by the vituperation Of Granny Hastings of *The Commercial Advertiser*, who hangs up her Commercial clothes on the line. The tableau is an instructive one; and it is to be hoped that all the U-Lye soaps used by the washerwomen is used up by this time, and that they will replace it with some having a sweeter perfume.

In this rebuke *Punchinello* was speaking one word for itself and two for the general newspaper reader, who was already tired of personal quarrels of editors forever hurling the lie, with or without adjectives, at each other. The pedantic and academic critic of American journalism in expressing a longing for a return of journalism to the days when the editorial giants mentioned by *Punchinello* were in control of newspapers could not have been familiar with the journalism of that time or he would not have expressed any such wish.

The Commercial Advertiser, though always giving considerable space to literary matters, was one of the first newspapers to publish a literary supplement. This supplement, given free to every reader on Saturday, contained not only art and book criticisms, but also stories, poems, etc.

In 1881 it was the size of the regular edition. In 1882 this supplement was made smaller, and was the precursor of the book supplement such as we find it to-day in many newspapers.

Under the editorship of Hastings The Commercial Advertiser at one time made a practice of giving a list, with the years of administration, of the editors who had conducted the Commercial Advertiser.

Before passing on, I want to quote an item which appeared in the issue for Jan. 5, 1881, because I think it will be read with interest at this time. Under the title "A New Socialistic Organization Discovered," it was as follows:

LONDON, Jan. 5.—A despatch from Berlin to The Pall Mall Gazette says it is stated that the police have discovered a new secret organization of Socialists extending over the whole of Germany.

At the time this item appeared The Commercial Advertiser was conducting a vigorous war against vivisection. More important, however, was its editorial drive for a better sewerage system in New York. In other editorials it advocated a more extensive use of the telephone, and ventured a prophecy of what this instrument might mean to business in the years to come. It was a strong advocate in 1882 for free canals.

Ever since the change in name from The Minerva to The Commercial Advertiser the paper had occupied an enviable place in the field of commerce, finance, business, etc. It takes only a glance at the advertising columns to show its importance in this field. For the convenience of advertisers it placed boxes for advertising copy at such places as Brentano's Book Store, Delmonico's vestibule, Murray Hill Hotel, etc.

In 1885 Henry J. Wright, fresh from college, became a reporter on the staff of The Commercial Advertiser. Later he went to The Evening Post as city editor, but in 1896 he returned to The Commercial Advertiser as its editor in chief, a position which he still fills.

I have now reached the limit set for me in my review of the story of The Globe and Commercial Advertiser. With its subsequent history, since the change in name to The Globe—doubtless a concession to the newsboys in crying their wares on city streets—Globe readers are doubtless familiar. If not they will find it in a book, "Newspaper Building," recently published by the present publisher of The Globe, Jason Rogers. There is no need at this time to retell a tale already well told. Sufficient glimpses have been given of the paper to enable the reader to get some idea of the story of the oldest daily newspaper not only in New York, but also in the United States. Of necessity it had to be brief and somewhat sketchy in outline. The real story of the paper is found in the long row of bound volumes dating from Dec. 9, 1793, to Dec. 9, 1918.

OTHER OLD NEWSPAPERS.

By way of a postscript it may not be out of place to say a few words about newspaper nomenclature and about some of the newspapers in existence when The Globe was first established. In colonial days, when a daily newspaper was even beyond the dreams of ye olde time printer, the most popular name for a newspaper was that of The Gazette. While the first regular newspaper in the United States was The Boston News-Letter,

which appeared on April 24, 1704, the second newspaper not only in Massachusetts but also in this country was the Boston Gazette, established on Dec. 21, 1719.

The following list will show how often The Gazette was the first newspaper in the other colonies:

Pennsylvania—the first weekly newspaper was The American Weekly Mercury, established in Philadelphia on Dec. 22, 1719, by Andrew Bradford. The second paper, however, in Philadelphia was The Pennsylvania Gazette, established on Dec. 24, 1728, by Samuel Keimer.

New York—The New York Gazette, established at New York on Nov. 8, 1725, by William Bradford.

Maryland—The Maryland Gazette, established at Annapolis on Sept. 19, 1727, by William Parks.

South Carolina—The South Carolina Weekly Journal, established at "Charles Town" on or near March 4, 1730, by Eleazer Phillips.

Rhode Island—The Rhode Island Gazette, established at Newport on Sept. 27, 1732, by James Franklin, brother of Benjamin Franklin.

Virginia—The Virginia Gazette, established at Williamsburg on Aug. 6, 1736, by William Parks, also founder of journalism in Maryland.

Connecticut—The Connecticut Gazette, established at New Haven on April 12, 1755, by James Parker and John Holt.

North Carolina—The North Carolina Gazette, established at Newbern in 1755 by James Davis.

New Hampshire—The New Hampshire Gazette, established at Portsmouth on Oct. 7, 1756, by Daniel Fowle.

Delaware—The Chronicle, established at Wilmington in 1762 by James Adams.

Georgia—The Georgia Gazette, established at Savannah on April 7, 1763, by James Johnson.

New Jersey—The New Jersey Gazette, established at Burlington on Dec. 5, 1777, by Isaac Colins.

The same condition practically obtained as the country expanded westward. The first weekly newspaper, for example, published west of the Alleghanies was The Pittsburgh Gazette, started in a log house on the Monongahela River July 29, 1786. To show the popularity of The Gazette I have only to quote the following pioneer newspapers in various territories and states: The Arkansas Gazette, The Florida Gazette, The Illinois Gazette, The Indiana Gazette, The Kentucky Gazette, The Maine Gazette, The Mississippi Gazette, The Missouri Gazette, The Tennessee Gazette, The Texas Gazette, The Washington Gazette, etc.

When daily papers began to appear the favorite name was The Advertiser. The name itself implies that merchants had come to realize the advertising value of newspaper space. Possibly this may have been a reason why The Minerva so soon incorporated The Evening Advertiser as part of its title.

FIRST DAILY IN AMERICA.

The first daily paper in the country was The Pennsylvania Packet and Daily Advertiser, which was the outgrowth of a tri-weekly of practically the same name, excepting in the place of Daily in the title was the word

General. As a daily it first appeared in Philadelphia on Sept. 21, 1784, and, with numerous changes in title, it existed, according to the official "Check List of American Newspapers," compiled by the Library of Congress, until Dec. 30, 1839. Its remains were purchased by The North American, which first appeared on March 29, 1839, as a daily paper, semi-religious in character. Poulson's American Daily Advertiser, as the paper was called after its purchase by Zachariah Poulson, did not change its name to The North American, as has been sometimes asserted, for both at one time were rivals in Philadelphia. The second daily appeared in Charleston, S. C., on Dec. 1, 1784; it was called The South Carolina Gazette and General Advertiser, after a paper of the same name which had been appearing from two to four times each week, but not on regular days of publication. The New York Daily Advertiser was the third daily in the United States, and was established in New York on March 1, 1785. Though in existence when The Globe began, it had ceased publication by 1835. Boston, so far as I have been able to learn, did not have a daily paper until Oct. 6, 1796, when The Polar Star and Boston Daily Advertiser arose on the horizon with the help of John Burk, who later became associated with Philip Freneau on The Time-Piece of New York.

The oldest weekly newspaper at the time of the first appearance of The Minerva was, according to Isaiah Thomas, the historian of colonial printing, The New Hampshire Gazette, to which reference has already been made. While there is still a weekly paper of that name in Portsmouth, its genealogical title is not absolutely free from flaws. On Sept. 14, 1861, Frank W. Miller, publisher of The Portsmouth Chronicle, a daily newspaper with a weekly issue, bought The New Hampshire Gazette from Samuel Gray. Because of the age of The Gazette, he transferred its title to that of a weekly newspaper already in existence. Such an adoption seriously affects any claim to direct descent. Another weekly newspaper, The Mercury, begun June 19, 1758, at Newport, R. I., was appearing regularly at the time of the appearance of The Minerva and is still in existence. It has not, however, had continuous publication in Newport. During the troublesome days of the Revolution there was extramural publication at Attlebury. Mention has already been made of another weekly, the Connecticut Courant, established Oct. 29, 1764, in Hartford, Conn., by Thomas Green. From this paper has come the present Hartford Courant, a daily publication begun on Aug. 29, 1837.

Possibly the nearest rival to The Globe in age in daily publication is The Baltimore American, a direct descendant from a weekly newspaper, The Maryland Journal and Baltimore Advertiser, established on Aug. 20, 1773. It became a tri-weekly on Nov. 1, 1793, and a daily a year later, or one year after The Globe had been in existence as a daily newspaper. On May 14, 1799, its name was changed to The Baltimore American and Daily Advertiser. Save for a few days' suspension in 1814 this newspaper has had continuous publication in the same place. In New York City the nearest rival to The Globe in the matter of age and continuous publication as a daily is The New York Evening Post, established on Nov. 16, 1801, by William Coleman. It is a rather remarkable coincidence that back of both Webster's paper and Coleman's paper may be seen the guiding hand of Alexander Hamilton, whose friends helped to raise the funds to start these two dailies.



NEW YORK CITY IN 1793, FROM THE NORTH RIVER.

NEW YORK ONLY A LITTLE BRICK VILLAGE IN 1793

**Wall Street Then the Centre of Fashion and Grand Street Was
Far Out of Town—Important Buildings of the Day—
Streets Mostly Unpaved and Crooked—Many
Coffee Houses—One Bank and One Theatre.**

Were a mighty hand to sweep Manhattan Island from end to end, removing every skyscraper, every building of whatever sort, and replace them with a little brick village, a few church steeples rising amidst its roofs of the southern tip of the island, leaving wooded hills, marsh land, and ponds from Grand street north, the picture would be that of New York City in 1793, the year in which *The American Minerva* was first published.

It was then that Wall street was the centre of fashion, William street abounded in dry goods shops, open fields stretched away north of St. Paul's Chapel at Vesey street, Greenwich Village was two miles outside city limits, and Grand street was so far out of town that a project for a park there failed "principally because the supposition of the city's ever extending so far out upon the island was thought by capitalists too visionary to be acted upon."

Only four years before, in 1789, where now the Sub-Treasury building stands, George Washington had taken the oath of office as first President of the United States, while the crowds in Broad street cheered themselves hoarse. In 1793 the seat of government had only just been removed from New York, where the congress had sat, in that same building, at the head of Broad street.

Along Broadway, in lieu of the tall office buildings, some of which house nearly as many people as then lived in the entire city of New York, there were little brick dwellings. In one of them, at 12 Broadway, lived Elizabeth Dunscomb, schoolmistress, and at 66 Wall street John Ellsworth conducted a boarding house, while Mrs. Fleming, mantua maker, had her abode at 94 Broad street. Where now the Hudson Terminal buildings rear their huge bulk at 30 Church street there lived, in 1793, Henry Earle, house carpenter. On Broad street, now devoted to finance and to offices, there lived, at No. 38, by a strange irony, Lewis Hallam, a comedian. There was a toy shop in Nassau street, at No. 94, and George Stanton, coach maker, conducted his business at 39 Broadway.

View From Grand Street Hill.

In those days the aristocrats of the city went to the uptown market at Liberty street and Broadway, where they filled the baskets, carried by



THE JUNCTION OF PARK ROW AND NASSAU
STREET IN 1793.

The church on the right is St. Paul's, which is still standing on Broadway,
between Fulton and Vesey streets.

their black slaves, with provisions. As they walked up Broadway they had a pleasing prospect past the houses and gardens that stretched to the Hudson River, and Dr. John Bard, a physician of the time, has told of the "fragrant odours from the apple orchards and buckwheat fields in bloom on the pleasant banks of the Jersey shore in view of their delightful dwellings."

Perhaps one of the best views in Manhattan Island was to be obtained from the summit of a hill, where now is the corner of Grand street and Broadway. From that point "the land gracefully fell off toward the brook at Canal street," up which was the King's Bridge Road, subsequently Broadway. "From that hill," we are told, "was a view which in majestic loveliness was very captivating. Below, in the valley, on each side the road, the waters were seen flowing toward each river, those on the east finding their way through and over the low lands where now is Roosevelt street, and those on the west finding their way through the low lands of the meadows of Lispenard to the North River, through a sewer made through a dike where now is Greenwich street, and the ponds on each side varying in width, and each presenting a beautiful sheet of water. . . . To the south and west was a succession of hills, . . . and on one, to the west of and near Broadway, a little above Anthony street, was once Curry's ice cream garden; from thence to the west, beyond a valley which intervened and where now is Laight street, near St. John's Park, was the high hill on which was the country seat of Leonard Lispenard.

"To the west the eye rested on the green woods and lands of Richmond Hill, a romantic spot, where once resided Colonel Burr. . . . To the south lay Broadway, then a highway road, the hospital recently erected beside it. . . . On the east lay the broad lands of Stuyvesant and Kipp, and their domiciles, and that beautiful sheet of water, Kipps Bay; and near at hand were the lands that since formed the east and west Bayard farm; and far, far away, yet before the eye, were the North and East rivers and the magnificent bay, and the lands and shores beyond."

Something of the tiny proportions of the city of New York in 1793 can be imagined when one thinks of standing on a bare hill at Grand street and having an unobstructed view of the harbor.

The Crooked Streets of the City.

The city itself was full of twisting little streets, many of them unpaved, none paved above Dey street. Large pumps were placed in the middle of the streets. A Philadelphian, visiting the city at about that period, wrote of his disgust at its irregularity: "I am still perplexed to find my way through the crooked streets of this city," he wrote, "nor do I think I could obtain a tolerable knowledge of them in a month. The houses appear to me to be huddled together without regularity, like trees in a forest: and when I think I am travelling in the road I wish to go, I frequently find myself in one which runs in a contrary direction.

"Broadway was then, as now, the ridge or backbone of the lower end of the island," wrote Dr. Francis. "From it the land fell in an easy slope to the East River, but to the westward a steep embankment, with occasional breaks, separated it from the Hudson, presenting an appearance from the river not unlike that of the Brooklyn Highlands within our own memory."



THE FIRST BRICK CHURCH, BEEKMAN AND NASSAU
STREETS. ERECTED 1767.

Most of the city's shipping was docked along the East River, the water front "passing in its easterly course Coenties slip, or the Albany basins; the Great Dock at the foot of Broad street; Cruger's Wharf, a broad land projection on the present line of Front street, with extending piers, and Burnet's Key, on the line of Water street, and running with numerous other irregularities, and intersecting piers and slips, of which Coffee House slip and its extension, Murray's Wharf, at the foot of Wall street, and Burling's, Beekman's and Peck slips were the most important. From the Fly Market, at the foot of Maiden Lane, a ferry communicated with Long Island."

Among the main buildings in the lower part of the city was the Government House, erected in 1790 on the site of the old fort facing Bowling Green. John Drayton, writing in 1793, described Government House as being "placed on a handsome elevation and fronting Broadway, having before it an elegant elliptical approach, round an area of near an acre of ground, enclosed by an iron railing. In the midst of this is a pedestal, which formerly was pressed by a leaden equestrian statue of the king of Great Britain; but having been dismantled of that for the use of the continental army, it now remains ready, in due time, I hope, to receive the statue of the president of the United States of America." The house itself was "two stories high. Projecting before it is a portico, covered by a pediment, upon which is superbly carved in basso rilievo the arms of the state, supported by Justice and Liberty, as large as life. The arms and figures are white placed in a blue field, and the pediment is supported by four white pillars of the Ionic order, which are the height of both stories."

The Government House was built for the use of the state government and for the President when congress met in New York. Governors Clinton and Jay lived there until 1797, when the state capital was transferred to Albany. The state then leased the building "to one Avery, for a family hotel." It was called the "Elysian Boarding House," until later it was converted for use as a custom house, and on its site the present Custom House stands.

Federal Hall and the Exchange.

Drayton found the best streets to be Broadway, Broad street, Queen street (now Pearl street), and Wall street. He found something charming in the irregularities of the town, "particularly the curves in some of the streets, which consequently do not give the full prospect at once, but by degrees unfold it to the view. It is in this way that Federal Hall opens to the sight as one walks up Broad street." It was at Federal Hall that Washington took the oath of office, and it was on that site that the City Hall was situated until it was removed to its present location in City Hall Park.

Another of the city's important buildings at the time was the Exchange, called the Royal Exchange before the revolution. It stood, raised on arches, in the middle of Broad street, just below the intersection of Dock (now Pearl) street. "Above the arches was a large hall sixty feet by thirty, with walls fourteen feet high, arching to a height of twenty feet, surmounted by a cupola. It was provided with a stove, then a modern invention, and a clock." The lower story of the Exchange was used as a



WHERE GOVERNOR CLINTON LIVED IN 1793.
This building stood on the site of the present Custom House.

coffee house, the upper as a ballroom. It had been used by the Chamber of Commerce, and during the revolution the British had used the building as a market. Later, in 1795, the Tammany Society used it as a museum.

Wall street, as has been said, was the centre of the residence district and of fashion.

On the north side of the street were the residences of the Whites, Goulds, Buchanans, Van Hornes. Mrs. Daubigny kept "a very fashionable bachelor lodging house in Wall street," which was the location also of "the more notorious bachelor homestead of Daniel McCormick, upon whose stoop were seated for several hours every fair day, himself, his cronies, and his toadies, the latter of whom generally stayed to dinner." The lower end of Wall street, toward the East River, was "exclusively given up to stores, auctioneers' rooms, and offices, here and there interspersed with lodging houses."

This elegant residential section was jostled by a disreputable quarter, between Broad street and the East River, known as "Canvas Town." It consisted mainly of temporary houses built after the great fire of 1776, which destroyed a goodly portion of the lower city. Canvas Town "figured in the news of the day from 1785 to 1797 as the abode of dissolute characters and the scene of frequent disorder and even crime."

The city abounded in coffee houses, which were centres not only of political discussion but of business. Before the erection in 1792 of the famous Tontine Coffee House, the Merchants' Coffee House at the southeast corner of Wall and Water streets was the most important of them, and from 1772 to 1804 more than fifty organizations made it their headquarters for dinners and meetings. Another famous old coffee house was Martling's, at 87 Nassau street, opposite the Brick Meeting House. Martling's was the wigwag of the Tammany Society until 1811. The Belvedere House, built in 1792, stood at the corner of the present Cherry and Montgomery streets. At that time it overlooked the East River.

"From 11 to 2 o'clock the merchants, brokers, etc., met at the Tontine Coffee House in Wall street," wrote John Drayton, "where they transact all their concerns in a large way and where the politics of the day are considered. This is a most convenient and large building, having an elegant suite of rooms, bath, and other conveniences. Here the insurance offices are kept, blank checks on the different banks are ready for those who may want them, and everything in the busy line transacted."

One Bank and One Theatre.

Drayton was in error when he referred to banks, as there was then but one—the Bank of New York—in the city. There was only one theatre in the New York of 1793, the John Street Theatre, on the north side of John street, between Broadway and Nassau street. To make up for this lack there were frequent circuses and exhibitions, which included bull baiting and combats between wild animals in the Bowery circus and the circus of Jacob Ricketts, on the east side of lower Greenwich street, in the rear of the Macomb houses, one of which Washington had occupied as president.

Not content with conducting the Tammany Museum, founded in 1790 by John Pintard, "its enterprising keeper, Gardiner Baker, exhibited works of art and nature, including wax works and a patent steam jack, and also



THE BANK OF NEW YORK'S HOME IN 1797.

The Bank of New York was the only bank in the city when the American Minerva first was published. It moved into the above building at 48 Wall Street in 1797.

established a menagerie on a vacant lot on the corner of Pearl street and the Battery." One of the early amusement places was a Vauxhall, named after the famous resort in London. A Mrs. Amory opened it in Great George street in 1793, "and illuminated it in the Chinese style with 500 glass lamps."

There was no stock exchange in 1793, but an agreement had been effected among stock brokers in 1792. "From 1792 to 1817 the dealings of the members were conducted in various places, the trading out of doors being usually done near a buttonwood tree which stood in front of the dividing line between 68 and 70 Wall street. After the completion of the Tontine Coffee House in 1793, at the northwest corner of Wall and Water streets, the brokers for a time met there."

To what extent the life of New York was centred in the southernmost tip of Manhattan Island may be gathered from the fact that when the Post-office was moved from 8 Wall street to 62 Broadway, at the corner of Liberty street, "there was public complaint that the postmaster had not chosen 'some more central place.'"

The View From the Library.

Slightly above the centre of the city, at Nassau and Cedar streets, there was begun in the same year as The Minerva the New York Society Library. With the present caverns formed by office buildings in mind, it is interesting to review the scene there as it was about 1793. The readers at the library "were fond of viewing the unobstructed scenery of the vicinity, consisting of the garden of Mr. Winter, with its fine graperies and overhanging fruit trees; the venerable specimen of Low Dutch church architecture opposite, whose lofty peaked roof, belfry, and cupola, surmounted by its gilt rooster, remain a relic, alas! one of the few to remind the native Knickerbocker of his childhood's home; to the southeast remained the still more antiquated 'Eglise du St. Esprit,' the church of the French Huguenots. Two or three other churches occupied positions in the immediate vicinity, but were not distinctly visible from the library. The neighborhood, however, was crowded with objects of historical interest, including, besides these ancient churches, with their moss-grown roofs, venerable trees, and grassy graveyards, many a queer old house, with the date of its erection conspicuous in iron numbers on its walls of Holland brick, while a little way down Liberty (formerly Crown) street, hid behind the big Dutch church, lowered that dark and evil-omened pile, the old Custom House, or prison of the Revolutionary patriots.

"The Quaker meeting house, to which Grant Thorburn, with his flower pots, afterward removed from the neighboring corner, was planted behind a high brick wall, nearer to Broadway, in the same narrow street. The view southward gave a vista of that fine, wide, well-built, and handsomely-planted avenue, Broad street, then still the leading quarter of the early aristocracy of the town. . . . Then the city still possessed an air of repose and some degree of rurality; every house had its vines and gardens; frequently its trees shading the front stoop, while birds enlivened the air with their gay warblings."

At the upper end of Broadway, above Vesey street, where Broadway then ended and Great George street continued it, in the space now devoted to the Federal Building and City Hall Park, were in 1793, the Bridewell,

the poorhouse, and the jail. To the west, near the present Murray street, was Columbia College. North of the present City Hall Park, at about the site of the Tombs Prison, was a large fresh water pond known as the Collect, whose southern and eastern banks were lined with furnaces, potteries, breweries, tanneries, and ropewalks.

In winter the Collect was used as a skating pond, and it is described as follows by Mr. Duer: "The ground between the Collect and Broadway rose gradually from its margin to the height of one hundred feet, and nothing can exceed in brilliancy and animation the prospect it presented on a fine winter day, when the icy surface was alive with skaters darting in every direction with the swiftness of the wind, or bearing down in a body in pursuit of a ball driven before them by their burlies; in an amphitheatre, tier above tier, comprising as many of the fair sex as were sufficient to adorn and necessary to refine the assemblage."

Odd Characters in 1793.

Uniforms of the continental army, which had won the War of the Revolution, were still proudly worn on the streets of New York City in 1793. From letters and books of contemporary observers it is possible to gather a portrait gallery of old generals, dandies, fiddlers, and the quaint characters of the time which makes the period live again as no description of streets and houses could do.

"As this city was the seat of the continental government, the veterans of the Revolutionary army formed a conspicuous feature in the face of society," we are told of the New York of that day "as they walked the streets, generally arm-in-arm, in their razeed uniforms, in many cases nearly threadbare. All, however, did not submit to this reduction of their regimentals. I remember a certain general, Donald Campbell, who continued to parade the streets in full dress, cocked hat, bagwig, sword, and solitaire, for several years after everybody else had doffed his military costume, except, indeed, a superannuated English general, of the name of Maunsell.

One of the most picturesque New York characters of the time was undoubtedly Mynheer Wilhelm Hoffmeister, who was known among the boys as "Billy the Fiddler." "He was not four feet high," we are told, "yet he was not a drawf, for his proportions were symmetrical, and all but his visage had ceased growing older at about his eighth year. But in the costume of the day, in his knee-breeches, jack-boots, cocked hat, and military queue, he looked more like a monkey than a man, and had his tail been in the right place, the resemblance would have been perfect."

Then there was Simmons, the tavern keeper, who kept house at the corner of William and Nassau streets. He "exceeded Falstaff in size, though not in humor," filled the whole bench on his "stoep," and in winter the whole of one front window. When he died the pier between the two windows had to be removed to let the coffin pass.

Little Gardiner Baker, keeper of the Tammany Society Museum, was one of those who delighted in expatiating on the beauties of their city. He "was a greater curiosity than any in his collection. How he would luxuriate in describing from one of the windows of his repository the former course of the creek down Broad street, under which it still ran, and pointing out the old ferry house at the corner of Garden street!"

NOAH WEBSTER STUDIED AS BOY IN FIELDS

**Founder of The Globe Perfected His Knowledge of Words
and Composition When Nine Years Old — Father of
Copyright—His Advanced Views of Spelling Reform.
In the Newspaper Business for Ten Years.**

It might almost be said that the journalistic career of Noah Webster, founder of the American Minerva, and therefore of The Globe, was begun in the fields of his father's farm. For Webster is said, when a boy of nine, to have taken his Latin grammar to the fields and perfected his knowledge of words and composition.

Born in West Hartford, Conn., in 1758, Noah Webster was in direct succession to the American tradition which he afterward, in the Minerva, especially defended and affirmed. For his ancestors had been of the brave band that fought its way, for religious convictions, through the wilderness, under the leadership of the Rev. Thomas Hooker.

Webster's early years at Yale College were passed in the stirring atmosphere of revolutionary marchings and counter-marchings, and it was while he was at Yale that General Burgoyne, marching from Canada toward Albany, was cut off by troops of the Continental armies and was forced to surrender.

The experiences and the training which Webster had after his college days were of the sort to fit him for journalistic enterprise. He met many sorts of men and through the variety of his own activities became familiar with several professions and developed his own original turn of mind. After receiving \$8 from his father, at the close of his college career, and being told to make his own way, Webster taught school. This was a preliminary to the great enterprise, his American Spelling Book, for which he is universally known, but in the mean time he qualified for the practice of law.

Webster is known not only for his work in standardizing spelling in this country but also as the father of copyright. It was after the publication of the speller that he journeyed through the country speaking in favor of copyright and introducing his then revolutionary ideas of spelling to the American public. How advanced were his views of spelling reform were, even at the early period of American history in which he lived, may be gathered from his remarks on the evolution of spelling. He urged the change from old English spelling to modern spelling as a good reason for still further changes. "The man who admits that the change of houbonde, mynde, ygone, moneth into husband, mind, gone, month is an im-

provement," he wrote, "must acknowledge also the riting of helth, breth, rong, tung, munth to be an improovment."

His Journalistic Ideals.

Something of his journalistic ideals is expressed in a letter he wrote about a proposed journal, about 1788, a project which met with no success.

"The best publications in Europe are conducted by societies of literary gentlemen, and how much more necessary is it in this country? We want a literary intercourse, we want to be acquainted with each other, we want a mutual knowledge of the state of every part of America."

It was on Dec. 9, 1793, that the following entry appeared in Webster's diary: "Dec. 9. Begin a Daily Paper."

That terse note is the announcement of the first publication of the American Minerva, "Patroness of Peace, Commerce, and the Liberal Arts," which has continued its uninterrupted daily publication, under the name of the Commercial Advertiser and then as *The Globe*, for 125 years.

Webster's reason for founding the Minerva, he said later, was to support the administration of President George Washington to aid the Federalists in welding the states of the union into one nation. For years Webster was closely associated with the chief protagonist of the Federalist programme.

"In 1793 when the French minister Genet was organizing a party to make common cause with France in the revolution," said Webster later, "I was requested to establish a newspaper in New York to oppose his designs and maintain neutrality. Mr. James Watson, I believe, first suggested the plan, and a number of principal characters in New York first furnished me with capital for the purpose."

How the French partisans felt about his work in uncovering Genet's plotting is evidenced by this account of the spies that watched him:

"During the heat of the French revolution, I superintended the publication of two newspapers in New York. Of course, I was carefully watched by the partisans of France, as these papers were established for the purpose of vindicating and supporting the policy of President Washington, which those partisans alleged to be unfriendly to the French interest. When conversing with gentlemen in the coffee house, I sometimes turned round suddenly and found a Frenchman just behind me standing with his ear as near me, as convenient, listening to the conversation."

A Very Prolific Writer.

For the first few years Webster was not only editor of the American Minerva, but reporter, clerk, accountant as well, besides which he translated liberally from French newspapers and wrote copiously on all topics of the day—commercial, political, general, and editorial matter. He said once to his son-in-law that during the first five years of his editorial labor he probably wrote an amount of matter equal to twenty-five octavo volumes of the ordinary size and type. It was not until 1796 that the profits of his enterprise enabled him to employ an assistant editor and clerk.

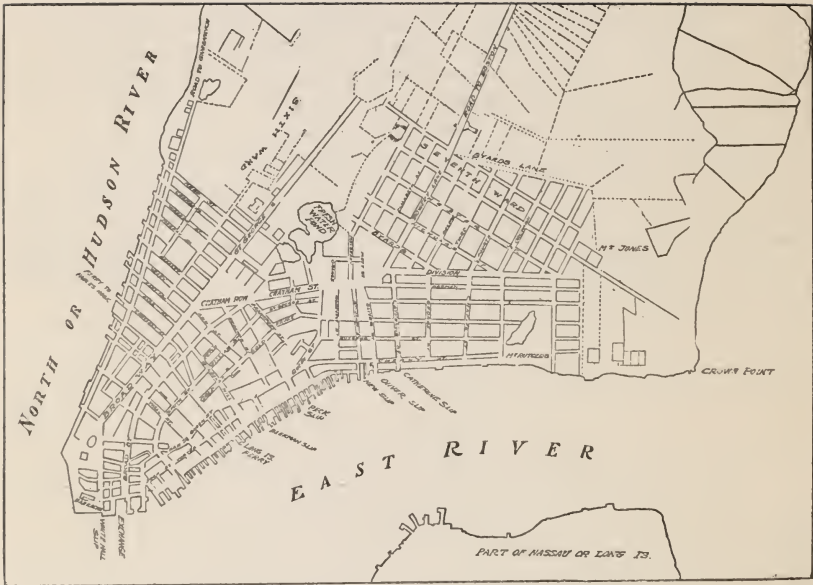
"I have defended the administration of the national government because I believe it to have been incorrupt and according to the spirit of the Constitution," said Webster of his journalistic course. "I have advocated

the Constitution because if not perfect it is probably the best we can obtain, and because experience teaches us that it has secured to us great and important rights and great public prosperity. . . . I have cautioned my fellow citizens against all foreign intrigues, because I am aware of the fatal dissensions they would introduce into our councils, and because I hold it proper for us to attach ourselves to no foreign nation whatever, and be in truth and spirit Americans."

In 1798 Webster and his family moved from New York to Hartford, but he still continued his connection with the publications, giving them their political complexion. It was in the early summer of this year that he wrote:

"The papers we publish have a very extensive circulation, and I am told by men of the first respectability, in congress, and in the country, that these papers have been greatly useful to the public in the progress of the present troubles. Whether they flatter me or not, I do not know. One thing I know, I have been faithful to my principles and to my country, and I have a subsistence by my labors."

It was in 1803 that Webster finally disposed of his interest in the Commercial Advertiser and from that time onward devoted himself mainly to philological pursuits and the writing of essays. One of the important works of the latter part of his life was the writing of the "History of Epidemic and Pestilential Diseases." In consequence of a controversy which had arisen over the epidemics of yellow fever.



PLAN OF NEW YORK CITY IN 1791.

THE STREETS OF NEW YORK IN 1793 WERE PICTURESQUE

What would perhaps most impress a New Yorker of to-day who might be suddenly transported to the streets of his native city as they were in 1793 would be the signs hanging before shops. As he wound his way among the narrow, crooked passages, some of them paved with round stones, some of them earthy and miry, nearly all of them deep in filth, he might have seen a sign swinging over a doorway with a picture on it of a unicorn and a mortar. This was the shop of a grocer. A dial on the sign over the doorway signified that there was a clockmaker within, and such signs as the King's Arms or the Scotch Arms signified a tavern.

The houses of New York City were not to any extent numbered in 1793, and it was only in that year that the city government adopted an ordinance calling for numbering. If the wanderer in the New York streets of 1793 were to look up in Old Slip he would see the shop of Anthony Lamb, "at the sign of the quadrant and surveying compass," where were to be had "quadrants, forestaffs, nocturnals, rectifiers, universal scales, gunters," and wood or brass box compasses. Then there was the shop of John Wallace, "at the sign of the Cross Swords, next door to Mrs. Byfield, near the Fly Market," the said Wallace being a versatile gentleman who "makes, mends, and grinds all sorts of knives, razors, scissors, and penknives and surgeon's instruments," as well as "jacks, locks, keys, and stillards."

But Wallace could not have competed as a jack of all trades with Joseph Liddell, "Pewterer," whose shop lay "at the sign of the Platter, at the lower end of Wall street, near the Meal Market."

For Wallace sold "pewter ware of all sorts, cannons, six- and four-pounders, and swivel guns, cannon shot, cart and wagon boxes," and many things besides. Among the other signs to be seen swinging in the wind over shop doors were representations of a dolphin, two cupids, the rose and crown, spread-eagle, white swan, leopard, the Bible, and the sun. "The Boston post," we are informed, "puts up at the sign of the Black Horse in Upper Queen (now Pearl) street."

On the streets themselves were the greatest animation and bustle. From Wall street and the ground in front of Trinity Cemetery, which was "for many years after the Revolution the fashionable parade, and was known as the Church Walk and the Mall," to the heart of the shopping district in William street, and the centre of auctioneering at the lower end of Wall street, there was much color and much noise.

Auctioneers Like Coney Barkers.

John Drayton has told of the auctioneers of that day, who acted on the main streets of New York as the barkers at Coney Island used to do. "Besides having a flag, denoting it to be auction day, the vendue



BROAD STREET AS IT APPEARED IN 1793.

This view, looking north, shows the block between Exchange Place and Wall Street. The building at the head of the street is Federal Hall, where Washington took the oath of office as first President of the United States.

masters (auctioneers) employ public criers," he wrote, "for the express purpose of persuading people to attend the sale. They walk before the door of the auction room and strive by all the power of their eloquence to catch the attention of the passing crowd. Seeing two of these street orators, from opposite sides of the street, endeavoring to rally persons around their respective colors, the contrast of person observable in them induced me to stop for a moment and observe the effect which it produced. The one appeared to be a cold, phlegmatic character, the other a lively, good looking person. The first had a routine of language, which he dealt out mechanically and with much vociferation. The other, with a brisk, lively deportment, while he informed the public what was going on within doors, lost no opportunity of mixing the dulce cum utile. He spared his lungs when he perceived nobody coming that way. But when any advances were made toward him he spoke, he sang, he looked pleasant, he laughed at his opponent; and in many cases finally carried his point."

Besides being dirty, the streets of New York at night were dark. In 1789, Miss Bisland tells us, a citizen asked for relief because, as not a lamp was burning, he had walked into a pump on Nassau street, near the mayor's house. The fact that the city water works consisted chiefly of pumps, which were placed indiscriminately in the centre of the street, did not facilitate walking about at night unless the walker carried his own illumination. Furthermore, highway robbery being common, walking was made not only difficult but perilous.

Pigs, wandering about the streets, added to the interest of the tourist. They became such a nuisance that an order was issued forbidding owners to allow them to wander at will, on pain of fine or confiscation of the pigs. A newspaper satirist of the day celebrated the ordinance in the following fashion:

Oyes! Oyes! Oyes!
This is to give notice
To all Hogs, Pigs, Swine, and their masters,
That from the first of February, '89,
If any person suffer his, her, or their Swine
To gallop about the streets at large
Full twenty shillings is the charge
For each offense,
To be paid (by firm and special order
Of our good Aldermen and Recorder)
To the informer's use, with all expense.
Otherwise he shall be free to dine
Upon the said arrested Swine,
Send them to jail, or give to the Poor,
For which "The Lord increase His store."

Among the curious figures that might have been seen in 1793 upon New York streets were the milkmen, who wore a yoke, with a tin kettle suspended from each side by a chain. "Their cry was originally 'Milk, ho!' but it degenerated in various peculiar sounds, which their customers alone understood."

The Bakers and the Bellman.

Then there were the bakers who used tall, round baskets for their bread, which some carried on their backs, some pushed in an oblong



WALL AND WATER STREETS IN 1793.

The building at the left is the famous Tontine Coffee House, nearly opposite which *The Minerva* was published.

wagon. "Their cry was 'Bread!' when family bread alone was used; but for cakes they had various cries, including tea-rusk and hot-cross buns and gingerbread. . . . The bellman, as he was called, the street scavenger, in his rounds, was a noisy and often entertaining as well as useful member of the city government. In cadence with his bell would he give forth songs of various burdens, slow, fast, and with and without chorus. He was regarded as the best and vagrant comedian of the district assigned to him, ever merry, ever ready with a good joke or a good word. The women and young girls ever received him with a laugh, and with a tendency to mischief."

More picturesque, even, were the chimney sweepers of those days; generally young Negro boys, "who, dark as they were, were made blacker by the quantity of soot which covered them and the old clothes they wore. With the break of day did the streets ring with their cries of 'Sweep, ho! sweep, ho!' from the bottom to the top, without a ladder or a rope, sweep, ho!' to which a chorus or cry, in which often were added dulcet sounds of real harmony."

There was little traffic of vehicles on the streets, although there were occasional hackney coaches and wooden, springless carts, some of them with broad, iron-bound wheels. The coaching routes included a trip to the Belvedere, at Grand street, for which the charge was four shillings; to the public gardens on the North River, near Canal street, for four shillings; to Breevort's, at the East River and Sixtieth street, for one pound sterling, and to Harlem, which took a day, and was charged for at one pound twelve shillings.

Among the vehicles that rumbled through the streets in 1793 were various stages and "diligences" that were the chief means of communication between New York and Boston and Philadelphia.

The absence of any great number of vehicles in New York streets in 1793 is accounted for in part by their narrowness and varying width, a street which at one point could accommodate two coaches side by side becoming so crowded that there was hardly room for one. Most of the garbage was thrown into the streets, although at night there were processions of Negro slaves carrying garbage in tubs on their heads, to be cast into the river.

The Variegated Costumes.

Color was lent the streets by the variegated costumes of the citizens. It was a far cry from the greasy old leather clothes of farmers and market-men, or the linen smocks of carters, to the gay apparel in which gentlemen and ladies displayed themselves. Thus the colors for men's clothing, as advertised by one tailor, included bottle green, mouse's ear, drake's head, batwing, navy blue, parson's gray, changeable pearl, scarlet, London smoke, mulberry, garnet, and pea green, and waistcoats were made of muslinet, dimity cotton, silk, satin, gold, and silver tambour muslin, stinet, and Princess stuff.

But the variety in women's garments and stuffs was far greater. There was taffeta, padnasoy, silk, tabby, brocaded lutestring, cherry derry, India dimity, cordurets, camblets, callimancos, casserillias, fernaughts, florentines, ribdelures, rattinets, tammies, honeycomb thicksetts, moreens, velverets, and shalloons.

CITY GOVERNMENT 125 YEARS AGO

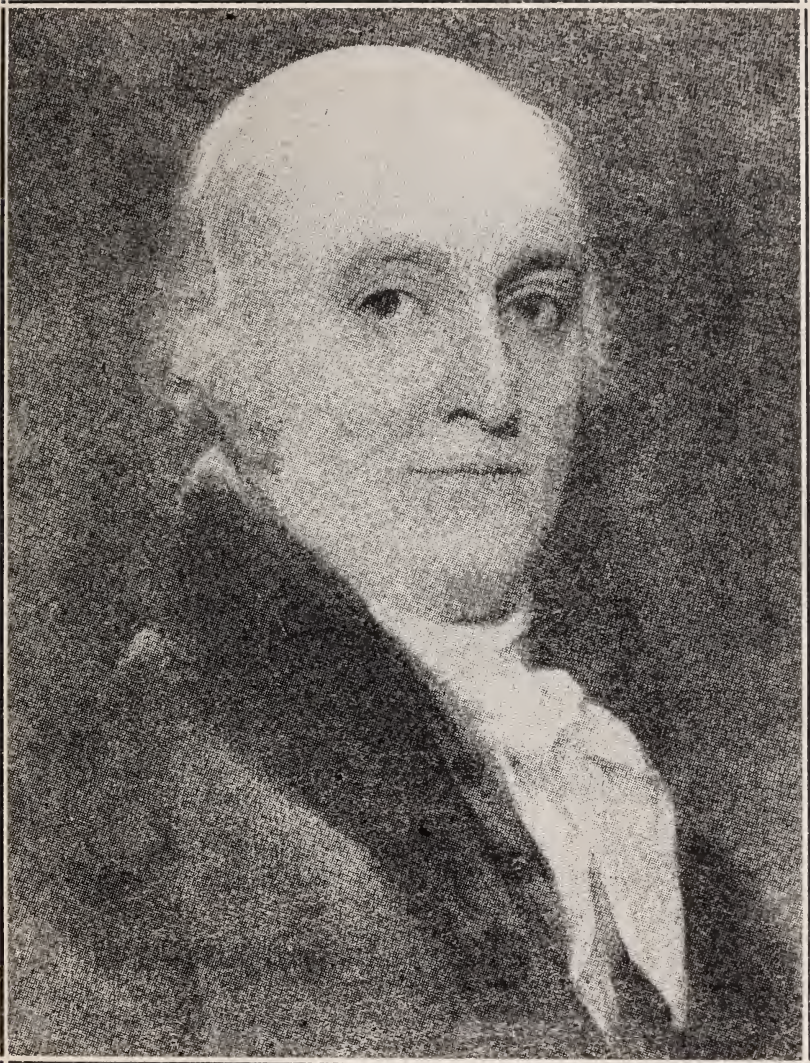
Richard Varick Was Then Mayor—The Police Service and Fire Fighting Organizations Quite Different From Those of To-Day—Rates of Carters Allowed of No Profiteering—"Disorderly Persons" in Those Days.

With swine wandering at large about the streets of a city with a population of some 33,000, New York was a different sort of problem for a city government than the present colossus with its millions of inhabitants. All the laws applying to traffic, most of them concerning carting and carters, the ordinances excluding pigs from the streets, the administration of the police service and the fire fighting organizations, seem quaint to dwellers in the present metropolitan city.

Not the least interesting were the regulations regarding fire fighting. New York, being built of brick and wood, was subject to disastrous conflagrations, one of which, in 1776, did great havoc about Wall and Broad streets. Householders were, therefore, required to keep fire buckets constantly on hand in good repair, the penalty for failure to do so being a fine. The Common Council was also directed to appoint fire wardens "whose duty it shall be, immediately on the cry or notice of fire, to repair to the place where it shall be, and to direct the inhabitants in forming themselves into ranks for handling the buckets to supply the fire engines with water—under the direction, however, of the mayor, recorder, or any alderman, or assistant of the said city, if present." It should perhaps be remarked that the "fire engines" were not in any modern sense engines, but were carts on which were long-handled pumps operated by ten or a dozen men.

The city in 1793 was policed by watchmen, and there are numerous references in the minutes of the Common Council to payment made to James Culbertson and to one Alexander Lamb for the services of their companies of the city watch. That their position was not always an easy one is amply borne out in the accounts of riots and highway robberies, which were of frequent occurrence. It is narrated how on one occasion "a farmer created great excitement by announcing that on his way to the city in the early morning he had been stopped by a gang of villains, who, after questioning him closely, allowed him to depart unharmed; but on the next day the high constable issued a card stating that the gang of villains had consisted of himself and his men, who had been upon important secret service for the city."

The corporate existence of the city was conferred by the Dongan charter of 1686, a confirmatory act of 1708, the Montgomerie charter of 1730, and the state constitution of 1777. In 1793 the mayor and recorder were appointed by a council of appointment consisting of the governor of the state and four state senators chosen by the legislature. From each of



RICHARD VARICK.

Second Mayor of New York, 1789-1801.

the seven wards, in which the city was then divided, there was elected one alderman, an assistant, two assessors, a collector, and two constables.

The city administration in 1793 was composed of Richard Varick, mayor; Samuel Jones, recorder; Marinus Willet, sheriff; Robert Benson, clerk, and William I. Ellsworth, coroner. The aldermen were Isaac Stout-enburgh, Nicholas Bayard, John Campbell, Peter B. Van Zandt, Gabriel Furman, Theophilus Beekman, and Wynant Van Zandt.

As has been said, besides firemen and watchmen, carters came in for a special share of the legislators' attention. Cartmen were not allowed to sit in their carts, unless in virtue of a special dispensation by reason of age or infirmity, and they had to drive themselves and were not allowed to employ any substitutes except such as were specially licensed by the mayor. There was, furthermore, a fine of twenty shillings imposed upon any carter who refused to employ his cart or horse when required.

The rate schedule established by the city for the carters' service was most lengthy and elaborate, a typical item being phrased as follows:

"And for every load of lime, bricks, stones, heading, hoops, hoop poles, cocoa, bar iron, pimento, slate, all kinds of dye wood, every seven barrels of flour, every four tierces of bread, every two bales of cotton, every fifteen bushels of salt, every load of cheese or gammons, every load of sails, every load of white sand, every load of beef, pork, pitch, tar, turpentine, beer, cider, or other goods or things, in tight barrels, allowing five barrels to each load (excepting oil and potash, which shall be four barrels to a load) not exceeding half a mile, one shilling, and, if housed, six pence more for each full load." Under the circumstances there was hardly room for much profiteering on the part of carters.

The voting restrictions in force in 1793 limited the franchise to two classes of citizens—freeholders and freemen. To be a freeholder it was necessary to be the possessor of a freehold estate either in one's own right or in the name of one's wife to the value of twenty pounds sterling. Freemen, who might be merchants, traders, or shopkeepers, were admitted on payment of five pounds, and mechanics were charged thirty shillings.

Perhaps the quaintest of the city ordinances applied to the ringing of church bells at funerals, and the quaintest state law to persons who threatened to run away and leave their families a charge upon the community.

The law provided for not more than sixty days' incarceration in the Bridewell, or House of Correction, for disorderly persons, including the following classes in the community:

"All persons who threaten to run away and leave their wives or children to the city or town, and all persons who shall unlawfully return to the city or town from whence they shall . . . have been legally removed by order of two justices of the peace . . . and also all persons who, not having wherewith to maintain themselves, live idle without employment, and also all persons who go about from door to door, or place themselves in the streets, highways, or passages, to beg in the cities or towns where they respectively dwell, and all jugglers, and all persons pretending to have skill in physiognomy, palmistry, or like crafty science, or pretending to tell fortunes, or to discover where lost goods may be found, and all persons who run away and leave their wives and children . . . and all persons wandering abroad and lodging in taverns, beer houses, out-houses, market places, or barns, or in the open air."



OLD CITY HALL, NEW YORK, WHERE WASHINGTON WAS INAUGURATED.

THE NEW YORK GLOBE AT THE AGE OF 125

The newspaper that best serves the people is best served by the people. Upon the solid foundation of this well established principle The Globe has been erected. To-day, well advanced in the second century of its existence, at the age of 125, it stands robust and eager to fulfil its mission, encouraged to renewed zeal by substantial success that comes from devotion to that conception of the public interest which excludes every private and partisan interest.

When, in 1904, the old Commercial Advertiser was rechristened The Globe New York had few newspapers of large circulation. Following the tradition of a previous generation, the paper, under a cumbersome and misleading name, had maintained itself for more than 110 years as an organ of opinion such as Noah Webster, its founder, conceived, addressed to the few who by reason of wealth and education were believed to exert the most powerful influence. It had sold first for three and later for two cents to an exclusive group that seldom exceeded 15,000. It was a sound newspaper that represented the views of a limited class.

The change was made with the purpose of entering the broader field of general usefulness. Hitherto the great mass of the people had been appealed to by gaudy sheets that gained notice and large followings by methods foreign to every instinct of decent journalism. Then was the heyday of the yellow press. The Globe, believing that the best was not too good for everybody, undertook to make a newspaper addressed to nobody in particular that, without other purpose than to supply information, would publish all the news of the city, of the country, and of the world; that, without other purpose than the general welfare, would publish honest opinions and comment on the news. Aware of the peculiar place of the evening paper in the home, it did not hold itself severely aloof from articles and features of a miscellaneous character, but rather sought to vary its contents with a due proportion of contributions suitable to the leisure hours of the family circle.

Its judgment was quickly vindicated. In a day the new-named Globe, selling for one cent, had reached the hands of 100,000 readers. Twice that number now take it daily at two cents, the price rendered necessary by war conditions.

AN INDEPENDENT NEWSPAPER.

But mere growth of circulation such as this did not justify the change. What most stimulates fresh effort is the abundant evidence that the spirit and purpose of the paper have been recognized and welcomed; that the confidence of the people has been won and held by faithful performance, by steadfast adherence to the simple formula that the news shall be honestly published; that good causes and none other shall be promoted; that

Diocese of New York

SYNOD HOUSE

N. E. COR. AMSTERDAM AVENUE AND 110TH STREET

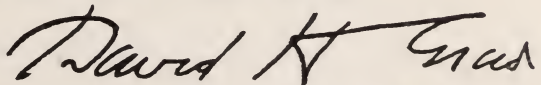
December 3, 1918.

Mr. Jason Rogers,
Publisher, The Globe.

Dear Sir:

It gives me pleasure to congratulate The Globe upon its 125th anniversary, and to express the hope that it will always stand for and try to encourage and maintain the best and highest type of American citizenship.

Believe me, very truly yours,

A handwritten signature in dark ink, appearing to read "David H. Evans". The signature is written in a cursive style with a large, sweeping initial "D".

Bishop of New York.

the principles of democracy and justice for all shall be advocated; that the greatest good of the greatest number shall never be subordinated.

The Globe is the product of this faith. Interested primarily in sound policies and right principles, it has concerned itself not at all with factional politics or mere political creeds and candidacies. Governed in its opinions solely by the untrammelled minds of its editor and his associate, its leading editorial writer, Allan Dawson, it has sought less to impose its judgment of public affairs than to open the minds of its readers to the arguments upon which these judgments rest, its aim being the truth and the right rather than the establishment of a particular view.

In a recent letter to the editor a reader described the impression made upon him in these terms:

The preëminence of The Globe lies not only in its abstinence from sensationalism through false or uncertified reports, but in a marked degree in the ability of its editorial writings. These, indeed, win the approval of readers by many good qualities, all of which one could scarcely catalogue in full. One might be permitted to allude to their evenness in common sense, in technical information, in familiarity with the subjects treated, and in the arrival of the reader almost certainly at the conclusion of the editor. We also note a fearlessness of expression, no fear of an emasculating censor, no overshadowing financial or patronage interests to be placated. Furthermore, the editorial writers of The Globe quite evidently are not obliged to toady to any occult powers, political or otherwise. Hence, I think its readers have long since got to feel that in the opinions of The Globe we are getting the disinterested, unbiassed views of a man of native intellectual power, combined with abundant culture and a wide range of study and information; hence, with the preponderance of chances of reaching correct conclusions and sound judgments.

STANCH FOR VICTORY LEADING TO PEACE.

On questions involving moral principle The Globe has not hesitated to pronounce judgment, regardless of temporary tendencies. Thus it was first among the New York newspapers to condemn the imperial German government as a wrongdoer with whom America must deal if our nation would be loyal to the principles upon which it was founded. Seeing in Germany's aggressive war only a deliberate disregard of the rights of others which just nations and individuals could not tolerate, influenced by no race prejudice or material interest, The Globe from the outset threw itself body and soul into the fight against injustice. In the days of America's aloofness from the struggle it sought to arouse in this country, not a hatred of Germans or of Germany, but a just indignation against the conduct of its rulers. Shocked by the barbarities in Belgium, by the murders of Edith Cavell and Captain Fryatt, by the massacre of the Lusitania's passengers, it remained nevertheless steadfast in the opinion that America touched our own people, but to destroy for all time the autocratic power which had been so grossly abused.

So during the progress of the war after we entered it The Globe stood unwavering, almost alone among the papers of New York, for war to the only end worth achieving—an enduring peace based on those ideas of right and justice which lay in the minds and hearts of the free nations opposed to imperial Germany. Convinced that upon no other footing could

Rector's Office
Trinity Parish, New York
187 FULTON STREET

December 6, 1918

To the Editor of The Globe:

I send my hearty congratulations to The Globe upon its 125th anniversary.

In my judgment, The Globe furnishes a fine example of what an American newspaper should be. It is sane and wholesome without being dull; and wideawake without being sensational. It represents sound Americanism and real progress as distinguished from, and opposed to, wild and thoughtless radicalism.

During the whole period of the war, its editorials have been among the best that have been published. No paper has been more consistent, fearless and effective in its advocacy of the cause of right and freedom than The Globe has been.

I wish The Globe continued and increasing success in its high service to the public.



Rector, Trinity Church

the peoples of all the nations resume a well-ordered existence, The Globe spoke its mind freely against every voice that was raised in favor of negotiations with the uncontrite, blood-guilty, and powerful tyranny—that in the name of humanity suggested means short of overwhelming force to bring a mere truce to bloodshed, a truce that would have left the German rulers free to gather strength for a fresh outbreak. Here the soul of the paper has had freest utterance.

CONFIDENCE WON BY SINCERITY.

From this root of sincerity and service in the broadest sense all the notable activities of the paper have sprung. What Alfred W. McCann has done for the cause of pure food only a resolute purpose to help the people where the laws and their administration fall short could have rendered possible. What Tristram W. Metcalfe has accomplished for the public education of this city could have been rendered possible by no other conception of a newspaper's duty. In the department of finance S. P. West has been able to win the confidence of the investing and speculating public because, a competent and honest critic, he has been free to say what he thought and encouraged to outspoken opinion by what he knew to be the spirit of the paper. In book reviews and criticism of art, music, and the drama the sole aim of the writers has been to express frankly views based on intelligent observation.

In the treatment of the news impartiality, natural outgrowth from the parent root, has been a dominating purpose. In matters of vital importance thoroughness has been added with special emphasis. What The Globe did with the war news no other evening paper in New York attempted. It must take up arms, not primarily to avenge these wrongs, even when they published the cable despatches and letters of the largest group of trained war correspondents at the disposal of any single newspaper in this country, giving to its readers unprejudiced reports from every part of the world involved in the war, reports which for fulness of detail, missed by the regular news agencies, were of incomparable interest.

In building The Globe on the foundation of the old Commercial Advertiser the aim has been to make as complete a newspaper as the evening field permits. So most of the established departments were preserved and improved, while new ones were added. Following the broad lines of the most successful evening journals of America—notably the Chicago Daily News, the Philadelphia Bulletin, and the Kansas City Star—it has made for itself a place in New York comparable to the leading places they hold in the respective cities of their publication. Linked with them in the Associated Newspapers, which comprises the strongest group of evening papers in the country, it enjoys the advantage of simultaneous publication with them of popular features of unusual interest, thereby engaging the attention of all members of the family, young and old. The comprehensiveness of its appeal gives it a hold on the home life enjoyed by no morning paper issued on week days. To no small extent the growing supremacy of the strong evening paper as an influential factor is due, of course, to the fact that seven-eighths of the real news of the city and the world is first published in the evening papers. Practically all of the war news, owing to the difference in time between Europe and America, was second-hand in the morning papers.

ARCHBISHOPRIC OF NEW YORK.

Vicar General's Office,

460 Madison Ave.
New York

December 3, 1918.

Dear Sir:

Permit me to congratulate the Globe upon the advent of its One Hundred and Twenty-fifth Birthday. I strive to read it every evening, and feel a real want on occasions when I miss it.

The Globe is clean, newsy, brainy and close to the people. It deserves all the success it has obtained. I hope the future has even greater things in store for this splendid Paper.

Yours always sincerely,

M. J. Lovell.

Mr. Jason Rogers,
Publisher, The Globe,
73 Dey Street,
New York City.

Aware of this advantage, The Globe has spared no pains to make its news columns substantial and reliable. With idle and ill-founded reports it does not vex its readers. This policy has led it to discard agencies and writers that win a temporary name for enterprise by the circulation of sensational, unverified rumors that in many cases prove to be mere canards. There could be no more striking illustration of this than The Globe's refusal, alone among the New York evening papers of large circulation, to give currency to the false report of Germany's capitulation on Nov. 7, four days before the armistice terms were accepted. No duty imposed by honest journalism is followed more scrupulously by The Globe than the duty of publishing as news only what there is good reason to believe is true. The trust reposed in it by its readers the paper does not wittingly forfeit.

WAR NEWS SERVICE.

Within the bounds of these precautions The Globe seeks ever to be the leader in the news field. In unfolding the progress of the war it used the unequalled reports of the Associated Press, which miss no event of consequence and can be relied upon. But what gave to its war news a quality and significance unapproached by any other New York evening paper was the work of the special correspondents. For this service it was indebted to the Chicago Daily News. Recognizing in the war an event of transcendent proportions, Mr. Victor Lawson, owner of the Chicago Daily News, determined to report it in a way commensurate with its magnitude. He organized a body of writers competent to observe correctly and to describe intelligently what was going on in the great centres of disturbance, his object being to have a man he could depend on at every vital point. These men were not confined to the battlefields. They were distributed not only among the armies, wherever war correspondents might go, but also among the peoples behind the lines, among the neutral nations as well as among the belligerents. Reporting by cable and by mail, they were able to give to the public an amount of graphic detail and significant information not to be found in any newspaper for which they did not write. Fortified by this service, The Globe made itself indispensable to every man and woman interested in the supreme tragedy. And the work of these correspondents is by no means finished. In the long days of reconstruction, when many novel problems are under solution, these experienced observers, acting as lookouts for civilization, will keep in touch with all that is going on. Their post-war reports are likely to be of even greater value than their war reports, and of equally absorbing interest.

IMPARTIAL NEWS REPORTS.

In all its news reports The Globe follows the policy and adheres to the principle found in all great newspaper offices; regardless of its own views it endeavors to give its readers the facts, uncolored by prejudice or preconceived ideas. It is not afraid of the truth, whatever opinion or whatever individual or group the truth favors or injures. As it seeks not to thrust its views upon its readers, but only to present the reasons for these views, so it endeavors faithfully to present whatever information it can secure and properly publish for their guidance.

The World's Gre

A Reputation for Dependability

Is the most valuable asset a newspaper can establish for both reader and advertiser.

It is a priceless possession unobtainable by those who through the vending of irresponsible rumors seek artificial circulation stimulation.

The Great Peace Hoax on November 7 was a case in point.

Every evening newspaper in New York aside from The Globe and the Evening Post printed the "fake" and sold thousands of copies of their alleged "extras."

The Globe could have rushed out an extra with the "news" on ten minutes' notice, but its editors, suspicious of the source of the rumor, first called up Washington, and getting no confirmation, issued no extra, and in its next regular edition, on the authority of the State Department, characterized the report as a "fake."

It took nerve to sit tight and see truckloads of the alleged "extras" of all the other newspapers passing the door, knowing that the town and surrounding country were being flooded with them.

But The Globe adhered to its rule of publishing as *news* only what it knows to be true. The situation was very correctly put by one of our circulation managers impatiently waiting to know whether he was to have an "extra" or not.

"We had better be right than sell a lot of papers."

The Globe has been sound and reliable regarding its news of the Great World War, and not once but many times left it to its competitors to prove themselves less dependable.

The New York Globe

JASON ROGERS, Publisher

Now
200,000

Member
A. B. C.

WHEN IN DOUBT READ THE GLOBE

atest News Fake

EXTRA THE EVENING MAIL EXTRA

GERMANY SURRENDERS

London, November 7, 1918.

Germany has accepted the truce terms of the allies as presented by Marshal Foch. The acceptance is unconditional. Fighting on all fronts will cease at once.

~~GERMANY QUILTS~~

Washington, Nov. 7.—Germany has accepted the terms of the Allies and the war is over. The terms, when those fixed for Austria, preclude any possibility of reopening of war. Hostilities ceased at 2 P.M.

The Evening World. HOME EDITION

NEW YORK JOURNAL

GERMANY SURRENDERS; FIGHTING ENDED AT 2 P.M.

FINAL NEWS EDITION

METROPOLITAN EDITION

The Evening Sun. EXTRA

GERMANY GIVES UP; THE WAR IS OVER

PARIS, Nov. 7.—The Allies and Germany signed an armistice at 11 o'clock this morning. Hostilities ceased at 2 o'clock this afternoon. The Americans took Sedan before the armistice became effective.

FINAL The Evening Telegram FINAL

HUNS ACCEPT TERMS

WHEN IN DOUBT READ THE GLOBE

In the departments of domestic and local news its correspondents and reporters are instructed above all else to seek accuracy. With the views of the paper on public questions they have no concern. Their sole business is to tell the truth about what they see and hear.

In special fields interpretative work is undertaken by trained correspondents who can write with authority. In the case of investigations that require more than sound newspaper experience experts are employed, to whom of necessity some license is given to draw conclusions. But this departure from customary practice is rare. It is resorted to only when exceptional circumstances seem to warrant the exercise of discretion on the part of an individual unscreened by journalistic anonymity.

By these and other means The Globe has won for itself a place in public estimation which is unique in this part of the country. Other newspapers have larger circulations. Other newspapers have renown in special fields of enterprise. Other newspapers are more widely known. The Globe, as far as it goes—and with an army of 200,000 daily subscribers it goes far—is recognized as an alert and fearless newspaper, alive to and sympathetic with new and liberal ideas, which enjoys to a very uncommon degree the confidence of its readers in the integrity of its purpose to serve them and all the people to the full extent of its ability. That confidence is of immeasurable value.

Men find it indispensable because of its dependability and its leadership in the great world news, the excellence of its financial and commercial departments, the quality of its sporting page, the fairness of its comment, and the variety and interest of its characteristic features, such as Dr. Crane's daily article and Walt Mason's daily prose poem. Women turn to it naturally as a complete newspaper, which also serves adequately their wants in the fields of fashions, society's activities, domestic science, entertainment for their children, and for the immense amount of news interesting to them to be found in its advertising columns.

CIRCULATION AND BUSINESS.

Before going into details of The Globe's structure it is fitting here to consider some of the material results. Papers of this character have no mushroom growth. Rising from a solid, broad foundation, their gains come no faster than is consistent with durability. Sudden popularity is rarely permanent, whether in the case of an individual, a party, a book, or a newspaper. The greater the possibilities of recognition and success the steadier the progress.

In the last six years The Globe's circulation expansion was from 100,000 to 200,000. Within this period much has happened of an extraordinary character. At one time, during the early part of the great war, in October, 1916, the circulation figure reached was 260,000, and it was mounting by leaps and bounds. Then came the print paper panic that reduced supply to twenty-five tons a day, limiting print to 220,000 daily. In that year, though seriously affected by this radical cut in the last three months, the consumption of print paper amounted to 9,750 tons. For 1917 only 8,000 tons were obtainable. But by diminishing the size of the paper and abolishing returns—that is, refusing to take back from dealers unsold copies of the paper—it was possible with this limited supply to print 215,000



THE BOARD OF THE CHURCH ERECTION FUND
OF THE GENERAL ASSEMBLY OF THE
PRESBYTERIAN CHURCH IN THE UNITED STATES OF AMERICA.

Telephone Call 9757 CHELSEA.

REV DAVID G WYLLIE D.D. LL.D.
Corresponding Secretary

REV JESSE C BRUCE D.D.
Field Secretary

REV GEORGE B SPAHR
Treasurer

156 FIFTH AVENUE,

NEW YORK December the 2nd
1918:

Mr. Jason Rogers,
THE GLOBE,
73-83 Dey Street, NYC.

My dear Mr. Rogers:-

It has come to my attention that THE GLOBE is about to celebrate its one hundred and twenty fifth anniversary, and I cannot let the opportunity escape me to offer my heartiest congratulations.

I have read THE GLOBE for many years, with deep interest, and it has been a mighty influence for good in the metropolitan community and throughout the United States. Its editorials have been able and it has in a very sane manner given to its readers the news of the world.

THE GLOBE is a welcome visitor to the home, for it never contains anything of a vitiating character. It is a clean, up-to-date progressive newspaper and I congratulate the publisher and editor most heartily upon the status of THE GLOBE in the newspaper world of to-day.

May its circulation increase from day to day, from week to week, until there is no nook nor corner of the globe where THE GLOBE's influence is not felt.

Yours very sincerely,

DGW/MHH:

GENERAL SECRETARY BOARD.

a day, of which 212,335 a day were delivered to readers. For 1918 a still more radical reduction was ordered, The Globe getting an allowance of no more than 7,200 tons. Yet by rigid economy in the use of paper The Globe found itself in November, 1918, selling nearly 200,000 a day, despite the further restriction imposed by the advance to 2 cents a copy.

Many times during this trying period the demand for The Globe far exceeded the supply, and the temptation to buy extra print paper in the open market was strong. But The Globe adhered to the policy of economy urged by the Federal Trade Commission, even at the expense of circulation and advertising revenue. "If all newspapers had done as efficient work toward the saving of print paper," one member of the commission wrote to the publisher, "there would be no paper shortage with a sellers' market, but a buyers' market." This fall The Globe, instead of selling 200,000 copies a day, could easily have sold 300,000 a day if there had been paper enough for the presses or a disposition in the office to buy paper outside the contract quota for the benefit of manufacturers ready to seize any excuse to raise their already preposterous prices.

A SIGNIFICANT PREFERENCE.

Nothing more clearly indicates the reader attitude toward a paper than the volume and character of its advertising. Local merchants are quick to learn what papers reach and possess the confidence of the largest number of people whose patronage they seek. The proprietors of the large stores spend great sums for space in newspapers. They cannot afford to spend it wastefully. They know all about the papers of their own city. They watch carefully the results of the advertising they do, which are not difficult to gauge, because most of their announcements to-day are of sales to-morrow.

Experience has taught them to prefer the evening and the Sunday newspapers, which go into and not out of the homes, and so find their way into the hands of the women, by whom, it is estimated, 90 per cent. of the goods advertised are bought. To the women their advertising is important and interesting news, a fact which gives to the paper containing most of this advertising a peculiar advantage in stimulating the popular demand for that paper. Needless to add, the paper, like The Globe, that exercises some control over its advertising columns, denying the privilege of using them to merchants who cannot be trusted not to abuse the confidence of its readers, possesses for the eligible advertiser a peculiar value.

In the light of these facts there is more than ordinary significance in the record of the New York evening papers. It shows that The Globe carries the largest volume of advertising from sixteen of New York's leading retail shops and has enjoyed that supremacy long enough to prove that its customers are satisfied with their selection. The figures below give the record of the aggregate of agate lines of advertising over a period of five years for evening papers and four for morning and Sunday papers. The stores are: Altman & Co., Arnold, Constable & Co., Best & Co., Bloomingdale Bros., Bonwit Teller & Co., Gimbel Bros., Hearn, Lord & Taylor, James McCreery & Co., R. H. Macy & Co., Oppenheim & Collins, Saks & Co., Franklin Simon & Co., Stern Bros., Stewart & Co., John Wanamaker, and J. M. Gidding & Co.

EVENING NEWSPAPERS.

	Year 1914.	Year 1915.	Year 1916.	Year 1917.	Year 1918.
World	3,000,538	2,618,798	2,267,892	2,606,885	2,000,174
Journal	2,845,030	2,472,407	2,076,813	2,008,559	2,163,483
Globe	1,544,862	2,224,178	2,432,502	2,527,364	2,566,147
Mail	1,955,260	2,068,254	2,239,538	2,130,679	1,790,976
Sun	1,723,155	2,181,097	2,227,726	2,243,172	2,320,158
Telegram	1,246,009	1,169,549	984,705	1,143,528	1,318,524
Post	856,216	829,561	797,434	796,740	738,328
Totals	13,177,070	13,563,235	13,026,610	13,456,927	12,897,790

MORNING NEWSPAPERS.

(Six Days a Week, Excluding Sunday.)

	1915.	1916.	1917.	1918.
World	316,312	254,553	270,012	402,728
American	164,161	134,381	185,901	300,351
Herald	314,384	326,119	432,187	730,384
Times	734,312	496,380	677,383	848,087
Sun	251,914	232,350	164,558	120,429
Tribune	204,086	245,786	171,091	197,305
Totals	2,048,608	1,689,569	1,901,132	2,599,284

SUNDAY NEWSPAPERS.

	1915.	1916.	1917.	1918.
World	1,110,868	1,023,124	1,185,119	1,086,650
American	910,763	954,396	743,336	779,203
Herald	954,608	872,439	837,881	847,992
Times	1,038,058	1,234,858	1,355,296	1,410,638
Sun	370,867	356,105	276,104	247,751
Tribune	271,396	617,625	481,177	447,255
Totals	4,841,642	5,058,547	4,878,913	4,819,489

Fully to explain The Globe's hold upon a large part of the community in which it is published, the particular services it renders to its readers must be described at some length.

DEPARTMENTS OF THE PAPER.

Like all papers of marked character and varied appeal, it is made up of departments outside the news, editorial page, and critical departments, which meet the requirements of persons composing the family life of the nation, who look to their favorite paper for something more than the daily happenings and comment thereon.

ASSOCIATED NEWSPAPER FEATURES.

Nothing in a newspaper of good quality is harder to secure than suitable material of an entertaining and informative character. This is not a new part of newspaper making. The funny column, the essay, the cartoon, short fiction, serial stories, and the like were to be found in the best newspapers long before the yellow press gave undue prominence and space to trivial and vulgar contributions in prose, verse, and drawing. In the first days of the sensational papers stuff of this kind made up the

The Associated Newspapers

A co-operative, non-profit-making feature service produced for and used by the following great successful newspapers:

Chicago Daily News	Decatur Herald	Richmond News-Leader
Boston Globe	DesMoines Capital	Sacramento Bee
New York Globe	Detroit News	Saskatoon Star
Philadelphia Bulletin	Halifax Chronicle	St. Louis Star
Akron Times	Hamilton Herald	St. Paul Dispatch
Albuquerque Herald	Houston Post	Salt Lake Deseret-News
Atlanta Journal	Kansas City Star	San Francisco Call
Baltimore Star	Milwaukee Journal	Schenectady Union-Star
Binghamton Press	Montreal Star	Syracuse Herald
Boise Statesman	Moose Jaw News	Toronto Star
Bridgeport Post	Norfolk LedgerDispatch	Troy Record
Buffalo News	Oakland Post	Vancouver Province
Calgary Canadian	Omaha World-Herald	Washington Star
Charleston Gazette	Ottawa Journal	—
Cincinnati Times-Star	Pittsburgh Chronicle- Telegraph	Honolulu Star-Bulletin
Columbia State	Regina Post	Manila (P. I.) Bulletin
Dallas Times-Herald		

The following are the leading features now produced by the Associated Newspapers:

LITTLE STORIES FOR BEDTIME—*By Thornton W. Burgess,*
DR. FRANK CRANE—*Daily Editorial Articles*
H. T. WEBSTER—*Humorous Cartoons*
HERBERT COREY—*Famous War Correspondent*
R. L. RIPLEY—*Leading Sport Cartoonist*
H. ADDINGTON BRUCE—*On Mind and Body*
JOHN BRECK—*On Life Outdoors*
CAROLYN BEECHER—*Special Women's Writer*
AMERICAN FASHIONS—*Daily Special Feature*
THE EVENING STORY—*Daily Short Story*
LIEUT. PAUL PERIGORD—*European Correspondent*
MARIAN WEINSTEIN—*Palestine Correspondent*
NEWS PICTURES—*Daily Half-tones*

DAILY COMIC STRIPS:—
Keeping Up With the Joneses
Wedlocked
Dicky Dippy
Cat Tales

The New York Globe controls this full service exclusively for Greater New York and vicinity.

greatest part of their contents, the highly spiced "news" under flaring headlines being confined to the first page or two as a matter of form, while page after page was devoted to beauty hints, advice to the lovelorn, pictorial vaudeville, and whatever seemed likely to catch the eye of the unintelligent and uneducated masses. The tendency in that direction has been by no means abandoned, though it has suffered some abatement, and in New York, at least, the newspapers of the very largest circulation depend but little on their news for the sort of popularity they seek. This abuse is what hampers the editor in search of miscellany to fill the legitimate demand for it. He must overcome distaste for competition in a field overcrowded with buyers who have no standards of taste or intelligence and run the risk of being criticized for publishing in a serious newspaper material which, selected without discrimination and used with disproportionate emphasis, has become the hallmark of tawdry and irresponsible journalism.

But the newspaper that would engage the attention of a large audience of intelligent persons is not to be frightened by bugaboos. It recognizes the value of sound fun. Whatever possesses legitimate interest that is suitable for publication in a newspaper it is willing to supply in due proportion. The most successful and best papers in America have not denied themselves an advantage the worst papers have grossly misused. But talent of the sort required is rare. The excessive demand for it among careless papers has diminished the supply available for decent use. As a result, no single newspaper has been able to secure an adequate amount of sufficient variety.

It was these circumstances that led The Globe in 1911 to assemble a group of strong evening papers of a character like its own for the purpose of establishing a staff of artists and writers capable of furnishing desirable miscellany for common use. The title chosen was The Associated Newspapers, composed of such papers as the Chicago Daily News, the Kansas City Star, the Philadelphia Bulletin, the Boston Globe, the Washington Star, the Montreal Star, the Buffalo News, the Detroit News, the Pittsburgh Chronicle-Telegraph, the St. Paul Dispatch, the Cincinnati Times-Star, the Omaha World-Herald, the Atlanta Journal, the Des Moines Capital, the St. Louis Star, the Sacramento Bee, the Syracuse Herald, and the Troy Record.

With abundant resources this mutual syndicate was able to secure a large quantity of the best features, from which each paper could select what suited it. By this means The Globe got control for New York of such notable features as Dr. Frank Crane's daily article, the most widely read article probably published in the country; the Bedtime Stories of Thornton W. Burgess, the most successful American writer of children's animal stories; Webster's pictures and cartoons of life in America, which have the touch that makes the whole world kin; Pop's "Keeping Up With the Joneses," a gentle satire on a common human frailty, which has amused and perhaps instructed literally millions, and many others. All of them innocent, most of them possessing intrinsic merit of a high order, these daily contributions give to the paper in many households a steady welcome and sustained attention the news does not always earn.

PURE FOOD.

Every man, woman, and child is concerned in food. Physically speaking, we are what we eat. Yet about food most of us are wholly ignorant.

Dr. Charles G. Parkhurst
597 FIFTH AVENUE
NEW YORK

The Answer
Dec. 18th 1918

Jason Rogers Esq.
Publisher &c.

My dear Sir:

I have been out of the city and am late in tendering you my congratulations. The way in which representatives of all classes have risen to the opportunity of expressing their appreciation of the Globe, its work and its history, must be to you and your co-workers both a tremendous gratification and a big impetus to future endeavors.

Please add my congratulations to those which have preceded mine

Yours with respect
C. H. Parkhurst

We buy it and we eat it on faith. This is true at least of people who do not read *The Globe*, which for six years has conducted a department devoted to the subject. Probably no newspaper campaign was ever persisted in for so long a time; few have been as effective.

This department was put in charge of Alfred W. McCann in December, 1912. The stated object was to report the news of food. Mr. McCann was well qualified. He had spent many years in food supply houses, and he had made a special study of food adulterations and food impairment. Above all, he was zealous to get at the truth, accurate, and entirely fearless. Where other experts in this field have served for a short time he has persevered, undiscouraged by innumerable obstacles, undismayed and unallured by warnings and blandishments employed to divert him. In the cause of food decency, food purity, food honesty, he has accomplished more than all the others put together.

He has been denounced as a crank and fanatic; he has been assailed as a blackmailer and a liar; he has been prosecuted as a libeller; he has been offered bribes; he has been told of attempts on his person. None of these things has moved him, none has diminished his resolution to make known the truth. He has lived to see much that he has labored for established. Many of the men that accused him have been found guilty in the courts of food frauds he exposed. None that has questioned his word before the bar of justice has obtained a single judgment against him or *The Globe*. In most cases that have gone to trial the verdict has been for the defendant.

But it has been less in the courts and with the laws that he has gained his ends than by publicity. From the beginning he has held that the laws and their administration fell short of affording adequate protection against food frauds. His struggle has been rather to make known the facts, thereby giving honest dealers and manufacturers who erred from ignorance a chance to mend their ways, and at the same time educating the public to look out for themselves.

In his first years of service most of his attention was devoted to exposure of sheer corruption—the practice of selling tainted and diseased meats, bad fish, spoiled eggs, injurious substitutes for natural products, grossly adulterated foods, and the like. Dealers protested indignantly, but their customers were not slow to profit by the exposures. Letters poured in literally by thousands asking what was fit to eat and where it could be got.

These inquiries led to the establishment in *The Globe* of the Pure Food Directory, a device for handy reference wherein were listed articles found by Mr. McCann to be up to his standards. They also led to a departure in journalism. Impressed by the volume, character, and earnestness of those seeking information, *The Globe* gave to Mr. McCann full liberty to identify and praise good articles of food regardless of the professional convention which excludes anything of this sort as open to suspicion. In the old days newspapers took payment for “puffs” as they take payment for advertising, and articles laudatory of merchandise fell under the ban when this practice was abandoned. Into the hands of a man as incorruptible as Mr. McCann *The Globe* had no hesitation in putting the power to praise as well as to blame, aware as it was that its readers really wanted to know what was safe and right and that their demand for information had been evoked by Mr. McCann’s work.

The first purpose was to list gratuitously what could pass muster. But this plan was deemed impracticable because of the misunderstandings

it would be likely to set afoot, and the directory of paid advertisements was substituted as the best means of serving the public interest and the trade.

Both have profited. Everything admitted to the directory has been dependable in every respect, and not a few of the manufacturers who have used it have found a demand for their goods that has materially increased their trade. As one manufacturer put it, "You give us for \$1,000 a better return than we can get for \$30,000 or \$50,000 spent in ordinary advertising." But in this sense Mr. McCann is not exactly a business getter. For every card he has admitted, and he has admitted a good many, he has rejected a score because the goods offered failed in some respect to meet his requirements. Yet these requirements are not faddish. Any honest producer can meet them and every honest producer should meet them. Dishonest producers they shut out.

The work Mr. McCann was asked to do was for the public, without thought at the beginning that it would increase the business of the paper. For a time it turned business away. Those that suffered from his criticisms withdrew their advertisements and used their influence to keep out other advertisers. In the end, however, truth prevailed, as it generally does. Readers of the paper, educated by Mr. McCann's articles, showed an interest in good food that attracted to the paper more food advertising than appeared in the other papers; those that disliked his methods and honestly suspected his honesty learned that they had been mistaken, and the plain rascals found there was no profit in trying to diminish his influence by threats or cajoleries.

FINANCIAL AND COMMERCIAL.

For more than a hundred years The Globe and Commercial Advertiser has maintained a reputation for accurate reporting and sound criticism of the financial and commercial markets. To this work it devotes a relatively large amount of space, which is given up to essential records, unprejudiced news, and intelligent comment on the markets' movements. Under the management of S. P. West, financial editor of the paper for more than twenty years, the department has become widely known for correct reading of events bearing on security prices. The soundness of his judgment has been vindicated on many important occasions, greatly to the advantage of those who follow his articles. It has been said of Mr. West that his analyses and forecasts of the financial markets have been more often borne out by the events in the last half dozen years than those of any writer on the subject in the last twenty-five years. He enjoys the advantages of special training for his work, rare powers of insight, coolness under pressure, and entire freedom to tell what he knows and believes regardless of any interest but his readers'. The advertising columns of the department are carefully scrutinized to keep them free from announcements of fraudulent and doubtful concerns. Their recent gains are, therefore, significant of the esteem in which the paper is held by the financial community:

	Total Lines.	Lines Gained.
1914.....	93,208
1915.....	179,658	86,450
1916.....	364,691	185,033
1917.....	393,608	28,817

REAL ESTATE.

New York is a city in which everything pertaining to land values is of importance to all its inhabitants. Tenants and householders, business men and professional men—all are affected by the rise and fall of real estate prices. For this reason the Commercial Advertiser and The Globe have always maintained a real estate department devoted to the news of sales of real property and buildings, mortgages, contemplated improvements, and everything of interest in connection with these affairs. Conducted by W. J. Brede, a man well qualified for his duties, it seeks not to duplicate the extensive lists of completed transactions filed for record too late in the afternoon for publication in evening newspapers and therefore to be found fresh only in the morning papers, but confines its attention to the real news, most of which is within its reach. In this field The Globe enjoys an unequalled reputation for reliability and alertness fairly matched by its Saturday reviews of market tendencies.

SCHOOL NEWS.

There is no service that gives The Globe more satisfaction than the service it has been able to render to public education. For more than twenty years it has devoted nearly a page every day to the activities of the city's public school system, giving to the teachers, principals, parents of children, and all others vitally interested full information as to what is being done, what is proposed, and what may be taken up. This work has been accomplished for the last sixteen years under the management of Tristram W. Metcalfe, whose intimate knowledge of the subject has been recognized by every one in authority. By members of the Mitchel administration and of its Board of Education he was frequently consulted as a man familiar with every part of the school department. The present administration has been equally ready to avail itself of his advice and has offered him high office in the department.

The large amount of space required for so comprehensive a report as Mr. Metcalfe's compels The Globe to limit the full publication to the second edition of the paper. Despite this limitation, the edition containing all the news of the schools is taken by substantially the whole teaching and supervisory force. They take it because it is indispensable to intelligent performance of their duties and progressive development in their profession. Most of the other papers have endeavored to secure a part of this desirable following by imitating what The Globe does, but one after another has abandoned the competition after short or long futile effort, convinced apparently that there is no substitute for such service as The Globe renders.

SPORTS.

The American boy and the American man have always loved sport, and lately, for the good of the race, the American girl and the American woman have caught the passion. It goes without saying, therefore, that an American newspaper without a fully appointed sporting page would be like a human body without lungs. Equally obvious is the leadership of the national game in any well-ordered sporting page. So The Globe, satisfied with nothing inferior to the best that can be got for its readers, has maintained a corps of baseball writers capable of meeting the requirements of the most exacting "fan." These writers are not mere jargonists.

THE GLOBE'S DAILY EDUCATIONAL PAGE

COURT TO DECIDE WHAT ARE POWERS OF STATE SCHOOL HEAD

Judge said hours argument in Penn. That He Should Be Prohibited from Taking Proceedings to Return State School Funds to Board of Librarians—Interpreting Pennsylvania Statute

Philadelphia, Pa., Dec. 13.—The Pennsylvania Supreme Court today began its consideration of the case of the State Board of Librarians against the State Board of Education. The board of librarians seeks to have the State Board of Education prohibited from taking any proceedings to return to it the funds which it has expended for the purchase of books for the State library. The board of education, on the other hand, claims that it has the right to do so under the provisions of the State constitution and the laws of the State.

The board of librarians claims that the State Board of Education has no authority to take any such proceedings, and that the funds which it has expended for the purchase of books for the State library should be returned to it. The board of education, on the other hand, claims that it has the right to do so under the provisions of the State constitution and the laws of the State.

Want Substitute Services Credited 48 DISTRICTS IN SCHOOL PLAN

Proposed Redistributing to Benefit in More Uniform Distribution of Pupils

Philadelphia, Pa., Dec. 13.—The Pennsylvania State Board of Education today announced that it has proposed a plan for the redistribution of pupils in the State. The plan is designed to benefit 48 districts in the State, and is intended to result in a more uniform distribution of pupils. The board of education claims that the plan is necessary in order to ensure that all pupils in the State have access to the same quality of education.

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To the Public

In 1907 we had a severe panic. In 1914 we had our worst year since the financial crash of 1907.

Every community, including this, has suffered from the effects of the war. The Government has been forced to issue Treasury Notes, and the money market has become very tight. The result has been a general depression and a fall in the price of many commodities.

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MENTOR'S STUDENTS GIVE CARDS FOR WAR BOND FUND

Philadelphia, Pa., Dec. 13.—The students of the Mentor School today gave cards for the War Bond Fund. The cards were given to the students of the school, and they were asked to give them to their friends and relatives.

School Athletics. Rapid Increase.

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CLASSIFIED ADVERTISEMENTS

HELP WANTED—MA.
PRATT
CUNARD ANCHOR
NEW YORK TO LIVERPOOL
BOSTON LINE
BOSTON TO PROVIDENCE
LOT BARK HOUSE
PUBLIC LECTURES TO-NIGHT
ARTICLES
PERFUMERY WANTED
LOT AND FLOUR

Familiar with the language or dialect of the game, they use it to impart raciness and vividness to their reports, not as a mask for lack of sense. They are aware that what is wanted is the truth about the game, and they make the getting of it their chief business. Thousands of enthusiasts follow what they write with almost as much enjoyment as can be derived from the spectacle of the game itself, because men like Sid Mercer and Harry Schumacher know what is wanted and how to impart it. Their reports during the active season of games, play by play, are on the street almost simultaneously with the close of the game, more complete generally than the reports in the morning newspapers of the day after, a feat of modern journalism undreamed a few years ago.

Events of the turf and the prize ring are reported with similar regard for the public demand by writers thoroughly trained for their work. The Globe, aware of the abuses attendant on these sports, is aware also of their legitimate functions and believes that what society permits by its laws and their administration should be made known in all its proper aspects.

Under the direction of Walter St. Denis, the whole field of sports, amateur and professional, is covered intelligently and fully. Rowing and football in their seasons receive ample attention; general athletics and billiards are not neglected, and to golf, the pastime of every one at every time, is accorded the fulness of treatment it deserves.

All big events are reported in a way commensurate with their importance, the object of The Globe being to stimulate healthy sport and recreation and to serve its readers as competently in these fields as in any other.

FASHIONS.

Women's interest in what they wear is a phenomenon of human nature no newspaper alive to all the news of the day can afford to ignore. The Globe recognizes the extent of that interest, and has made no small effort to satisfy it. Most fashion departments in newspapers are perfunctory, made up of sketches of little or no relevancy and articles written without knowledge of the subject, intended merely as a label to notify advertisers that the subject is not overlooked.

The Globe, in its treatment of fashions, acts on the theory that the women who like good clothes are entitled to as genuine service as the men engrossed in business. It employs people who really know about the fashions and how to tell about them.

Six years ago, while the French capital was still gay and the centre of women's fashions, it sent a representative to Paris, commissioned to establish relations with the houses there that have long been the originators of new styles. At the same time it engaged an artist who had done their work—for such houses as Worth, Paquin, Bernard, Drecoll, and Lewis—to furnish for The Globe pictorial reproductions of their designs.

In October, 1912, The Globe published the first of its series of great semi-annual fashion numbers. These issues attracted attention all over the country and brought to their columns an amount of special advertising of women's wear never before equalled in any American newspaper. Since then The Globe has published daily a genuine style suggestion of unusual interest and entire practicability.



Palm Beach Frock of Khaki Kool and Pussy Willow

Once upon a time clothes for southern wear were of materials which might be classed as lingerie fabrics, but with the rapid development of silk production in this country any number of beautiful and interesting weaves have been developed which are at their best in simple costumes for almost every hour of the day. Silk is no longer a luxury—nowadays it might almost be called an essential. For all their unsubstantial look there are certain silk weaves which possess wearing qualities equal to those of the stoutest cotton goods and are remarkably beautiful in the bargain. With these two qualities it is no wonder that they are so successful.

One always thinks the fashion of a present season more interesting than those of the preceding one, but this year the frocks designed for Palm Beach and other southern resorts have a particularly appealing quality. Their simplicity is artful to a degree, for it is a simplicity which makes every line tell, and never by

chance is there a disturbing note to detract from its charm. Thus far the models shown are developed in lovely delicate colors, the shades one sees in spring blossoms, with here and there a most intense note struck in a hat of vivid geranium or orange. Nothing could be more fetching with a white costume than a hat of brilliant orange velvet faced with leghorn or a small high crowned narrow brimmed turban of American beauty silk with a band of feathers curled to resemble fur. The frock illustrated might well be called the Hyacinth frock for the pale lavender of the foundation of Pussy Willow is the color of those exquisite blooms. Over this is hung a tunic of white Khaki Kool held at waist by a narrow string sash. There is a long separate panel in back made of Pussy Willow and narrow bands of lavender finish the hem of the tunic.

The war interfered with The Globe's Paris connections, but, under the supervision of Miss Helen Merrill Emery, the work has been continued in this country by means of competent interpretation of the best models made abroad and the creations of the leading specialty shops in New York.

"THE TRUTH ABOUT MERCHANDISE."

Of no less interest to women than the styles of what they wear and of greater value is the character of the materials used in their clothes. The fashion writer tells them what manner of garment is to be worn; the stuffs of which it should be composed, except as to appearance, the fashion writer and the average woman knows little about. To make good this deficiency The Globe has found room for a department entitled "The Truth About Merchandise," wherein every shopper may gain the sort of information essential to intelligent and economical buying. Conducted by Mrs. Sara S. Adams, an expert of wide experience in the stores devoted to woman's apparel, this department affords the sort of guidance that adds to the pleasures of shopping the solid satisfaction of getting what you want and should have. Mrs. Adams knows at first hand all about materials. She knows what is durable and attractive and what is merely attractive. No one that follows her articles needs be imposed upon because of ignorance. She tells the truth. But, more than that, she tells how the genuine can be identified. She believes that the honest manufacturer and the honest merchant should be put and kept in touch with women who want such goods as they deal in. Therefore she lays emphasis on the value of the trade-mark for the customer as well as for the dealer. She knows that trade-marked articles which survive the test of use can be depended on. She knows what branded articles have stood this test, and why they have stood it, and this knowledge she shares with her readers. In short, Mrs. Adams supplies the real serviceable news about the quality of wearing apparel as Mr. McCann supplies the real serviceable news about food. Those that she instructs buy with their eyes open—high priced or low priced, they get what they want that they can afford to pay for.

CHILDREN'S FEATURES.

The ordinary daily newspaper has little room for matters of special interest to children. In this respect The Globe is again exceptional. Through the wonderful Bedtime Stories of Mr. Burgess it has made Peter Rabbit and the other denizens of the Green Forest dear to the hearts of the little folks, so that thousands of New Yorkers are actually compelled to read the stories to their children every evening or face a nursery rumpus, thus focussing on The Globe every day the attention of the entire family circle.

Upon the foundation of this child interest The Globe has organized the largest children's club to be found in any city in the country—the Bedtime Stories Club has more than 90,000 enrolled members, all of them pledged to deeds of kindness to animals and to service to their playmates. Great outings in the public parks, frequent special entertainments in

The Truth About Merchandise.

By SARA SWAIN ADAMS.

"Women of Wealth Have Purchased by the Trade Mark for Years."

The day is approaching when the average woman will no more think of buying merchandise without a trade mark than the exceptionally wealthy woman of to-day will buy a gown that does not bear the label of some exclusive (and expensive) designer. The very rich woman does not realize perhaps that she has been one of the most consistent adherents of trade marks that the public has. Yet her hats all must bear their little satin label of "Madame So and So"; and she quite loses interest in a frock that does not proclaim by its magic mark that it comes from "Monsieur the Designer"; in short, the wealthy woman looks for the identification mark of her purchases!

However, the very wealthy woman forms a very small percentage of the women of this country, but her theories in much of her buying is sound; and there is more and more a tendency for women of all financial levels to look for the identification mark.

Undermuslins are used by all women in all stations of life. They have been a part of the feminine world of interest ever since our great-grandmothers made the lace with which to deck their wedding trousseaux. Indeed, so impressed were they with the idea of hand-made, home-made undermuslins that it required a revolution of things to start womankind to buying ready-to-wear underclothes.

But progress has marked the world with many changes, and the woman who sat home all day patiently cooking and sewing began to find outside interests, and her hours for needle-work became fewer and fewer.

Perhaps the first ready-to-wear underclothes ever sold were sold to some woman who was meeting an emergency—an unexpected trip, an accident to her wardrobe, whatever it was, forced her into buying ready-to-wear instead of hand-made underwear. At that far distant day she may not have found anything very lovely, but she established a precedent. Reports have it that the industry of ready-to-wear garments was somewhat retarded by the lack of loveliness—but its success had to come. "Finely Made Undermuslins" was written in the books; women began to demand them, and, ergo, wom-

en got them!

Something less than half a century ago a merchant with ideas and ideals began to make undermuslins. Compared with the hand-made, home-made garments, these were probably very plain, but they met a demand that was constantly increasing.

From the type of undermuslins worn by the average woman half a century ago these muslins developed in styles and qualities as other wearing apparel of women has developed, and to-day women recognize the advantages of being able to ask for such undermuslins as the Dove undermuslins.

I mention the Dove undermuslins as an example of desirable, dependable merchandise that has proven the value of a trade mark, that has proven a mutual benefit to maker and consumer. And the very significant thing is that while these undermuslins have been purchasable for almost fifty years, it has only been in the last few years that the public knew how to identify them, for it is a recent step that this progressive house has taken in giving its public a method of identifying its merchandise. The label of the Dove as a registered trade mark was not used until the present, the second, generation of this fine business awoke to the fairness and advantage of a trade mark.

The woman of to-day has little time to spend testing out the worth of one or more garments as she shops, but the minute she sees the mark that tells her it is a quality she is already acquainted with, then she saves time for herself and the dubious feeling she may have of her own ability to really judge quality.

Labels are all trade marks in a sense, and whether it is a label of "Paquin" on an expensive frock, or whether it is the label of "Dove" on an undergarment they are expressing the maker's desire to send you an identified message from his production.

Follow this admirable example of your wealthier sister—know the labels of the best makers and learn to look for them and appreciate them as a protection to your own pocketbook. Trade-marked, standardized merchandise is an economy.

Next article, Wednesday, Dec. 11, 1918.

theatres, and extensive co-operative movements keep the children interested in their club association.

For the purpose of holding this interest as the children grow older The Globe has secured new stories by Ralph Henry Barbour, the most popular writer of stories for youngsters of the present generation, and among the readers of these stories in its columns has organized the Ralph Henry Barbour Club, with more than 15,000 members from twelve to sixteen years of age.

These features and others addressed particularly to children give to the paper a general reader interest in the thousands of homes it enters unequalled perhaps by any paper in the country.

FAMILY MUSIC PAGE.

Mindful of its purpose to promote good causes, The Globe some three years ago opened its pages to a new idea in daily journalism—the cultivation of a love of music. Under the enthusiastic direction of Charles D. Isaacson this idea has been developed along unusual lines. Nothing technical is attempted. The object is rather to encourage the natural instinct for the concord of sweet sounds by making them familiar through weekly concerts and to stimulate interest by articles dealing in simple terms with the work of the composers and musicians. Mr. Isaacson is a devotee whose zeal is infectious. He believes that the appetite for music is innate; that love of music can be evoked by natural contact and the simplest instruction, and that indulgence of the love of music is beneficent beyond estimation. Every Thursday's Globe contains his department devoted to information about music written for the lay mind, but valuable also to musicians and composers. The concerts are given by a club, composed of readers of the paper, which, beginning with a membership of twenty-five, has now on its rolls the names of 5,000 persons.

AUTOMOBILES.

One of the first among the newspapers to recognize the news value of information about horseless vehicles, The Commercial Advertiser and The Globe have maintained practically since the automobile industry was started a department devoted to automobile news. As early as 1899, in the days when the street motor was still almost in its infancy, this paper began to identify cars by name, setting an example in supplying definite and useful, rather than general and useless, information which eventually was adopted by most newspapers. So it was a pioneer in reporting at length the earliest demonstrations of what automobiles could do, such as the endurance tests of the Long Island Automobile Club in 1900 and in 1901, the latter of which—a run from New York to Buffalo—was stopped at Rochester by news of the death of President McKinley. Keeping always in view the right of the reader to an accurate record, The Globe has not opened its columns to mere puffery of its advertisers' cars, but has attempted rather to supply definite particulars about the progress of the industry and the development of improvements. The present manager of the department, W. E. Severn, is familiar with all that has been accomplished. He knows what is really new and what is only sham nov-

elty. Readers of his columns get all the news about automobiles and many practical hints as to the buying, maintenance, and use of them.

RELIGION AND CHURCHES.

The Globe's Saturday news of the churches reaches back to generations, beyond the memory of any one now living. For many years this department has been relied upon by vast numbers of people who make up the church congregations of the city, and it is continued now, despite great pressure for newspaper space, in improved form because of its usefulness to the community. Mrs. Laura C. Dunlap, the indefatigable manager, has given many years of an active life to the labor it involves. She takes a personal interest in the work of every clergyman and knows something of what is undertaken by every religious organization. She guards zealously what she regards as the rights of the public who depend upon her department for correct information and permits nothing to interfere with the duty she lays upon herself to see that their wants are fully supplied. Naturally, all the churches that advertise use the columns of The Globe as they use those of few papers.

HEALTH.

Ignorance of the body is as general as is ignorance about food, and, though most of us in a general way approve what is called the Chinese idea of doctoring, which consists in keeping the body healthy rather than in trying to restore it to health, few of us are at pains to live up to the theory. In its column entitled "How to Keep Well" The Globe gives its readers a chance to do so. Conducted by Dr. Andrew F. Currier, a well-known general practitioner, its object is to furnish authoritative advice about the treatment of petty ailments and the way to avoid serious illness. Dr. Currier attempts no diagnoses that require personal examination and no treatment a physician on the spot should give. He is not physician in general to Globe readers in need of medical attention, but merely a sympathetic physician, learned in sound medical science, who gives wise counsel to those in need of it and information to all who desire to keep well. The multitude of individual inquiries and letters of grateful appreciation of his work that come to him testify to the need of the service he renders.

BOOKS.

Convinced that mere book notices of the kind generally published are of small value and no general interest, The Globe, in its Saturday issues, supplies book lovers with three columns of book criticism of a quality as rare among newspapers as it is welcome to their readers. Mrs. N. P. Dawson, from whose pen they come, follows without deviation a simple rule. For uninteresting books she has no space. With uninteresting ideas about books, whatever the merit of the books, she has no patience. She selects books to write about only because they are interesting, and she publishes what she writes about them only when what she writes seems interesting. Possessed of a fine gift of sympathetic appreciation, she misses little of value in contemporaneous literature, a fact which has given to her work a special charm and significance no reader of her

columns can fail to notice. Large numbers of letters of grateful acknowledgment afford convincing evidence that talent of the highest order is not wasted in the service of journalism, and that intelligent New Yorkers are not too busy to give attention to intelligent reviews of books worth reading.

THE THEATRES.

The drama, though fallen perhaps from its high pretensions as a great art, has many votaries in New York, and The Globe has always sought to promote their legitimate interests by criticism free from narrow prejudice and sophisticated cant. The plays offered are treated as what they are, and not as something very different from what they are, contrary to the practice of much theatrical criticism of the day. What Globe critics like of what they see and hear they tell about; what they dislike they tell about, too, subject only to the rule that they shall give a reason for the impression created. Competent to pass on the merits of plays and acting, they are not possessed by the delusion that what pleases or displeases them must please or displease every one else with any pretension to intelligence. Their sole aim is to express fairly an honest individual opinion which may give some sort of clue to readers of the paper interested in the theatres. By this means The Globe has earned a reputation for reliable criticism of the theatres. The quality of vivacity to be found in most of its reviews has not diminished the number of those who depend on them.

MUSIC.

For music readers of The Globe have always shown a pronounced fondness, a fact which has given to the musical critic of the paper, Pitts Sanborn, an unusual opportunity. How well he has availed himself of it is shown by much enthusiastic commendation of his efforts. A man of cultivated taste and sound learning in his chosen field, he brings to his work of appraisal an ever fresh enthusiasm for the best and for early promise of excellence. Few writers on the subject have been able to win such general approval of their judgments as he has won. Few exert as powerful an influence. This is due probably to the fact that Mr. Sanborn has never allowed a development of his critical faculties to deaden his love of the beautiful; has never allowed emotion to stifle the demands of reason. He knows with very full knowledge what delights him, and he is able and willing to tell why he is delighted. If he speaks his mind with equal candor about what he does not like, his readers have the satisfaction of learning that no captious critic vents an idle spleen.

ART.

To pictorial art and sculpture The Globe pays the attention demanded by their importance in a city of general culture. All the exhibitions are reviewed in its columns, and the work of the artists in the studios is fully reported. More liberal in its tendencies than some other papers, The Globe has never been intolerant of heterodoxy in art. It has welcomed originality of idea and made known to its readers everything new that seemed worthy of encouragement.

MUSIC
The Metropolitan Opera House...
The Grand Opera House...
The New York Opera House...

THEATRES
The Grand Opera House...
The Metropolitan Opera House...
The New York Opera House...

RIVOLI PALTO
TONIGHT at MIDNIGHT
PALACE THEATRE
FOR JEWISH WAR SUFFERERS

BETHSAH
THEATRE
FOR JEWISH WAR SUFFERERS

PLAYS THAT REMAIN
The Grand Opera House...
The Metropolitan Opera House...
The New York Opera House...

TONIGHT at MIDNIGHT
PALACE THEATRE
FOR JEWISH WAR SUFFERERS
GREATEST GALAXY OF STARS EVER ASSEMBLED IN WORLD'S GREATEST MUSIC HALL

TONIGHT at MIDNIGHT
PALACE THEATRE
FOR JEWISH WAR SUFFERERS
GREATEST GALAXY OF STARS EVER ASSEMBLED IN WORLD'S GREATEST MUSIC HALL

BETHSAH
THEATRE
FOR JEWISH WAR SUFFERERS

RISKY VENTURES
The Grand Opera House...
The Metropolitan Opera House...
The New York Opera House...

TO-NIGHT and SUNDAY NIGHT
CENTURY THEATRE
FOR JEWISH WAR SUFFERERS
GREATEST GALAXY OF STARS WILL POSITIVELY APPEAR TONIGHT

TO-NIGHT and SUNDAY NIGHT
CENTURY THEATRE
FOR JEWISH WAR SUFFERERS
GREATEST GALAXY OF STARS WILL POSITIVELY APPEAR TONIGHT

WOORAY FOR THE GIRLS
THEATRE
FOR JEWISH WAR SUFFERERS

PREMIERE AT 8 O'CLOCK
The Grand Opera House...
The Metropolitan Opera House...
The New York Opera House...

THE REST MOVING PICTURES
The Grand Opera House...
The Metropolitan Opera House...
The New York Opera House...

SEE SUNDAY PAPERS FOR THE SUNDAY NIGHT BILL
POPULAR PRICES, 50c to \$2.00
N. Y. SYMPHONY
VIDAS
CORTY
HEIFETZ
PHILHARMONIC
ELMAN

CONDOLIERS
THEATRE
FOR JEWISH WAR SUFFERERS

THE CONQUERORS
The Grand Opera House...
The Metropolitan Opera House...
The New York Opera House...

Everything
The Grand Opera House...
The Metropolitan Opera House...
The New York Opera House...

RAHMANNOFF
LEVITZKI
Greta Masson
BOULTER
CULBERT

CONDOLIERS
THEATRE
FOR JEWISH WAR SUFFERERS

THE CONQUERORS
The Grand Opera House...
The Metropolitan Opera House...
The New York Opera House...

Everything
The Grand Opera House...
The Metropolitan Opera House...
The New York Opera House...

BUSINESS SIDE OF THE PAPER.

In 1910, when the present management came into control, The Globe, like nearly every other New York newspaper, sold advertising on the basis of circulation representing copies printed. In August, 1911, The Globe entered the lists in favor of net paid circulation, and in a page announcement acknowledged that 138,000 circulation on the old basis only meant 107,000 net paid.

Every one predicted that such a statement would prove a catastrophe. It did not. Rather it brought increased business. Most men prefer to do business on the square—buying a fixed quantity for their dollars. But, owing to the fact that other newspapers continued the old practice and matched gross print against The Globe's net figures, The Globe's publisher entered into the situation with powerful constructive force, and two years later organized the Audit Bureau of Circulations, a national organization, which now has over one thousand publisher members, who all sell space on net paid basis.

The result of The Globe's effort in this direction was practically to eliminate the old style circulation liar and put all advertising throughout the country on a sound basis. To-day all but two of the newspaper establishments in New York are members of the A. B. C., and their circulation records are regularly audited once a year.

ADVERTISING THE ADVERTISER.

In 1912 The Globe started a series of short first page advertising talks designed primarily to stimulate the interest and confidence of its readers in the advertising which it printed. The matter attracted attention of newspapers in other cities, who asked the privilege of printing the articles.

Within three months over 860 newspapers throughout the United States and Canada were printing this material to help make their advertising more profitable to their advertisers. That this campaign produced great benefits to all business all over the country has been demonstrated by the perpetuation of the movement in the Bureau of Advertising of the American Newspaper Association, created at The Globe's suggestion for the purpose, and which ever since has been a powerful influence in the cause of advertising.

ADVERTISING CONTESTS.

In 1916, for the purpose of still further intensifying the interest of its readers in its advertising, The Globe conducted a series of four great advertising contests for prizes which produced over 100,000 letters from readers. These contests were as follows:

1. Advertising Reading Contest—"Which advertisement in The Globe do you like best? Give your reason why."
2. Advertising Style Contest—"What style of advertising appearing in The Globe do you like best, and why?"
3. Advertising Purchasing Contest—Prize for the best story regarding a purchase made in response to an ad in The Globe.
4. Store Service Suggestions—Prize for the best suggestion regarding improved store service.

Competent committees of experts from the big stores and advertising agencies awarded the prizes and were outspoken in their commendation of

the intelligence of the thousands of people who took the trouble to study advertising and give their views.

GRAPHIC SURVEY OF NEW YORK AND VICINITY.

In 1916 *The Globe*, for the purpose of enabling distant advertisers to do business in New York on a satisfactory basis, at heavy expense made a survey of leading dealers in all principal lines in New York and its suburbs. Maps of each of the forty-odd shopping centres were prepared, with dealers' store locations plainly marked by symbols related to lists of dealers in each line carefully classified.

The survey covered New York, Jersey City, Hoboken, Yonkers, Mount Vernon, New Rochelle, Montclair, and other suburbs. Two thousand copies were printed and distributed among distant manufacturers desirous of securing distribution throughout the metropolitan district.

The result was to bring much added business to New York to the profit of the dealers and storekeepers in all lines. Manufacturers who hesitated to go to the expense of securing dependable data have had them supplied free of charge by *The Globe* and have entered the market with ease and success.

RELATION WITH ADVERTISERS.

Probably no other newspaper in the country enjoys as close and satisfactory relation with its advertisers as *The Globe*. A definite policy that pressure from advertisers should not have the slightest influence on its editorial attitude has been rigidly maintained, but *The Globe* has ever been ready to co-operate to the limit to make advertising in its columns profitable to its customers, recognizing that a pleased customer is a much better asset than the few dollars which might be wrenched from the pocket of one unskilled in advertising.

The Globe can show scores of unsolicited letters of thanks and appreciation for service from advertisers. *The Globe* has probably put more new advertisers on their feet in New York during the last five or six years than all the other New York newspapers combined.

MECHANICAL EQUIPMENT.

The reader of a newspaper and the advertiser represented in it seldom stop to consider the wonderful facilities required to provide their copy of the paper for one or two cents a copy. To them the newspaper is something they just naturally expect and look forward to from day to day.

The Globe is printed from five huge sextuple presses, each capable of producing 36,000 complete newspapers of eighteen pages an hour, or 180,000 an hour for the five. To set the type from which the paper is printed there are thirty-four modern typesetting machines, each capable of setting from ten to fifteen newspaper columns a day.

An afternoon newspaper made for quick distribution and consumption spreads its editions over the ten or twelve hours of the day so as to give the buyer at any of the 5,500 newsstands in the greater city the news at different hours of the day when fresh from the wire.

The cost of delivering The Globe to the newsstands and newsboys approximates \$1,000 a day. Every one of the 5,500 outlets is covered effectively during each day, requiring a delivery system almost unequalled in the city except by that of the postoffice.

Automobiles, wagons, and foot carriers take the papers as printed fresh from the presses with a speed, regularity, and dependability that, barring accidents, insure delivery to every buyer at the same moment every day.

Globe readers are trained to look for and insist on the delivery to them of the identical edition they are in the habit of buying every day. The Globe's editions are plainly marked, and stand as a guarantee of the freshness and lateness of the news contained in the paper.

There is practically no waste or duplication represented in The Globe's circulation by its printing of six editions. Few people outside of a limited number of advertisers buy more than one edition. Under union rule a newspaper pays for labor for each eight hours, and multiplicity of editions most economically utilizes this labor to get the greatest product from the plant and to secure the most intelligent distribution to the public.

If The Globe were to print only a single edition in a day instead of five or six it would require at least five more presses with the attendant cost of crews and power to run them, which would materially increase the overhead charges and cost of a line of advertising.

Under present manufacturing conditions, with print paper at over \$80 a ton, it costs over 2½ cents per copy to manufacture a paper like The Globe, of which the reader pays 12-5 cents and the advertiser 1.10 cents, which is about as fair and equitable a division as is possible.

CONCLUSION.

This statement has been prepared for the purpose of showing that the upbuilding of an institutional newspaper like The Globe, constructed block by block on a sound and permanent basis, involves much more careful thought and hard work than those outside of the organization fully appreciate.

The Globe stands for independence, for accuracy, for honesty, for fearlessness, and for decency, and is made for the people who buy it every day and have confidence in their newspaper. Any advertiser admitted to its columns secures the implied indorsement of The Globe to its readers. Its management does not knowingly accept or print any advertising of a questionable character.

16 PAGES OF GLOBE
DECEMBER 9, 1918

In keeping with the reproduction of the American Minerva of December 9, 1793, and the Commercial Advertiser of October 9, 1797, it is fitting that this book should contain a reproduction of the main sheet of The Globe as it appeared on its 125th Birthday, December 9, 1918.

When Punished Says Schiedemann... The German minister of foreign affairs... has been severely reprimanded by the Reichstag...

GERMANS WOULD SEE PRESIDENT... A German newspaper suggests that the U.S. Executive and Navy Secretary meet there...

FRANCE TO GO TO BELGIUM IS BELIEVED... The French government is believed to be preparing to send troops to Belgium...

SMITH COLLEGE GATEWAY GIRLS TO ENTER GERMANY... A group of girls from Smith College are to be sent to Germany to provide relief...

ICE CASE CONTINUED... The case concerning the ice trade continues to be a subject of discussion...

SCOTT'S EMULSION... A Wall of Resistance... Each brick is carefully selected from the best Pure Fish Liver...

RED CROSS Workers Wanted... Women who are willing to work for the Red Cross are needed...

GLOBE CONCERTS BENEFIT OF ARMENIAN BELIEF... The Globe's concert series is for the benefit of Armenian relief...

SIERRA BRINGS 1,566 WOUNDED... Sixty Returning Troopship... Navy's Wounded - List of 87th Regiment Ahead...

FLAX AND OLIVE BEARS ON SHIP FROM BELGIA... A ship from Belgium is carrying flax and olive oil...

ICE CASE CONTINUED... The case concerning the ice trade continues to be a subject of discussion...

ICE CASE CONTINUED... The case concerning the ice trade continues to be a subject of discussion...

SCOTT'S EMULSION... A Wall of Resistance... Each brick is carefully selected from the best Pure Fish Liver...

SIERRA BRINGS 1,566 WOUNDED... Sixty Returning Troopship... Navy's Wounded - List of 87th Regiment Ahead...

NAVY'S HEALTH IS EXCELLENT... Rear Admiral... Increasing Appreciation of Hygiene Rules...

ICE CASE CONTINUED... The case concerning the ice trade continues to be a subject of discussion...

ICE CASE CONTINUED... The case concerning the ice trade continues to be a subject of discussion...

ICE CASE CONTINUED... The case concerning the ice trade continues to be a subject of discussion...

SCOTT'S EMULSION... A Wall of Resistance... Each brick is carefully selected from the best Pure Fish Liver...

FEW EXECUTED IN U.S. ARMY... Sent a Soldier Post to Death During the War for a Purse Snatchery Crime...

NAVY'S HEALTH IS EXCELLENT... Rear Admiral... Increasing Appreciation of Hygiene Rules...

ICE CASE CONTINUED... The case concerning the ice trade continues to be a subject of discussion...

ICE CASE CONTINUED... The case concerning the ice trade continues to be a subject of discussion...

ICE CASE CONTINUED... The case concerning the ice trade continues to be a subject of discussion...

SCOTT'S EMULSION... A Wall of Resistance... Each brick is carefully selected from the best Pure Fish Liver...

THINK SON IS STILL ALIVE... Captured Reported Killed in Action, but Latter Tale of Wounded Eight Days Later...

NAVY'S HEALTH IS EXCELLENT... Rear Admiral... Increasing Appreciation of Hygiene Rules...

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SCOTT'S EMULSION... A Wall of Resistance... Each brick is carefully selected from the best Pure Fish Liver...

VECTOR... STEPHEN'S CLOTH HOUSE... SPECIAL POLY... Eight Days Later...

PAUL BERNARD... You May Choose Tomorrow... High Class, Fur Trimmed COATS 21.90... Regular Price 30.00 Up to \$49.50... Choice of the House... Every Afternoon, Evening and Dinner Dress 15.00... Regularly \$25.00 to \$75.00

Oppenheim, Collins & Co... 34th Street - New York... For Tomorrow Tuesday... Attractive Blouses... An Additional 1,500 Women's... Dainty and Tailored Models... Three as Illustrated... Distinctive Models of Georgette Crepe and Crepe de Chine... Regular Values 5.00 to 8.00... Sale Price Tuesday 3.95

ICANDY... All Aboard for the Christmas Special... A Few Gift "Hints" in Cheapest Sweets... 39c, 49c, 59c, 64c, 69c

MAKING THE ENEMY PAY

Take Observers in Paris Submit Scheme to Help Americans Thrive Clearly on the Problem

By PAUL F. BROWN and PAUL WOOD

PARIS, Dec. 1.—The American observers in Paris, who have been making a study of the problem of the American soldier in France, have submitted a scheme to the American government which would enable the American soldier to thrive on the problem of the American soldier in France.

The scheme is a plan to have the American soldier in France, who has been making a study of the problem of the American soldier in France, to have the American soldier in France, who has been making a study of the problem of the American soldier in France.

The scheme is a plan to have the American soldier in France, who has been making a study of the problem of the American soldier in France, to have the American soldier in France, who has been making a study of the problem of the American soldier in France.

GERMANS HAD TO SUFFER AT THE BELGIANS TOO

WHILE THE AMERICAN FEEL OF BELGIANS IN PARIS, THE GERMANS HAD TO SUFFER AT THE BELGIANS TOO

PARIS, Dec. 1.—The American observers in Paris, who have been making a study of the problem of the American soldier in France, have submitted a scheme to the American government which would enable the American soldier to thrive on the problem of the American soldier in France.

The scheme is a plan to have the American soldier in France, who has been making a study of the problem of the American soldier in France, to have the American soldier in France, who has been making a study of the problem of the American soldier in France.

FRENCH CENSOR STILL ON JOB

Stoke Man Says Restrictions on Dramatic and Peace Stories Were Never So Severe

PARIS, Dec. 1.—The American observers in Paris, who have been making a study of the problem of the American soldier in France, have submitted a scheme to the American government which would enable the American soldier to thrive on the problem of the American soldier in France.

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CALL PETROGRAD 'CITY DREADFUL'

RUSSIAN DIPLOMATS IN PARIS SAY PETROGRAD IS 'CITY DREADFUL'

PARIS, Dec. 1.—The American observers in Paris, who have been making a study of the problem of the American soldier in France, have submitted a scheme to the American government which would enable the American soldier to thrive on the problem of the American soldier in France.

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COTTON PROHIBITION OFF IN N Y AND NEW ORLEANS

NEW YORK AND NEW ORLEANS OFFICIALS SAY COTTON PROHIBITION IS OFF

NEW YORK, Dec. 1.—The American observers in Paris, who have been making a study of the problem of the American soldier in France, have submitted a scheme to the American government which would enable the American soldier to thrive on the problem of the American soldier in France.

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BRITISH AFFILIATE BRITAIN DAY HONOR

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BELL & HOWELL
 BELL & HOWELL
 BELL & HOWELL
 BELL & HOWELL

Special Christmas Hosiery Sale

For Tuesday Only

2,400 prs. Women's Thread Silk Stockings
1.49
 Formerly 2.00

Broken sizes from our regular stock, added to a special purchase, marked for great sale in Christmas stockings.

Full fashioned and fully reinforced. Every pair guaranteed and stamped with the Best & Co. imprint. Cotton, Putty, New Grey, Smoke, Gunmetal, Bronze, Dark Tan, Cassic Brown and White.

Also a few black with white stripes and white with black stripes.

1,276 prs. Men's Thread Silk Socks
.48
 Formerly .50 to 1.15

Just the Christmas gift to be appreciated. The newest shades in plain silk, half hose, fully reinforced. All sizes represented, but not every size in each color. Mahogany, Navy, Gray, Russia, Calif. Black and White.

Best & Co.
 Fifth Avenue at 35th Street
 Established 1879

You Never Pay More at Best's

PEAKS OF PEAS

Mason's Chocolate Coconut PEAKS are like non-choc mountains in their purity, luscious in chocolate, frize them that rich chocolate appearance, each individual piece wrapped in waxed paper and iron foil, thus retaining their freshness and ensuring their enjoyment.

Most confectioners have sugar as their main content; but Mason's Chocolate Coconut PEAKS' main ingredients is coconut, with its natural sweetness, and with moderation as a flavoring, thus producing a palatable confection that contains no sugar.

Food value is based on calories, which are the degrees of food value. Each individual piece of Mason's PEAKS contains 200 calories, or 2000 calories to the pound. Compare this with food values of other products.

Calories per pound	
Mason's PEAKS	200
White Milk	318
Dark Milk	375
Whole Egg	375
Butterfat	400
Whole Milk	1120
Low Fat	1120

Mason's Chocolate Coconut PEAKS are sold by all grocers and confectioners.

5th Ave. **Stewart & Co.** At 37th St.
 Cor. 5th Ave. & 37th St.

December Sale of Fur Coats & Separate Furs

Offering tremendous saving opportunities

A remarkable variety of Capes, Coats, Costes and Dolmans of real Alaska Seal, Broadtail, Mink, Foxe Squirrel, Scotch Mole, & Kolinsky

At Remarkable Reductions

Beaver Sheep Collared Cape Coat (14 inch waist) 45 inches long	25.00
Medium Seal Coat (12 inch waist) 45 inches long	24.50
Medium Seal Coat (12 inch waist) 45 inches long	20.00
Medium Seal Coat (12 inch waist) 45 inches long	16.50
Medium Seal Coat (12 inch waist) 45 inches long	11.50
Medium Seal Coat (12 inch waist) 45 inches long	10.00

Separate Muffs Made of selected Hutton Seal (12 inch waist) and Goringe Mink. All Hutton Seal Muffs lined with fur. Limited number only. **10.00**

Have you visited Littleton—the land where children's dreams come true?

Best & Co.

Fifth Avenue at 35th Street
 Established 1879

Beginning Today—For Two Days Only

CHRISTMAS GIFT SALE

Women's New Winter Coats

47.00

THREE HANDSOME NEW MODELS with fur, in genuine Bolivia, genuine Silver-tip, Bolivia, Wood Velour, and Silvertone Velour. Collars of Nutria, Seal, or ring-tail Opossum.

Also the rich Dolman illustrated, genuine Bolivia without fur.

Reinforced, indurate, beaver, Congo, tawpe, new tawpe, Oxford, navy, balsam and black

No C. D. D's No Credits

You Never Pay More at Best's



Grip or Influenza

has all the symptoms of a very bad Cold, in fact, Cough, Croup and Influenza. A good plan is not to wait until your cold and breath, but just as soon as you feel a cold coming on

Stop It

by taking LAXATIVE BROMO QUININE Tablets, which destroy germs, act as a Tonic and Laxative, and keep the system in condition to drive off attacks of Colds, Grip and Influenza.

Laxative Bromo Quinine

Tablets remove the cause of Colds, Grip and Influenza

Soon relieve Feverish and Painful Headaches, caused from Colds.

LAXATIVE BROMO QUININE is the first and original Cold and Grip Tablet. It is used by every Christian Physician, and is a better cure for the commonest of all ailments than any other cold and grip preparation. It has proved that the more than a Quarter of a Century.

Remember there is Only One "Bromo Quinine"

Get the full name and trade for this preparation on Food

E. W. Snow
 85 Centre
 THE GLOBE'S SCHOOL PAGE.
 Published every day in the HOME Edition.
 Contains the most complete and useful information available in Greater New York's schools.

RUSSIA'S APPEAL AGAINST REDS

General Lohani? Come here to defend for all for Arms That is fighting the Reds.

General Lohani? Come here to defend for all for Arms That is fighting the Reds. The Russian government has issued a call for arms to fight against the Bolsheviks. The call is for all who are loyal to the Russian people and who are willing to fight for the freedom of their country. The Russian government has issued a call for arms to fight against the Bolsheviks. The call is for all who are loyal to the Russian people and who are willing to fight for the freedom of their country.

WILSON HAS SOLONS WORRIED

Radical Although Has Put Arms of Shoring in Hands of Congress, in Detail.

Radical Although Has Put Arms of Shoring in Hands of Congress, in Detail. The President's policy of arming the Allies has caused a great deal of concern among the members of Congress. The members are worried about the possibility of a radical government taking power in Europe. They are also worried about the possibility of a civil war breaking out in Europe. The President's policy of arming the Allies has caused a great deal of concern among the members of Congress.

CHRISTMAS NOVELTIES & TREE TRIMMINGS

Christmas Novelties & Tree Trimmings. B. Shackman & Co. 106-108 Broadway, New York City.



Christmas Novelties & Tree Trimmings. B. Shackman & Co. 106-108 Broadway, New York City. The advertisement features a variety of Christmas decorations, including tree ornaments, stockings, and figurines. The text describes the quality and variety of the items available.

TEACH THE KIDDIES TO CHEW

Children fed on mushy denatured foods that require little chewing are apt to have defective teeth and unhealthy gums. You cannot eat

Shredded Wheat

without chewing it. The crispness of the shreds of baked whole wheat induce thorough mastication and that means good digestion. If you serve wheat food be sure it is whole wheat in a crisp digestible form—Shredded Wheat is the whole wheat ready-cooked and ready-to-serve. It requires no sugar—simply milk and a little salt.

Stern Brothers

West Forty-second Street (Between 58 and 60th Street) West Forty-third Street

Patrons Who Shop in the Forenoon

During the remaining busy days before Christmas will do so with infinitely more satisfaction and much greater personal comfort.

Absolute Clearance, Tuesday, of Cut Lengths of DRESS SILKS AND VELVETS

Formerly sold up to \$10.00 a yard

at 45c to \$4.50 a yard

THERE are striking values in discontinued foreign and American weaves, including metallic and fancy silks, satins, crepes, chiffons, Georgettes, plain and fancy velvets, velveteens and corduroys.

Lord & Taylor

23rd Street — FIFTH AVENUE — 37th Street

Authorizing Holiday Remountings, the Most Arranged Re-mounting Tomorrow a Brand of

Very Special Offerings in the Men's Furnishing Section

Sweaters—Wool Ties—Half Blouse—Gloves—Neckwear—House Coats—Dressing Gowns.

Patterns, materials and materials that will meet with the approval of discriminating men. Men of good quality will be quick to make their selections while the special prices quoted are available.

Every Item Represents an Exceptional Value

1500 Pairs Men's Silk Half Hose

Very Special at 65c

Full fashioned Black Silk Half Hose with hole sides and tops, splendid wearing quality.

Men's Gloves \$1.75

Two Cuffs with paper point backs, available, regular or short Cuffs.

100 Men's Wool Sweaters

Very Special at \$5.85

All wool sweaters with V neck or collar, leather, black, red, navy, or white.

Wood Vests, \$9.75

Fabric all wool Vests in leather mixtures with felt linings, for street or golf wear.

1800 Men's Four-in-Hand Scarfs

Very Special at 95c

Open-end Four-in-Hand made from rich Silks and Satins, in well and a variety of combinations.

Men's Colored Indian Handkerchiefs

Four colored, with raised Indian girl head design, 12x12, 6 to 12 \$1.50

Men's Silk Neckties

White, Red, Blue, Black, for street wear or dress, 4x12 \$1.75

50 Men's Silk Quilted Gowns

Very Special at \$9.75

Japanese silk quilted Gowns in blue, brown, grey or garnet, lined with contrasting colors.

Broadening Dressing Gowns \$22.50

Japanese silk, with Japanese design.

House Coats

\$7.95

Made of double faced cloth, silk, or of dr. trimmed, navy, brown or grey.

The Negligee Section

is showing many gifts which any woman would appreciate.

INCLUDING: new and beautiful Negligees of Chiffon, Velvets, Melton and Crepe de Chine at very reasonable prices.

SPECIAL FOR EVERYDAY WEAR

Corduroy Breakfast Coats

wide or n/w. lined throughout; all colors and sizes.

at \$6.95 Second Floor

The Upholstery Dept.

is replete with holiday articles at high artistic merit for beautifying the home.

A Specialty Arranged Sale will include

Lounging Cushions, Fabric Runners, Embroidered Screens, Chinese Embroideries and Lace Doilies. Novelties, at decided price reductions, also

Imported Novelty Lace Curtains

Desirable for new apartments, formerly 20 per cent

at \$6.75

Figured Curtain Madras, 45c

Each curtain in return for a dollar's worth of goods.

Women's Service Boots

PRESENT EXCELLENT VALUES

at \$10.00 pair

MADE of Goats Calfskin on a modified Moccasin last with low military heels which insure the maximum in comfort and durability.

Puttees of Soft Calf, to match.

at \$6.50 pair

Made especially for the Women's Motor Corps and other Enthusiastic Organizations.

Genuine Coral NECKLACES

White graduated beads with pink spots and finished with gold clasp.

At extraordinarily low prices.

19 inches \$2.95
20 inches \$6.75
25 inches 10.00
30 inches 11.50

Glove Silk Underwear

Endorsable Christmas Gifts at unusually low prices.

Women's Glove Silk Vests

With tailored knee adjustment fronts. Specially priced at \$2.00

Women's Glove Silk Bloomers

Heavy weight, reinforced, natural fibers. Specially priced at \$2.25

Women's Glove Silk Camisoles

Made with lace tops and ribbon shoulder straps. Regularly sold from \$2.25 to \$2.85.

at \$1.95

A Most Exceptional Offering! WOMEN'S VELVETEN SKIRTS

Very Serviceable Holiday GIVS

at \$6.75

Unusually smart models, made of fast pile well back velveteen, in black, navy, brown and taupe.

PERSHING ARMY CASUALTIES.

LIST OF CASUALTIES.

ARMY OF CANTALIERA

First Lieut. ...
 Second Lieut. ...
 Third Lieut. ...
 Captain ...
 Major ...
 Colonel ...

NEW YORK AND VICINITY.

First Lieut. ...
 Second Lieut. ...
 Third Lieut. ...
 Captain ...
 Major ...
 Colonel ...

THE COUNTRY ABROAD.

First Lieut. ...
 Second Lieut. ...
 Third Lieut. ...
 Captain ...
 Major ...
 Colonel ...

First Lieut. ...
 Second Lieut. ...
 Third Lieut. ...
 Captain ...
 Major ...
 Colonel ...

First Lieut. ...
 Second Lieut. ...
 Third Lieut. ...
 Captain ...
 Major ...
 Colonel ...

First Lieut. ...
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 Third Lieut. ...
 Captain ...
 Major ...
 Colonel ...

First Lieut. ...
 Second Lieut. ...
 Third Lieut. ...
 Captain ...
 Major ...
 Colonel ...

First Lieut. ...
 Second Lieut. ...
 Third Lieut. ...
 Captain ...
 Major ...
 Colonel ...

MISS PHILLIPS TO BE THE BRIDE OF R. E. MARCUS
 Miss Julia M. Phillips, 240 West 11th St., New York, has accepted the proposal of marriage of R. E. Marcus, 240 West 11th St., New York, who has been in the United States, and is expected to arrive in New York on the 15th inst. The bride is the daughter of Mr. and Mrs. J. M. Phillips, 240 West 11th St., New York. The groom is the son of Mr. and Mrs. R. E. Marcus, 240 West 11th St., New York. The wedding will take place on the 15th inst. at 11 o'clock A. M. at the residence of the bride's parents.

FOR LUMBAGO
 Try MUSTEROLE, Our Best
 The only relief for lumbago and rheumatism is MUSTEROLE. It is a pure vegetable preparation of the most potent and effective ingredients. It is the only preparation that gives relief in all cases of lumbago and rheumatism. It is the only preparation that is safe for all ages and conditions. It is the only preparation that is guaranteed to give relief in all cases of lumbago and rheumatism. It is the only preparation that is guaranteed to give relief in all cases of lumbago and rheumatism.



Wounded, lying in No Man's Land—feverish from thirst—a stick of gum to him might have been a matter of life and death

For him and 2,000,000 others in France 155,945,000 sticks of the Adams brands of chewing gum have been sent overseas.

Please remember this the next time you can't get your favorite brand of Adams' gum. If Adams Black Jack is missing from the counter, try Adams California Fruit, Adams Peppin or Adams Yucatan. To a boy in No Man's Land one stick might have been worth the price of an empire.

ADAMS
 Pure Chewing Gum

- Adams Black Jack
- Adams California Fruit
- Adams Chewing
- Adams Peppin
- Adams Spearmint
- Adams Yucatan
- Adams Gum
- Adams Clove

AMERICAN CHICLE COMPANY

SEND A STICK IN EVERY LETTER TO YOUR SOLDIER'S BOY

LICHTENSTEIN MILLINERY CO.
 Semi-Annual Clearance Sale:
 TUESDAY
 WEDNESDAY
 THURSDAY

Trimmed Millinery
 Evening and Afternoon Gowns
 Fur Coats, Puffs, Wraps
 Tailored Suits, Blouses, Etc.

300 Fifth Avenue
 NEW YORK

OPPENHEIM, COLLINS & CO.
 24th Street—New York

Extraordinary Shoe Sale Tuesday
 At a Greatly Reduced Price

300 Pairs Women's
Brown Kidskin Boots
 Taken From the Regular Stock

One of the season's newest Laced Boots in Havana Brown Kidskin, welted sole, Louis XV. last, all sizes and widths.

Regular Price \$30
 Special **6.90**

Also on Sale in Our Showings Store

THE EVENING STORY.

THE BIRDSONG CHIEF.

With Cooper we are introduced to a new world of adventure and romance. The story is set in the heart of the wilderness, where the birdsong chief is a man of many talents. He is a skilled hunter, a brave warrior, and a wise leader. His life is a constant struggle for survival in a harsh and unforgiving environment. The story is filled with action, suspense, and a sense of wonder. It is a classic tale of a man at odds with nature, and a testament to the human spirit.



The Birdsong Chief is a man of many talents. He is a skilled hunter, a brave warrior, and a wise leader. His life is a constant struggle for survival in a harsh and unforgiving environment. The story is filled with action, suspense, and a sense of wonder. It is a classic tale of a man at odds with nature, and a testament to the human spirit.

ROBERTS' SUCCESS TO COLON. The success of the colon is a testament to the human spirit. It is a story of a man who has overcome all odds to achieve his goal. The story is filled with action, suspense, and a sense of wonder. It is a classic tale of a man at odds with nature, and a testament to the human spirit.

COREGA. The success of the colon is a testament to the human spirit. It is a story of a man who has overcome all odds to achieve his goal. The story is filled with action, suspense, and a sense of wonder. It is a classic tale of a man at odds with nature, and a testament to the human spirit.

Victory Menu. The success of the colon is a testament to the human spirit. It is a story of a man who has overcome all odds to achieve his goal. The story is filled with action, suspense, and a sense of wonder. It is a classic tale of a man at odds with nature, and a testament to the human spirit.

DEAN BRIDGES' POLICE. The success of the colon is a testament to the human spirit. It is a story of a man who has overcome all odds to achieve his goal. The story is filled with action, suspense, and a sense of wonder. It is a classic tale of a man at odds with nature, and a testament to the human spirit.



Resinol

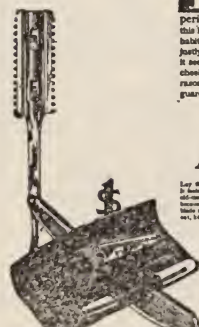
opportunity the best effect of any food and food upon your constipation.



Sir Walter Scott

Planned his Novel while he shaved

IN his diary, Sir Walter Scott reveals that his best thoughts came to him during the shaving hour, just after he awoke. Even in his greatest prosperity, the famous author of "Marmion" always performed this homely task himself, considering it a "laundry and independent personal habit." And this lovable, simple country gentleman used a name which fairly rewarded his skills—that old time model whose perfect balance makes it seem part of your own hand—a long, keen blade that can be on your cheek at only one—the right-shaving angle. All that Scott's fine old razor needed to make it a perfect shaving tool was the double-edged, guarded, detachable blade of the



DURHAM-DUPLEX A Real Razor—made Safe

Let this safe razor make safe your shave. It does so by combining the safety of the old-time razor with the safety of the new safety razor. It is a real razor made safe. It is a real razor made safe. It is a real razor made safe.

ONE DOLLAR COMPLETE The Greatest Shaving Bargain At Any Price. This set contains a Durham-Duplex Razor with an attached safety cap, safety cap, shaving brush and safety cap. It is a real razor made safe. It is a real razor made safe. It is a real razor made safe.

DURHAM-DUPLEX RAZOR CO. 100 BALTIMORE STREET, BALTIMORE, MD.

We Work With Santa Claus On Christmas Eve

Who could make a more wonderful Christmas than the gift of new furniture for the home. Conventions & Shows are far less important to them than the gift of new furniture for the home. They are the gift of new furniture for the home.



Three-Piece Bedroom Suite \$149.00

Timely Suggestions for Christmas. A list of various furniture items with prices, including chairs, tables, and beds.

TOYS. A list of various toys with prices, including dolls, games, and books.

COWPERTHWAIT & SONS. 3rd Ave. & 121st St.

BOXERS TO BE LINED UP FOR BENEFIT WORK

The Plan to Organize the Fight Will Get on Its Feet as Government Knights to Form Society for Entertainment of Wounded Soldiers.

By W. L. RICHARDSON
The boxing men are all lined up for the benefit work which will be held in the city on the 15th and 16th of the month.

FROM CYCLING TO BASEBALL



MAGN AND PENAMARA WINSERS OF 6 DAY CYCLE RACE

COLLEGES WAITING FOR N. C. A. A. CONVENTION

The annual meeting of the North Carolina Athletic Association will be held in Raleigh on the 10th and 11th of the month.

THE 19th HOPE

The 19th annual meeting of the Hope Club will be held in New York on the 10th and 11th of the month.

NEW YORKS WENT OVER TO PATERSON AND LOST GAME

The New York team went over to Paterson and lost the game on the 4th of the month.

STANGE CRASH BALL

A strange crash ball was played in New York on the 4th of the month.

WIGHTS CHALLENGE

A challenge was issued by Wights on the 4th of the month.

BUSINESSMEN WANT TO PLAY

Businessmen want to play on the 4th of the month.

BRIDGE GAMES

Bridge games were played on the 4th of the month.

SHRIMP AND BEAN SOUPS

Shrimp and bean soups were served on the 4th of the month.

SANTA BARNES

Santa Barnes was mentioned on the 4th of the month.

LOBBY OF DOLLARS

A lobby of dollars was mentioned on the 4th of the month.



THE GOOD FAN HARDLY HAS A WORK O'CLIP!

ALL 6 DAYS WORK OF SID MERCER

John Mercer is a man who has worked for six days straight.

COACHMAN REPORTS BERRY'S CHARGE

A coachman has reported a charge against Berry.

THE WINE SHIPPERS IN THE OLD DAYS

The wine shippers in the old days are mentioned in the article.

TOOLS MAY CAUSE REBELS

Tools may cause rebels, according to the article.

WANT HOME AND HAVE LAMBS

Wanted home and have lambs, the article says.

CHAMBER AND MICHIGAN

Chamber and Michigan are mentioned in the article.

DRINK IS O'NEED

Drink is o'need, the article states.

IF YOU IN DOUBLE BOND THE CLIP

If you in double bond the clip, the article says.

By Ripley



A CALL FOR THE HOUSE

Text of the 'Little Trade' article, mentioning Sam Johnson and a 36-day training race.

BATTLES SCHEDULED FOR JACK DEMPSEY

Battles are scheduled for Jack Dempsey, according to the article.

RIDERS "CROSS" EXPERT FOGLER

Riders 'cross' expert Fogler, the article reports.

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LITTLE TRADE TALK TO STIR BASEBALL FANS

Playing Out of the Game Begging for Particular Reasons Suitable for Meetings.

Text of the 'Little Trade' article, discussing baseball fans and meetings.

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ARROW
FORM-FIT
COLLAR
GENTS' FAVORITE
DIAMOND WATCHES
JEWELRY
WATCHES
JEWELRY

Art and Artists.

Reception Room and Other

The first exhibition of works of art, which, until recently, have been the province of the artist's studio, is now being held in the reception room of the Metropolitan Museum of Art. This is a most interesting feature, and one which will be of great benefit to the public. The exhibition is of a high order of merit, and the works are of a most interesting character. The artist's reception room is a most interesting feature, and one which will be of great benefit to the public. The exhibition is of a high order of merit, and the works are of a most interesting character.

THE TREND OF FASHION



The fashion of the winter season is characterized by a return to the classic lines of the past. The dress is long and flowing, with a high collar and long sleeves. The colors are dark and rich, with intricate patterns and textures. The overall style is elegant and sophisticated, reflecting the tastes of the early 20th century.

THE GLOBE AND COMMERCIAL ADVERTISER, NEW YORK, MONDAY, DECEMBER 6, 1910.

Acker, Merrall & Co.
EST. COMPANY 1819

Prices dictated by economy requirements—quality the best

String Beans—Average	18	Apples—	39
Corn—Average	12	Apples—	39
Stringless Beans—	23	Apples—	39
Peas—Average	15	Apples—	39
Spinach—	24	Apples—	39
Tomatoes—	24	Apples—	39
Pumpkin—	17	Apples—	39
Butter—	68	Apples—	39
Eggs—	62	Apples—	39
Walnuts—	41	Apples—	39
Mixed Nuts—	40	Apples—	39
Apricots—	23	Apples—	39
Pineapple—	36	Apples—	39
Grape Fruit—	38	Apples—	39
Oranges—	55	Apples—	39
Lemons—	20	Apples—	39
Clavels Oil—	20	Apples—	39
Clavels Oil—	20	Apples—	39

A FRIEND

In the kitchen, to read news, to make simple dishes, to give cooking a definite pleasure.

LEA-PERRINS SAUCE
It's a daily necessity

How to Keep Well

The best way to keep well is to eat a diet of fresh fruits and vegetables, and to exercise regularly.

B. Altman & Co.

HADISON AVENUE-FIFTH AVENUE, NEW YORK

The Remaining Stock of Imported Evening Scarfs

(comprising beaded and draped effects of unusual beauty) has been subjected to drastic price reductions as a result of which extraordinary values will be obtainable, commencing to-morrow (Tuesday), in Scarfs reduced to

\$8.50, \$11.75 & \$13.50

every Scarf in the collection having been heretofore marked at a very much higher figure.

(Women's Neckwear, First Floor)

A Sale of Chiffon Velvet Hand Bags

To be held to-morrow in connection with the Leather Goods Department, will afford an uncommon opportunity for buying worthwhile gifts at less than usual prices.

Pouch Bags, lined with colored silk and finished with tassels; with inside frame pocket and a mirror; in black, navy, taupe, brown and purple . . . \$2.90

Pouch Bags, lined with colored silk and finished with tassels; with coin purse, mirror and engraved metal frame; in black, brown, taupe and purple . . . \$3.75

Shirred One-piece Bags, lined with colored silk; with inside frame pocket and a mirror; in black, brown, taupe and purple . . . \$4.75

At the same time a selection of

Travel Goods

(of black enamel duck) will be offered at special prices, comprising:

Week-end Cases (rings 24, 30 and 28 in.), cotton-lined; with tray and pocket . . . \$8.75

Women's Hat Boxes (also 16 1/2 x 12 in.), cotton-lined; with two hat boxes and a pocket . . . \$5.75

LADIES' DARK HAIR

Use Crawford's Sage Tea and Sulfur Balm and Nibbly Wig Kew.

The use of Crawford's Sage Tea and Sulfur Balm and Nibbly Wig Kew will result in a most beautiful and healthy hair. The tea is a most effective hair restorative, and the balm is a most effective hair conditioner. The wig is a most effective hair replacement, and is made of the finest materials.

A. Tuesday Sale of Celluloid Toilet Sets

(the pieces in set; ivory finish)

will offer very unusual value at the special price of

\$13.75 per set

(including monogram engraved to order on each piece.)

These Toilet Sets are of superior quality, suggesting a Christmas gift of more than ordinary desirability. Each set comprises Hair Brush and Comb, Mirror, Cloth Brush, Hair Restorer, Powder Box, Shoe Horn, Button Hook, Nail File and Buffer.

(Toilet Goods Department, First Floor)

B. Altman & Co.

HADISON AVENUE-FIFTH AVENUE, NEW YORK
Thirty-fourth Street Thirty-fifth Street
TELEPHONE NEW YORK 5-1111

Another Special Sale of MEN'S NECKWEAR

(particularly desirable for holiday giving) will take place to-morrow (Tuesday)

The prices quoted are extraordinarily low for the quantities offered, every Scarf being of this season's making.

FOUR-IN-HAND SCARFS

made of pure silk of the richest qualities (chiefly imported). In the quiet, handsome effects that appeal to the man of taste, will be marked at

\$1.85 each

(This is an unsurpassed value)

FOUR-IN-HAND SCARFS

made of fine-quality silk (chiefly of American manufacture) in a large variety of attractive patterns, will be marked at

\$1.15 each

FOUR-IN-HAND SCARFS

In a great diversity of smart designs (all of American weaving), will be marked at

60c. each

In addition to the above

Men's All-silk Knitted Mufflers and Reefers

(according to suit and style) in plain white and black-and-white effects, will be on sale at the same time at **\$4.50 each**

which is much less than the actual worth. (This Sale will be held on the First Floor)

A Sale of Men's Bath Robes and House Coats

AT SPECIAL PRICES

will also be held to-morrow (Tuesday)

Interesting Values will be offered in

MEN'S BLANKET BATH ROBES

in attractive patterns and colorings. Special at **\$6.25**

MEN'S HOUSE COATS

of double-surfaced woollen materials. Special at **\$6.25**

(This Sale will be held on the Sixth Floor)

The Globe

Published daily except on Sundays and public holidays. Price 10 cents per copy. Subscription price \$3.00 per annum in advance.

Entered as second-class matter, October 3, 1877, under post office number 104, post office at New York, New York, under special rate of postage provided for in Act of October 3, 1917, authorized on July 16, 1912, and extended July 16, 1913, July 16, 1914, and July 16, 1915. Accepted for mailing at special rate of postage provided for in Act of October 3, 1917, authorized on July 16, 1912, and extended July 16, 1913, July 16, 1914, and July 16, 1915. Postmaster: Please send address changes to THE GLOBE, 100 NASSAU ST., NEW YORK, N. Y.

THE OLDEST DAILY NEWSPAPER

The Globe, founded in 1809, is the oldest daily newspaper in the United States. It has a long and distinguished record of service to the public.

Music -

APPEALING TO THE SENSITIVE

... (text continues) ...

Round the Town

... (text continues) ...

On the Screen

... (text continues) ...

THE OLDEST DAILY NEWSPAPER

... (text continues) ...

GERMANY AND THE SOLDIERS

... (text continues) ...

LETTERS FROM THE PEOPLE

... (text continues) ...

THE TEACHERS' FERVOR

... (text continues) ...

McCutcheon's Christmas Suggestions

... (text continues) ...

THOSE WHO WAITED

... (text continues) ...

THE DELIVERY DISPUTE

... (text continues) ...

THE SCOUTS' FIGHT

... (text continues) ...

THE TEACHERS' FERVOR

... (text continues) ...

McCutcheon's Christmas Suggestions

... (text continues) ...

THOUGHTS OF A PROPAGANDIST

... (text continues) ...

THE DELIVERY DISPUTE

... (text continues) ...

THE SCOUTS' FIGHT

... (text continues) ...

THE TEACHERS' FERVOR

... (text continues) ...

McCutcheon's Christmas Suggestions

... (text continues) ...

THOUGHTS OF A PROPAGANDIST

... (text continues) ...

THE DELIVERY DISPUTE

... (text continues) ...

Stern Brothers

West 42nd Street (Between 14th and 16th Streets) West 43rd Street


TOY ANIMALS

A COMPLETE Menagerie of wild and domestic animals made of fine glass, some are the "Kuddleson Kind," others are mounted on wheels.

All sizes from the Small Pig at 50¢ to a Large Elephant at \$75.00

- Plush Cats with voice, \$1.25 & 3.00
- Plush Dogs with voice, \$1.00, 2.00 to 5.00
- Plush Dogs on wheels, \$1.25, 2.75 to 11.25
- Plush Bears, jointed limbs, \$1.00, 2.00 to 8.00
- Bears on Wheels, \$3.25, 4.75 to 75.00
- Plush Elephants, \$2.50, 3.85 to 75.00
- Mechanical Animals, \$2.00 to 10.00

King Charles Spaniel, Dandie Dinmont Spaniel, Fox Terrier, Linn. Weimaraner, Fawn, Dobermann, etc., popular prices.



THE TEACHERS' FERVOR

... (text continues) ...

McCutcheon's Christmas Suggestions

... (text continues) ...

TRIBUTES FROM NEWSPAPERS AND ADVERTISERS

Selected from the Kind Words of Commendation
from Men Prominent in All Walks of Life
Regarding the Globe.

THE ATLANTA CONSTITUTION.

Atlanta, Ga.

It is a unique distinction to be the oldest existing continuously daily newspaper in America. The history of *The Globe* is not only a history of the city of New York, but practically of the life of the republic. Some of America's most eminent journalists have been identified with *The Globe*. Very cordial congratulations upon this notable event, and with the hope that I may be able to extend similar greetings in *The Globe's* 150th anniversary.—Clark Howell.

CINCINNATI TIMES-STAR.

Cincinnati, Ohio.

The unprecedented record of 125 years' service to the public is an achievement of which not only you but the entire newspaper profession may be proud. A publication could attain such a mark of distinction only through living up fully to the demands of the various periods through which its activities have passed. Through the generations *The Globe* and its predecessors must have served their public exceedingly well to have survived the changing times and conditions. No newspaper could do more than that. Service is the ultimate aim, and you have served.—Joseph Garretson, Managing Editor, Cincinnati Times-Star.

BALTIMORE AMERICAN.

Baltimore, Md.

The *Baltimore American*, which on Aug. 20 of this year passed its 145th birthday, salutes *The Globe* on its 125th anniversary. Such old fellows must always be good friends and thus help each other to renew their youth and gain more vigor each year of their lives. Records made by such newspapers as *The Globe* and the *American* form an important part of the history of this nation and of the world. I have known and read *The Globe* for many years and count it one of the best and most attractive afternoon newspapers of the country. A newspaper like *The Globe*, which hews true to the line, maintains an honest independence, upholds the right and denounces the wrong, is bound to succeed and to win the esteem of the community in which it is published.—Felix Agnus, Publisher *Baltimore American* and *Baltimore Star*.

COLLIN ARMSTRONG
INCORPORATED
General Advertising Agents
1463 Broadway, at 42nd Street
New York

TELEPHONE BRYANT 1707

COLLIN ARMSTRONG, President

Dec. 7
1918

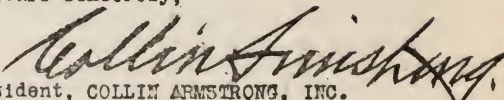
Mr. Jason Rogers,
Publisher, THE GLOBE,
73 Dey Street,
New York.

Dear Mr. Rogers:

Cordial Birthday Greetings to THE GLOBE. No wonder it has scored a century and a quarter of usefulness with such an abundance of red blood and brains in its system. These insure many "happy returns of the day", for THE GLOBE is not old except in point of years, but right in its prime.

True to its record and character it is now doing most commendable work in advancing the standing and quality of advertising; a movement that the mercenary may suggest is largely selfish. But it is not. It is for the benefit of THE GLOBE's readers and patrons. You are to be congratulated in this respect and deserve the gratitude of publishers and advertising interests generally for your enlightened and energetic efforts to spread the gospel of better advertising throughout the country.

Yours sincerely,


President, COLLIN ARMSTRONG, INC.

OFFICE OF THE PRESIDENT

Frank Prestrey Co.
Fourth Avenue at 31st Street
New York

December second
1918

ADVERTISING

MR. JASON ROGERS, Publisher,
The Globe,
New York, N. Y.

My dear Mr. Rogers:

I note that The Globe is to celebrate its one hundred and twenty-fifth birthday on December 9th, and I want to offer it my congratulations and felicitations.

I am a constant and steady reader of The Globe and admire greatly its broad and comprehensive editorial treatment of public questions, together with its presentation of local and general news. The Globe is not only a credit to New York City but the the Nation. I wish it many more years of success.

Sincerely yours,

Frank Prestrey

FP/1

WALTER THOMPSON COMPANY ADVERTISING

ESTABLISHED 1864

NEW YORK · CHICAGO · BOSTON · DETROIT · CINCINNATI · LONDON

NEW YORK

244 MADISON AVENUE

December 5, 1918.

Mr. Jason Rogers, Publisher,
The Globe,
New York City.

My dear Mr. Rogers:

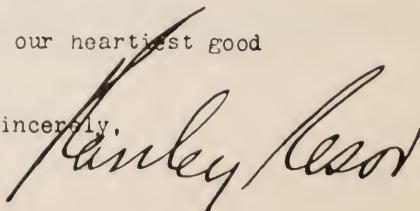
It is a very fine thing to be able to celebrate one hundred and twenty five years of service to New York newspaper readers.

The Globe has made a fine record for leadership in the standardizing of newspaper practices. It deserves a great deal of the credit for the high plane which newspaper advertising has reached, both as the interests of the advertiser and as those of the public are concerned.

If this one hundred and twenty fifth anniversary can be said to be a measure of the Globe's past usefulness, we trust that it will also prove an index of future usefulness, not only in point of character, but also in point of time.

wishes. Please accept our heartiest good

Sincerely,



WM. H. RANKIN COMPANY

Formerly MAHIN ADVERTISING COMPANY

Advertising

60 EAST 20th STREET
60 Madison Avenue
NEW YORK

December 2, 1918.

Mr. Jason Rogers,
Publisher,
The Globe,
New York City.

My dear Mr. Rogers:

What a birthday the Globe celebrates—born in the year when George Washington stepped from the presidential chair! Its life keeps step with the nation's life!

But aren't your figures a little modest? It seems to me that actually the Globe and its friends should celebrate on December 9 the 39,125th birthday of the Globe. Because, in reality, the Globe has a new birthday on each day in the week and there have been something like 39,125 weekdays since the year 1793! Each day, as it is born anew from the presses, it has a birthday which is celebrated in more than 200,000 homes. That's the only kind of birthday worth having. And you've got that kind.

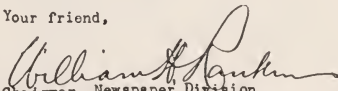
I notice too that your advertising patronage has grown so that the Globe now leads the evening field in New York, giving you even more than the usual rights to rejoice at this particular time. This is due I think to the splendid work the Globe has done for better food for the people under the direction of Mr. Alfred McCann.

For yourself, personally, let me say that you have done never to be forgotten work in the interests of More and Better Advertising. Best of all, you have not confined your work to New York but you have generously made it national in character, so that each good newspaper and all good advertising men have been inspired to do business in a broader way, along higher levels.

The results of your recent work in behalf of more cordial relations between the newspapers and the advertising agencies are gratifying to you and I know that they are a source of pleasure to your friends, among whom this agency is proud to be counted.

Congratulating the Globe and its publishers on its 39,125th birthday and wishing it many hundreds of thousands more, I am

Your friend,


Chairman, Newspaper Division,
American Association of Advertising Agencies.

WHR.LP

NEW YORK

CLEVELAND

SAN FRANCISCO

TORONTO



THE H.K.McCANN COMPANY
ADVERTISING

TELEPHONE
RECTOR 8400

61 BROADWAY
NEW YORK

CABLE ADDRESS
"HAKHADCO"

December 17th, 1918.

Mr. Jason Rogers, Publisher,
The Globe,
73 Dey Street, New York.

Dear Mr. Rogers:-

This is just a line to congratulate you on the 125th
Birthday Number of the New York Globe.

I not only enjoyed reading it, but the information con-
tained therein was so interesting that I am having it
placed in our permanent file.

The fact that the Globe really did this themselves,
and did not attempt to persuade advertisers into buy-
ing extra space in this special number, is a fact that
appeals to me particularly also.

I want to congratulate you both on what you did and the
way you did it.

Sincerely yours,

HKM-K

FEDERAL ADVERTISING AGENCY^{INC.}

SIX EAST THIRTY-NINTH STREET

NEW YORK CITY

TELEPHONE
VANDERBILT-4770



CHICAGO
30 N-MICHIGAN AVE-

December 5th, 1918

Mr. Jason Rogers,
Secretary
New York Globe,
New York City.

My dear Rogers :

It is a rare privilege to carry on to its 126th year, an institution which links the present day with Noah Webster. You are to be congratulated, not only on what you have done -- of which any man may well be proud -- but particularly on the Globe's dependability to accurately record and interpret the tendencies of these truly history-making times.

When the Globe's 200th birthday arrives, your files of these present days will possess wonderful historic interest. Then posterity will benefit by the careful, painstaking and thoroughly adequate methods of your handling of the news when it is news.

It is also my belief that your editorial pages will stand the same exacting test, and it is my hope that the Globe of that day will be in the hands of men who will so ably guard its ideals and be as aggressive in their expression as you are today.

Sincerely yours,

JLM
SR

The Erickson Company
381 Fourth Avenue · New York City

Mr. Jason Rogers
The New York Globe
New York City.

December 3, 1918.

My dear Mr. Rogers:

Permit me to congratulate the management of the
New York Globe upon reaching its 125th Birthday.

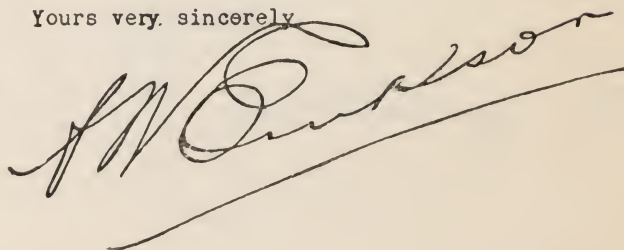
This is a ripe old age and "looking backward" should
present nothing but cause for satisfaction.

The Globe has always represented the best in American
journalism. It is clean, straight and thoroughly
reliable.

I hope it will continue for many years longer to pre-
sent to the people of New York the news as it should
be prepared and printed.

Yours very sincerely

AWE.S.

A handwritten signature in cursive script, reading "J. M. Erickson". The signature is written in dark ink and is positioned below the typed name "Yours very sincerely". A long, thin horizontal line is drawn underneath the signature, extending across the width of the signature.



THE
C. IRONMONGER
ADVERTISING AGENCY

FOUNDED 1899

95 MADISON AVENUE
NEW YORK

TELEPHONE: MADISON SIX AND SEVEN

Advertising
and Sales
Service

December 3, 1918.

Mr. Jason Rogers,
Publisher, Globe,
73 Dey St., New York.

My dear Mr. Rogers:

Greetings from an Advertising Agency to the newspaper whose broadminded fairness is recognized throughout my profession! Greetings from an American citizen to the newspaper whose sterling Americanism never could be questioned, whose work has been highly constructive and inspiring to those of us who deal with you! Greetings personally to you and your staff!

Years ago the Globe was only a newspaper. Today it is an institution, reflecting the hopes and ideals of its readers but yet leading those readers to better citizenship.

Though old in years the Globe is young in spirit. Here's to another 125 years of increasing prosperity!

Yours truly,

W. & J. SLOANE
FIFTH AVENUE & 47TH STREET
NEW YORK

December 3, 1918.

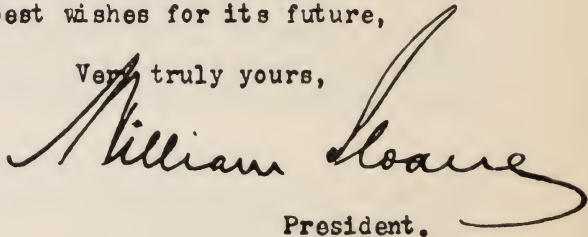
Mr. Jason Rogers,
The Globe,
73 Dey Street, City.

My dear Mr. Rogers:

On behalf of W. & J. Sloane,
established seventy-five years ago, I take
pleasure in extending hearty greetings on the
One hundred and twenty fifth Anniversary of the
Globe,

With best wishes for its future,

Very truly yours,


President.

William and Pine Streets

New York, Dec. 2, 1918.

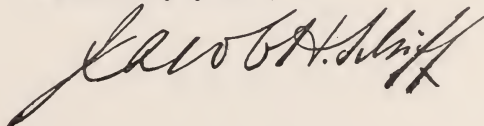
Jason Rogers, Esq., Publisher,
"The Globe",
73 Dey Street, City.

My dear Sir:-

Acknowledging receipt of your communication of November 30, it interests me very much to learn that the New York Globe celebrates its 125th birthday on the Ninth of December.

I am glad you have made this opportunity for me to express my interest in your Paper, which has done so much for all classes of the citizenry of New York, and to wish your Paper the bright future which is no doubt vouchsafed under the continuance of good and high-class management, such as it has long possessed.

Faithfully yours,



The Chase National Bank
NEW YORK

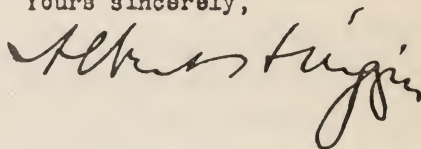
ALBERT H. WIGGIN
Chairman of the Board of Directors

December 5, 1918.

My dear Mr. Rogers:

Please accept my congratulations upon this anniversary of the beginning of The Globe's long career of usefulness. To have served the public of a great city faithfully for one hundred and twenty-five years is a record to be reviewed with pride. The Globe has added to this, during recent years, a progress which has consistently broadened and deepened its service to the community. As a result its friends look to it for still greater achievements in the problems of the days now before us.

Yours sincerely,



Jason Rogers, Esq., Publisher,
The Globe,
New York City.

Paris,
4 Rue Martel.

Telephone, 6900-Grosley

London,
29 Queen's Crescent, E.C.



Franklin Simon & Co.

A Store of Individual Shops

Fifth Avenue, 37th and 38th Sts.,

New York, December 3, 1918.

Mr. Jason Rogers,
Publisher, The Globe,
73 Dey Street,
New York City.

My dear Mr. Rogers:

Please accept my felicitations for
The Globe on its 125th Birthday.

You should feel proud of the growth
and progress that The Globe has made, and I hope
that it will continue to wield its power in help-
ing to form public opinion in the future, as it has
in the past.

Its policy is one that I have always
admired.

Very truly yours,

Franklin Simon

Waterman's Ideal Fountain Pen

Cable Address:
Lempenco,
New York



L. E. Waterman Company
"The Pen Corner" 191 Broadway.
New York, N.Y.

719-A

December 6, 1918.

Mr. Jason Rogers,
73-83 Dey Street, New York.

My Dear Mr. Rogers:-

Having learned that you are to celebrate the 125th anniversary of The Globe on Monday, December 9th, I am taking advantage of this opportunity to write and send hearty and cordial congratulations, not only to you personally, but also to the members of your staff.

Having been almost constantly an adjoining neighbor of your paper, the personnel of our entire organization has been greatly benefited and largely influenced by the news in your columns, and especially by the fearless editorials. Perhaps in our daily work few of us realize how much we really owe the newspaper we read for guidance and information on all current matters.

The splendid principle of service and public duty that has for the past quarter of a century, to our knowledge, actuated and directed the policy of The Globe, is vindicated by the years of its existence, and gives assurance of the future unselfish policy of your excellent paper.

Again extending to you cordial birthday greetings and congratulations, I remain,

Yours very sincerely,

F.D.

F. D. Waterman

F. H. BENNETT BISCUIT COMPANY

MANUFACTURERS OF
BISCUIT SPECIALTIES

139-141 AVENUE D
NEW YORK

Dec. 3rd, 1918.

New York Globe,
Mr. Jason Rogers, Publisher,
73 Dey Street,
New York City.

Dear Sir:-

The occasion of the Globe's 125th Anniversary, seems appropriate for us to convey a word of appreciation of the kind of a paper the Globe is, and the kind of people who make it what it is.

We admire the Globe as a newspaper for its sincere, earnest and purposeful enthusiasm.

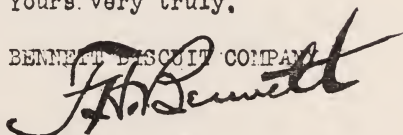
We admire the Globe as an advertising medium, because we have used its advertising columns continuously and profitably for some six years. We began with one inch ads., and this year we have used full pages

We believe in the kind of service you give your readers. We believe in the kind of cooperation you render advertisers. We believe in the kind of men whose honesty, ability and energy have made it possible for the Globe to celebrate a happy and prosperous 125th Birthday.

Therefore, we congratulate you and wish you well.

Yours very truly,

F. H. BENNETT BISCUIT COMPANY



FHB.MT.

GOLDEN IN FOOD VALUE  REAL WHOLE WHEAT PRODUCTS
TRADE MARK REG U S PAT OFF.

November 28th, 1918.

Mr. Jason Rogers,
"New York Globe",
73 Day Street,
NEW YORK CITY.

Dear Mr. Rogers:-

Allow me to congratulate you on the 125th anniversary of the foundation of the "New York Globe". It is indeed no small accomplishment to have maintained at a high level, through all the vicissitudes of a century and a quarter, a business so subject to external fortune as is a big daily newspaper. I can only say that "The Globe" of to-day is quite worthy of its great tradition.

Yours truly,

J. Sholstau

The Hartford Times

HARTFORD, CONN.

THE BURR PRINTING CO.
PUBLISHERS

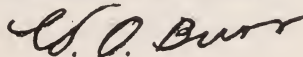
NOV. 29, 1918.

To The Globe and Commercial Advertiser:

Greetings on its 125th birthday, it has had a long and honorable career, and in spite of its years is more chipper and of greater value to the community than in the days of its youth. The Hartford Times boasts its 102 years, during seventy-seven of which it has appeared six days a week, but The Commercial Advertiser, predecessor of The Globe, had very nearly reached its majority when the first number of The Weekly Times was issued.

The newspapers in the United States that can trace their ancestry back to the eighteenth century are comparatively few and are to be congratulated; none is more husky, even though hoary, than The Globe. It is among the most highly esteemed of the daily arrivals to our exchange table. The Hartford Times expects to be on hand to extend greetings when The Globe reaches its 250th.

Fraternally yours,





ESTABLISHED MAY 15TH 1863

THE SPOKESMAN-REVIEW

DAILY, SUNDAY, TWICE-A-WEEK

Spokane, Wash.

Dec. 4th, 1918.

Jason Rogers, Publisher,
The Globe,
New York, N. Y.

Dear Mr. Rogers:

Congratulations are certainly due
The Globe on reaching its 125th birthday.

It is a wonderful accomplishment for
a daily newspaper at such an age to possess all
the energy and initiative of youth.

For this, newspaper men must all recog-
nize that The Globe is indebted to you.

I sincerely hope that 125 years from now
The Globe will be going as strong as it is today.

Sincerely yours,

W. H. Cowley Publisher,
THE SPOKESMAN-REVIEW.

WHC/D-49.

THE DULUTH HERALD

A C WEISS, PRES AND GEN MGR

DULUTH, MINNESOTA

December 2, 1918.

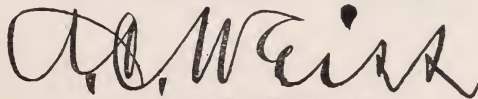
Mr. Jason Rogers, Publisher.
The Globe,
73 Dey St.,
New York,
N. Y.

My dear Mr. Rogers:

I take great pleasure in seizing upon the occasion of the 125th birthday of The Globe to hail it as one of the marvels of the modern newspaper world. As an assembler and distributor of news, its enterprise, fairness and discrimination mark it as an exemplar of the finest traditions of American journalism. As a beater of new paths of journalistic service it has few peers and none surpasses it. As a voice for vigorous righteousness in public life it has become a power in the land. As a spokesman for the highest ideals in government it has made itself an outstanding factor in community and country.

We venerate it for its hoary age, but we rejoice in its splendid strength and its boundless enthusiasm, its enterprise and originality and daring. These are attributes of youth; for though The Globe as an historical institution is old -- older than all but a few newspapers in America -- The Globe of today is but a youth; and I am glad to declare that I hold that its shining record of real achievements is the product of the genius and thought and toil of Jason Rogers, one of the most energetic, fertile-minded and resourceful newspaper publishers in America.

Very sincerely yours,



ACW-D

Publisher Herald.

MEMBER AUDIT BUREAU OF CIRCULATIONS.

NEW YORK OFFICE—VERREE & CONKLIN, Inc., 225 Fifth Avenue.
CHICAGO OFFICE—ROBERT E. WARD, No. 5, South Wabash Ave.

LEADING PAPER OF ILLINOIS
STATE CAPITAL.

GENERAL OFFICE

Illinois State Register

H. W. CLENDENIN, Editor
THOMAS REES, Manager

Springfield, Illinois.

December 5, 1918.

Mr. Jason Rogers,
Publisher The Globe,
73 Dey Street,
New York City

My dear friend Rogers:-

Accept congratulations for yourself and the
Globe on the one hundred and twenty-fifth birthday of
this wonderful newspaper.

The Globe may be old in years, but it is
young in spirit and in enterprise. It is fortunate that
in the first quarter of its second centenary it has
fallen into the hands of such a live and enterprising
publisher as guides its destinies at the present time.

Bidding you God speed, I remain

Yours very respectfully,

Thomas Rees
Publisher Illinois State Register



OFFICE OF
M. E. FOSTER,
PRESIDENT

M. E. FOSTER, PRESIDENT C. G. PILLOTT, VICE PRESIDENT C. B. KILLERPIE, SECRETARY AND EDITOR

THE HOUSTON CHRONICLE

HOUSTON NOW FIRST OF ALL TEXAS CITIES GREAT RESULTS AND FATS BEST CHRONICLE'S NEW BUILDING BEST PAPER IS SWIFLY READ TEXAS NEW MECCA FOR HOMESEEKERS

LARGEST SWORN CIRCULATION IN TEXAS. BEST ADVERTISING MEDIUM IN THE SOUTH

HOUSTON, TEXAS, December 2, 1918

Mr. Jason Rogers, Publisher,
The Globe,
New York, N. Y.

My dear Mr. Rogers:

You and the Globe have my heartiest congratulations on your approaching birthday.

The Globe is old, but it is young in its activities and in its enthusiastic advocacy of the right. You have always been to the forefront in everything for the betterment of our country and its people. The Globe has been an ideal exponent of high class afternoon journalism and we, of the same fraternity, look to you constantly for inspiration and guidance.

May you always continue to be our proper guide and mentor. May your youthfulness and usefulness increase with age and may you live always

Yours sincerely,

M. E. Foster

president

E. P. BAILEY & CO

Utica, N. Y.

Friday
November twenty-nine
1918

Mr. Jason Rogers,

The Globe, New York.

Dear Mr. Rogers:

Please accept sincere congratulations on the vigor of The Globe as it swings past its one hundred and twenty-fifth mile post.

It is an encouragement and example to all members of the newspaper world who are trying to conduct their business on sane, conservative and practical lines.

The pioneer work done by The Globe in reducing newspaper publishing to practical and as nearly as possible exact lines, will benefit the entire newspaper craft for years to come. During these years may The Globe continue on its beacon lighting way.

Yours very sincerely,

Prentiss Bailey

MIDDLETOWN TIMES-PRESS

DAILY AND SEMI-WEEKLY

STIVERS PRINTING COMPANY

PUBLISHERS

MIDDLETOWN, ORANGE COUNTY, NEW YORK

TELEPHONES: BUSINESS DEPT.--NO. 1 • EDITORIAL DEPT.--NO. 101

JOHN D. STIVERS, PRESIDENT--EDITOR
H. H. KNICKERBOCKER, MANAGER

M. A. STIVERS, SECRETARY
THEO. D. MILLS, TREASURER

December
Fifth,
1918.

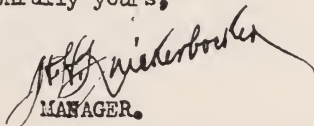
Mr. Jason Rogers, Publisher,
The GLOBE,
73-83 Dey Street,
New York City.

My dear Mr. Rogers:

It must be a great deal of satisfaction to you and your co-workers on "The Globe" to look forward to the celebration on December 9th next, of the one hundred and twenty-fifth anniversary of that most commendable publication, and to know you have, through tireless energy and thoughtful, conscientious and efficient management for a number of years, been directly responsible for the great national success now universally recognized to have been achieved by your newspaper.

I desire to be among the many of your friends and admirers in the newspaper fraternity to extend you most hearty congratulations on this unusual occasion, and express the wish that you may be spared for many years more of the helpful service you have rendered "The Globe" readers and newspaper men generally.

Faithfully yours,


MANAGER.



D. F. MILTON, PRESIDENT

ESTABLISHED 1868

W. C. JOHNSON, Vice Pres. & Treas.

THE CHATTANOOGA NEWS CO., PUBLISHERS



CHATTANOOGA, TENN.

Nov., 30, 1918.

Mr. Jason Rogers,
The Globe,
New York City, N. Y.

Dear Sir:-

The Globe is one of our oldest of newspapers in years and the youngest and most vigorous in its characteristics. It is an inspiration to every American newspaper man. You have already shown that you can do both, so it is hardly necessary to say to you, in the language of old Rip, "May you live long and prosper."

Yours very truly,

D. F. Milton

THE SPRINGFIELD UNION

UNION NEWSPAPER CO

PUBLISHED ALL DAY
AND SUNDAY MORNING

MEMBER OF AUDIT
BUREAU OF CIRCULATION

SPRINGFIELD MASS

Dec. 4, 1918.

Jason Rogers,
c/o The Globe,
83 Dey St.,
New York City.

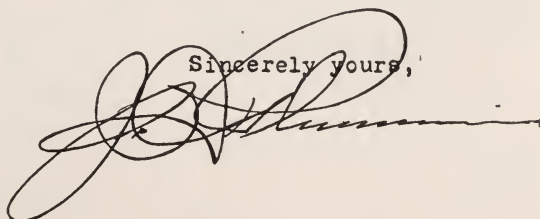
Dear Mr. Rogers:

I note that on December 9th The Globe will celebrate it's one hundred and twenty fifth anniversary, and I wish to extend to you my hearty congratulations on your connection with a paper, which possesses not only the merit of age, but which has kept abreast of the times in all those things which go to make-up the modern newspaper.

I have been very much interested to watch the steady growth of The Globe under your management, as to the amount of business carried, but what is even more important your success in giving to the public a newspaper of such high quality and standing.

We are approaching a period in this country when the newspaper conducted on the lines you have set for The Globe can do much toward enabling American to do its part in the uplift of humanity. The people of New York are fortunate in possessing a newspaper which embodies so nearly all those principals and ideals, which go to produce a higher standard of civilization and citizenship.

Sincerely yours,



JDP-M



THE HOME PAPER OF NORTH DAKOTA

ESTABLISHED 1870

THE FARGO FORUM

PUBLISHED EVERY EVENING EXCEPT SUNDAY

FORUM PUBLISHING COMPANY

FARGO, NORTH DAKOTA

December 2, 1918.

Mr. Jason Rogers,
Publisher "The Globe,"
New York, N.Y..

My Dear Mr. Rogers:-

First let me congratulate the "Globe" on having so actively reached such a splendid old age. It is always gratifying to be in a class by one's self, but it is a great honor to be the oldest newspaper in the United States in point of continuous publication.

And I want to congratulate you more particularly on what you have done, and are doing, to make the Globe so vigorous and youthful in spite of its age. And your work is not confined to the Globe alone. You are giving generously of your newspaper talent and energy toward making every newspaper more useful in its field, and more profitable to the business office.

I hope you may live to be at least as old as the Globe will be on December 9th.

Yours fraternally,

Publisher The Fargo Forum.

NEB/B

F. W. STARBUCK, PRES.
WM. HORLICK, VICE PRES.
F. R. STARBUCK, SECY & TREAS.

LARGEST CIRCULATION, CITY AND COUNTY.
BY AUDIT OF AUDIT BUREAU OF CIRCULATIONS
(L. S. C.) IN NOVEMBER, 1918

THE RACINE DAILY JOURNAL
FOUNDED 1881
THE RACINE NEWS
WAS ABSORBED JAN. 1, 1912

MEMBER
THE AM. P. A.
ASSOCIATED PRESS
WISCONSIN DAILY LEAGUE
INLAND DAILY PRESS ASSOCIATION
AUDIT BUREAU OF CIRCULATIONS

THE JOURNAL PRINTING COMPANY
PUBLISHERS OF
THE JOURNAL-NEWS

FOREIGN REPRESENTATIVES
WESTERN—A. W. ALLEN
1536 PEOPLE'S GAS BUILDING
CHICAGO, ILL.
EASTERN—M. C. WATSON
285 FIFTH AVENUE
NEW YORK, N. Y.

RACINE WIS. Nov. 30, 1918

Mr. Jason Rogers,
o/o The Globe,
New York City

Dear Sir:-

We understand that on Monday, December 9th, the New York Globe will be 125 years old as a daily newspaper. This certainly will be a wonderful epoch for you and those associated with your publication, and we feel at this time that a short tribute from us will be most appropriate.

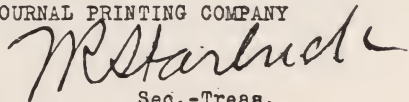
Your publication has come to our desk from time to time, and the writer has always been greatly interested in it. More than that he has followed your advocacy of certain reforms and principles in the newspaper world with a great deal of interest. At all times you have been animated by a purpose to place the level of the newspaper and everything connected with it on the highest plane. You have been foremost in sounding its merits as a medium for the advertiser to get the greatest amount of value.

The writer knows of several occasions when you have unselfishly given of your time and money to further things of interest to the newspaper fraternity. I therefore trust that this occasion will be a memorable one for you and that "The Globe" will continue to gain in prestige.

Yours very truly,

THE JOURNAL PRINTING COMPANY

Per



Sec.-Treas.

Dis.



THE POST-STANDARD

SYRACUSE, NEW YORK

November 30, 1918.

Mr. Jason Rogers, Publisher,
The Globe,
New York City.

My dear Mr. Rogers:

When the public reviews the record of the New York Globe for the past one hundred twenty-five years, I wonder if it will find any period marking progress as much as is evidenced by your rise in the past ten years.

During that interval I, myself, have frequently seen The Globe and admired its general makeup, and the splendid advertising patronage which it has carried in such large volume.

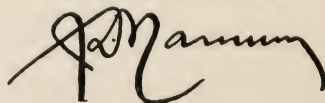
Despite the necessity for conservation, The Globe today is a thoroly interesting newspaper from front cover to back page, and I congratulate you upon your splendid achievement.

I am also acquainted with the spirit of co-operation which evidences the feeling of The Globe towards the newspaper industry, and I am one who is especially appreciative for the conservation plans which you, Mr. Rogers, helped to bring into the newspaper field when the newsprint situation was running away from the publishers.

May The Globe continue to have years and years of success.

Very truly yours,

JDB/H



THE EVENING JOURNAL
ASSOCIATION
PUBLISHERS

JOSEPH A. DEAR, Pres.
WALTER M. DEAR, Treas.



OFFICE OF THE TREASURER

JOURNAL SQUARE, JERSEY CITY, N. J.

December 24, 1916.

Mr. Jason Rogers, Publisher,
The Globe,
New York City.

My dear Mr. Rogers:-

In extending the felicitation of The Jersey Journal upon the 125th anniversary of the New York Globe, I bespeak its continued prosperity. The success which this newspaper has enjoyed during the past eight years, reflects the intimate newspaper knowledge and business acumen of its publisher and needless to say, so long as the same guiding hand is at the helm, its future success is assured.

Yours sincerely,

A handwritten signature in dark ink, appearing to read "Walter M. Dear", written in a cursive style with a long horizontal flourish at the end.



M. C. WATSON
EASTERN REPRESENTATIVE
36 FIFTH AVE., NEW YORK

MEMBER OF THE ASSOCIATED PRESS, WASHINGTON DAILY LEAGUE, THE
A. B. C. AND THE ADVERTISING BUREAU OF THE A. N. P. A.

A. W. ALLEN
WESTERN REPRESENTATIVE
1326 PEOPLE'S GAS BUILDING
CHICAGO

A Daily Newspaper Which Co-Operates With Its Advertisers

THE JANESVILLE GAZETTE

COVERS ITS FIELD INTENSELY
PUBLISHED DAILY

GAZETTE PRINTING COMPANY
GENERAL PRINTERS AND PUBLISHERS

Mr. Jason Rogers,
The Globe,
73-83 Dey Street,
New York City.

200-204 EAST MILWAUKEE ST.
JANESVILLE, WISCONSIN Nov. 2, 1918.

Dear Mr. Rogers:

I am pleased to learn through your letter of the 25th, that you are taking on so much dignity as is indicated by the 125th anniversary.

It is certain that the power and standing of the Globe has been augmented and increased through the untiring and refreshing effort of the present management. It is no easy task for a Newspaper Publisher to make a distinct place for his publication in New York City these days without he has some well defined plan of action and really has a vision for future growth. The place in the hearts of people which the Globe has assumed would indicate that the Publishers have the right conception and I wish to congratulate you at this time on your success and am sure many an inland publisher over the country will join in that same thought.

Yours very truly,

GAZETTE PRINTING CO.

MOR.

HHB:P

E. B. BEVINE, GENERAL MANAGER

The Clarksburg Telegram

DAILY
AND
SUNDAY

MEMBER
ASSOCIATED PRESS
AUDIT BUREAU OF CIRCULATIONS
AMERICAN NEWSPAPER PUBLISHERS ASSN
WEST VIRGINIA DAILY NEWSPAPER ASSN.

LARGEST PAID CIRCULATION
IN CENTRAL WEST VIRGINIA

EST-1861

CLARKSBURG, W. VA.

December 3, 1918

The New York Globe,
73 Bay street,
New York, N. Y.

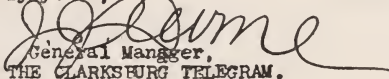
Gentlemen:-

It has just come to my attention that the Globe will celebrate its One Hundred and Twenty-fifth anniversary as a daily newspaper on December 9, and I desire to extend congratulations to the owners and publisher upon the paper's splendid record of service to the public. I say SERVICE, because the Globe has stood out as an exponent of real service since its foundation at the birth time of our republic.

The great service of the Globe since its reorganization in 1904 is especially clear in the minds of newspaper men and the public generally, and I feel no hesitancy in saying that the present commanding position of the Globe in the metropolis of the nation is due largely to the extraordinary initiative and energy of its publisher, Jason Rogers. As Victor Lawson made the Chicago Daily News, W. L. McLean, the Philadelphia Bulletin and the late Col. Nelson, the Kansas City Star, so, in my opinion, has the Globe been placed in its present enviable position as a leading newspaper of New York and the country by Jason Rogers.

Not only has the Globe experienced the benefits of Mr. Rogers's wonderful work, but the newspapers throughout America have felt his influence for advancement. Practically every great and useful service organization now working in the country for the newspapers can trace its inception to Mr. Rogers. Therefore, in congratulating the Globe upon reaching the 125th milestone in its useful career, I wish to make expression of appreciation of the service of Jason Rogers to the publishing business. May he be spared many years to continue his work.

Cordially yours,


General Manager,
THE CLARKSBURG TELEGRAM.

JJD.R

Edwin J. Paxton
President

Only Paducah Member Audit
Bureau of Circulations

The Paducah Evening Sun.

INCORPORATED

Paducah, Kentucky

November the 29th, 1919.

Mr. Jason Rogers,
Publisher, The Globe,
New York City.

My dear Mr. Rogers:-

I am glad it is The Globe that is 125 years old,-
or young- and not you!

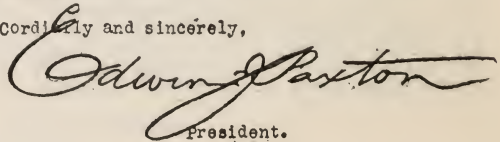
To me, what you have done with The Globe is an
inspiration to every thinking, ambitious newspaper publisher in the
country.

I honestly think that you have done more to elevate
the profession, have worked harder for the fraternity as a body, and are
more keenly, and enthusiastically interested in newspaper publishing as
it affects the newspapers of the whole country than any man with whose
work I am in any measure familiar,- and I watch and study them all.

And, knowing this, knowing what you have done in a
great degree for the newspapers of the country in general you are doing
in a still greater degree in New York, it is no occasion for surprise to
note the esteem in which you are held in your immediate community.

I hope you will have many, many more years to devote
to The Globe and the kindred work you so love.

Cordially and sincerely,



EJP:FB.

President.

Greensboro Daily News

PUBLISHED BY GREENSBORO NEWS COMPANY

"NOW LEADING THEM ALL IN NORTH CAROLINA"

MEMBERS A. B. C. AND A. N. P. A.

W. A. HILDEBRAND, PRESIDENT
E. B. JEFFRESS, SECRETARY-TREASURERA. B. JOYNER,
ADVERTISING MANAGER

GREENSBORO, N. C.,

November 29, 1918

Jason Rogers
Publisher
The Globe
New York City

Dear Mr. Rogers:

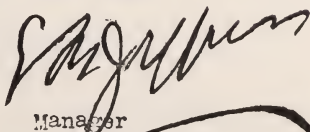
It is with pleasure that I note that the New York Globe will celebrate its 125th anniversary on Monday, Dec. 9th. The Globe under your management has been a very constructive force in newspaper building. It has followed new paths with courage and the results have apparently justified your faith.

The press of the country owes a great deal to you and to the New York Globe for the progressive methods applied to present day production of newspapers. You have shown the press for one thing how to develop business on a business basis and how to conduct newspapers on an economical basis without the sacrifice of those things that are necessary to a successful newspaper.

May your future be crowned
with success.

Yours very truly,

GREENSBORO DAILY NEWS



Manager

EBJ:LK

MEMBERS OF THE
ASSOCIATED PRESS
ASSOCIATED NEWSPAPERS
A. B. C.
N. P. A. BUREAU OF ADVERTISING

LEADING NEWSPAPER
OF NORTHERN UTAH,
PUBLISHED DAILY,
AND SUNDAY.

THE OGDEN EXAMINER

J. U. ELDRIDGE, JR., MANAGER

OGDEN, UTAH

Dec. 1, 1918.

Mr. Jason Rogers,
The Globe,
New York City.

Dear Mr. Rogers: As the time approaches when The Globe will pass that anniversary marking it as having recorded 125 years of life in America and the world, there comes the feeling to me that your publication is one of those which deserves special commendation for its high standard.

In news room and business office of The Ogden Examiner. The Globe is held as a paper setting the proper ideas as to development of that united interest between readers, advertisers, editors and publisher which assures success of each and every issue. While primarily a newspaper for news, the strength of its editorial columns shows that careful balance of publication adjustment; its special features, as you have realized, have been thoroughly admired by this paper; its advertising service is of the highest type.

Most papers published miles away, delayed in transit and preceded by previous publication of telegraph and cable news in local papers are uninteresting---that is not true of The Globe.

Yours sincerely,


Manager

PITTSBURGH PRESS.

Pittsburgh, Pa.

Colonel Hershman joins me in extending to you congratulations and very best wishes on your 125th birthday. While The Globe is possibly the oldest existing continuously published daily newspaper in the country, advertising is still in its infancy, and to-day business secures more sales force through newspaper advertising than from any other source in the world. We wish you many more years of health, happiness, and prosperity.—A. C. Milholland, Vice-President and Advertising Manager.

THE DETROIT NEWS.

Detroit, Mich.

Congratulations and best wishes in anticipation of your Dec. 9 celebration.—H. S. Scott, General Manager.

ASBURY PARK PRESS.

Asbury Park, N. J.

I note that Noah Webster's child, of which you are guardian (The Globe, not the dictionary), is to celebrate its 125th anniversary on Monday, Dec. 9. Congratulations! Congratulations to The Globe and to the men and women who have kept it youthful. The Globe has individuality, a sufficient reason for its existence apart from its daily purveying of news and views. It is a complete newspaper, appealing to every member of the family. It is honest, fearless, decent. It entertains, it amuses, it instructs. It has the confidence of the public. It guides public opinion. It is a corking good newspaper. Carry on!—J. Lyle Kinmonth.

SAVANNAH MORNING NEWS.

Savannah, Ga.

Some newspapers, because they are not good, die young. The better they are the longer they live. Which is by way of preface to congratulating the New York Globe on reaching the age of 125 very busy and most successful years. Dec. 9 is not a good time for a small boy or a little girl to have a birthday because it comes too close to Thanksgiving and Christmas, but it is a good birthday for a newspaper, and The Globe chose wisely when it selected a day to be born. The results prove it. The Savannah Morning News, a youngster of sixty-eight, looks up to the great age of the still youthful Globe and wishes it many happy returns. It is worth something in the finer things of life, to the people of a newspaper, to know that for a century and a quarter of another century it has been assisting Old Mother Civilization in her efforts at self-improvement. Nobody can even estimate how great that service has been and how far its good influence has gone through the world. At any rate, it has been good and its influence has gone far, and the Morning News hopes The Globe has finished up one span of 125 years merely to start right out on another.—F. G. Bell, President and Manager.

NASHVILLE BANNER.

Nashville, Tenn.

You are making a good newspaper, have done so honestly, and been eminently successful in the doing of it. No one should ask or wish for more. Hearty congratulations.—E. B. Stahlman, President.

THE BULLETIN.

San Francisco, Cal.

My heartiest congratulations on your 125th birthday. For years I have regarded The Globe as one of the most valuable newspapers in the whole country. Its stand on the pure food question has been fearless, unique, and highly commendable, and its effective campaign against fish and meat profiteers has won deserved praise from all appreciative people.—Bailey Millard, Managing Editor, the Bulletin.

DAYTON NEWS.

Dayton, Ohio.

We felicitate The Globe upon reaching its 125th birthday and having attained an eminence in the newspaper world that is due it as a result of adhering to traditional and fundamental policies that make better people, better homes, and consequently a better country in which to live.—O. Harrington, Business Manager.

THE KALAMAZOO GAZETTE.

Kalamazoo, Mich.

As publisher of the oldest daily paper in the State of Michigan I extend greetings and congratulations to The Globe. Its existence of a century and a quarter can but encourage and inspire it to renewed zeal in maintaining and increasing its successful continuation in the field it has occupied in the substantial estimation of the reading and buying public of the great metropolis. That it has grown and prospered in these strenuous and most exacting times speaks volumes for the magnificent patriotic and broad spirit displayed by its present management. May its long years of successfulness be but footprints upon the sands of time in its treatment of the great problems that now confront it, and its policies and principles be based upon the solid rock of right and justice.—F. F. Rowe.

THE BURLINGTON HAWKEYE.

Burlington, Iowa.

The Hawkeye extends its hearty congratulations to the New York Globe on its one hundred and twenty-fifth anniversary. The Burlington Hawkeye itself is beginning to experience the wisdom of a ripe old age, as it will celebrate its eightieth birthday next June, although it was of course established as a weekly newspaper. The Globe is to be congratulated for its vigor and clear-sightedness in all that stands for the progress of the United States in the long years of its useful career.—W. B. Southwell, Publisher.

THE BOSTON HERALD.

Boston, Mass.

I am offering you my congratulations on approaching the 125th birthday of the New York Globe as a daily newspaper. That is a long, long newspaper trail, and doubtless covers many vicissitudes. What changes have taken place in the character of newspapers in that time! In the words of Rip Van Winkle, "May you live long and prosper!"—J. H. Higgins, Treasurer and General Manager.

THE ASHEVILLE CITIZEN.

Asheville, N. C.

Accept my congratulations and best wishes on the approaching anniversary of The Globe. The Globe is stronger and more useful to the community than ever before in its long career. The Globe is old in years but young in spirit to perform great services for the city of New York and the nation at large. —Robert S. Jones, President and Treasurer.

YOUNGSTOWN TELEGRAM.

Youngstown, Ohio.

I wish to congratulate you heartily on The Globe's 125th birthday. It is certainly a splendid record of long life and achievement, of which you have justly to be proud. The Globe is a splendid newspaper, and I congratulate you on its present virility and prosperity, as well as upon the unique birthday which it celebrates.—Samuel G. McClure, Publisher.

THE CHICAGO DAILY JOURNAL.

Chicago, Ill.

The Chicago Daily Journal, oldest daily newspaper in the entire north-west, extends congratulations and best wishes to The Globe.—John C. Eastman.

THE ALTOONA TRIBUNE.

Altoona, Pa.

I have read with interest of the approaching 125th anniversary of the New York Globe on Dec. 9, 1918. It is indeed an auspicious occasion in the life of a great newspaper, a long record of achievement for the public good. As an admiring reader of your paper I send my heartiest congratulations and best wishes for many more anniversaries.—Henry W. Shoemaker, Publisher.

THE EVENING JOURNAL.

Richmond, Va.

If there is anything that an American truly venerates it is ages-old structures, reflecting the art and emotions of a bygone period; which is why the destruction of the famous cathedrals of Belgium and northern France so enraged him. Our own country is not especially rich in hoary antiquities, save out on the Pacific coast—where the Franciscan fathers set up their lares and penates twenty-five years before the Minerva-Commercial Advertiser put out its first issue—and down here in Virginia in the vicinity of Jamestown. The old-established paper is like an old friend—tried and proved and loved. I would not intimate that its huskiness and general "sassiness" are due to second childhood, but rather to the fact that it has found the fountain of youth. My best wishes for another century of usefulness and prosperity.—S. T. Clover.

MERIDEN MORNING RECORD.

Meriden, Conn.

I congratulate The Globe upon its many years of success, its all around uprightness, and its fidelity to the highest principles of journalism. You have made The Globe a newspaper that has commended itself to our best citizenship, and it deserves the place it has won in the homes of the people generally. The Globe faces a very bright future.—T. E. Smith.

THE BALTIMORE NEWS.

Baltimore, Md.

To have lived 125 years, either individually or institutionally, is, in the language of Stevenson, to have served. The only possible excuse for so long a life is long and faithful service. The best of institutions go on forever; and to keep the light burning they must of necessity go on. Only those institutions into which the germ of decay enters, like the old world autocracies—they alone wither. Sincerest congratulations on so long and honorable a record.—Stuart Oliver, General Manager.

BUFFALO EVENING NEWS.

Buffalo, N. Y.

I certainly want to congratulate you on the approaching birthday of the New York Globe, which, I understand, will have completed its 125 years as a daily newspaper on Dec. 9. This is a wonderful record, which I believe far exceeds the record of any daily publication. Although The Globe has been in existence all these years, I have only been familiar with its part of that time, but have noted its rapid strides in circulation within the last few years. I wish you many more years of success.—W. P. Goodspeed, Business Manager.

THE EVENING STAR.

Washington, D. C.

My warmest congratulations on the fact that The Globe's 125th birthday finds it in daily increasing strength and prosperity.—Frank B. Noyes.

THE BOSTON POST.

Boston, Mass.

Kindly permit the Boston Post to extend to the New York Globe its greetings and congratulations on the attainment of its 125th birthday. The Boston Post, which is only eighty-seven years of age, feels like a youngster when it contemplates the New York Globe's 125 years. May you flourish long to serve your great New York public.—Edwin A. Crozier, Editor and Publisher.

THE NEWS-LEADER.

Richmond, Va.

A century and a quarter is a long time, even for a newspaper, to live and serve. But not even 125 years of ordinary service can equal the four crowded years of splendid achievements of the American press in quickening that spirit for liberty, for freedom, for sound thinking, and, above all, for courage that has shown neither faltering in adversity nor revenge in victory. I do not know how great or how difficult are the tasks that lie ahead, but I do know that democracy cannot solve them without a free and courageous press, and in meeting these obligations of patriotism I see for you another century and a quarter of distinguished services. Believe me, with every good wish.—John Stewart Bryan, Publisher.

THE MANSFIELD NEWS.

Mansfield, Ohio.

Congratulations. One hundred and twenty-five years of usefulness. What a span of years The Globe has seen. While its age is of interest and importance, its present intelligence, aggressive management, its high

newspaper standard, its splendid ideals, its usefulness, its recognized reliability and integrity are of most vital public concern.—E. B. Cappeller, President and General Manager.

**THE PITTSBURGH GAZETTE-TIMES.
PITTSBURGH CHRONICLE-TELEGRAPH.**

Pittsburgh, Pa.

Along about 1786, or some 132 years ago, when Pittsburgh was clean, the Pittsburgh Gazette started out as a newspaper. It followed the example of an old friend in Augusta, the Augusta Chronicle, which entered into existence one year previous. Both of these papers have been in continuous publication since that date. Another playmate of the Pittsburgh Gazette was the Constitution of the United States, although two years younger. Some years later, seven to be exact, the New York Globe appeared on the horizon and the Pittsburgh Gazette can well remember bouncing this infant on its knee and now that they have both arrived at the age of discretion, still young in mind and spirit, the Pittsburgh Gazette-Times, as the name now stands, wishes me to express the heartiest congratulations to the New York Globe on the occasion of its 125th birthday. May the prosperity and progress which has been The Globe's, especially in the last few years, continue in an ever increasing amount for another 125 years and thereafter until the south goes Republican, which I believe is the date set for the millennium.—George S. Oliver, President.

THE FREMONT TRIBUNE.

Fremont, Neb.

It gives me great pleasure to felicitate The Globe upon the occasion of its 125th anniversary. The fact that the publication has endured the fierce competition of metropolitan journalism for a century and a quarter, and is now the oldest daily publication in the United States, is of itself pretty good proof that it has always filled a want. That its illustrious founder builded better than he knew is evidenced by the pronounced success of the paper to-day under its present management. I hope it may live always, and increase in power and wisdom with its age.—Ross L. Hammond, Editor.

NATIONAL CITY BANK.

I offer my sincere congratulations to "The Globe and Commercial Advertiser" upon reaching its 125th anniversary. The National City Bank prides itself upon being one of the old institutions of New York City, but "The Commercial Advertiser" recorded its birth, and had then been here for twenty years when the City Bank was organized. One of the great cities of the world has grown up about us, and "The Commercial Advertiser" or "Globe," as we now know it best, has been a faithful exponent of its life and ambitions. It is an example of a newspaper which is constructive and educational, rather than sensational in its policies, enjoying a large circulation. A wider and greater career is now opening before New York City. Let us all resolve to help make it a model great city, and in this work I prophesy for you an influential part.—F. A. Vanderlip, President.

THE NEW ORLEANS ITEM.

New Orleans, La.

It is a great thing to have lived long, as The Globe has done. It is a better thing to have lived as well as The Globe has done. There is no line that I recall at this writing in which The Globe has not served faithfully, in accordance with the best newspaper standards. There are many in which it has served brilliantly.—James M. Thompson, Publisher.

THE RALEIGH TIMES.

Raleigh, N. C.

No wonder the oldest daily newspaper in America continues to grow. Handling the pure food situation has attracted more attention to The Globe from outside readers probably than anything else it has ever done. It is certainly a pleasure to see this old publication continue to expand.—John A. Park, Publisher.

THE BOSTON HERALD.

Boston, Mass.

Beyond saying that I regard The Globe as one of the best evening newspapers in the country, and in many ways a journalistic model for all of us having evening editions, I can be no more original than to extend you my warmest congratulations and best wishes.—Robert L. O'Brien, Editor.

THE OMAHA DAILY BEE.

Omaha, Neb.

An opportunity to congratulate an American newspaper—and The Globe is emphatically a typical American newspaper—completing a career of 125 years, comes seldom. The Bee, with its forty-seven years of past, looks up to The Globe as a child to its teacher. The Globe has succeeded pre-eminently in the achievement of keeping a youthful and forward spirit with accumulating age, which I am sure it will continue to do under its present management.—Victor Rosewater, Editor and Publisher.

TIMES-PICAYUNE.

New Orleans, La.

The fact that a newspaper has lived 125 years tells a wonderful story. To live at all a newspaper must serve its community.

I congratulate The Globe, and I congratulate also the men who have the privilege of being a part of such a splendid institution.—D. D. Moore, Editor.

HARRISBURG TELEGRAPH.

Harrisburg, Pa.

From the tripod of a newspaper eighty-seven years old we tender our felicitations and best wishes for an unending succession of birthdays for The Globe and of many years of usefulness for the men and women responsible for its virility and increasing influence among the newspapers of the country.—E. J. Stackpole, President.

THE EVENING DAY.

New London, Conn.

Some newspapers the older they get the younger they look and feel. The New York Evening Globe claims to be the oldest daily newspaper in America. Judging from its present day activities it is one of the most youthful and most sprightly. In many ways it has set a pace few can follow.—Theodore Bodenwein, Editor.

MARTINSBURG JOURNAL.

Martinsburg, W. Va.

The Globe is to be congratulated upon having completed a century and a quarter of service to the American people. From what I have read of the early history of American journalism and what I know of The Globe to-day it is plain that it has always been a champion of what is best for the people.—Max von Schlegell, Editor and Publisher.

THE DALLAS NEWS.

Dallas, Texas.

Congratulations on this important event in American newspaper history are decidedly in order, and we hasten to offer them coupled with the expression of hope that The Globe still has before it many more than 125 years of good service to the public.—Director of Telegraph and News Departments.

THE TIMES.

Hamilton, Canada.

It is a special pleasure for me to have the opportunity and privilege of congratulating The Globe on the celebration of its 125th anniversary. In these days of newspaper vicissitudes it is refreshing to come across a newspaper that has flourished for a century and a quarter. This achievement in newspaperdom could only be reached by wise and fearless policy combined with rare business acumen and ability.—John M. Eastwood, Vice-President.

SYRACUSE JOURNAL.

Syracuse, N. Y.

We are surprised to learn that The Globe is 125 years old. Your excellent newspaper carries its years well, and nobody would suspect from its appearance that it was so old. The real truth is that although the years roll on and generations come and go newspapers keep ever young. The Syracuse Journal will be eighty years old next March, and we are sure that it is as young and active and as useful as it ever was at any time in its history. May The Globe live long and prosper.—H. D. Burrill, Publisher.

LOS ANGELES EVENING EXPRESS.

Los Angeles, Cal.

Unlike most human institutions, the New York Globe gathers strength with the years, and on its 125th birthday adds the vigor and brave optimism of youth to the wisdom and ripe experience of age. The ink of the signatures of the fathers was still fresh on the Constitution and Washington had but fairly entered on his troubled second term when Noah Webster founded The Globe's journalistic ancestor, Minerva. Thus The Globe traces its lineage fairly back in an unbroken line to 1793, but is as different in spirit and purpose as in name and style from the journal Webster founded. It is an independent newspaper that tirelessly seeks the opportunity of service to the great body of common people. Therefore I rejoice in its growth, in its influence, and in its prosperity.—Edwin T. Earl, Proprietor.

ITHACA JOURNAL.

Ithaca, N. Y.

From every newspaper office will go hearty congratulations to the New York Globe on its 125th anniversary.

Although The Globe has enjoyed the confidence and support of the public for many years, it has under its present management reached the highest point in its success.—Frank E. Gannet, Editor.

THE DAILY ARGUS.

Mount Vernon, N. Y.

It is with pleasure that I note that The Globe will attain its 125th anniversary, Dec. 9. The remarkable progress made by The Globe in the past ten years is worthy of a high place in metropolitan journalism. With best wishes for the future prosperity of The Globe, I beg to remain, F. A. Merriam, Vice-President and Treasurer.

DANBURY EVENING NEWS.

The New York Globe, which has the distinction of being the only newspaper in the United States issued continuously as an evening paper for a period of 125 years, is observing the 125th anniversary of its birth. Clean, wholesome, and ably edited, The Globe has always maintained a standard that does credit to the memory of its illustrious founder, Noah Webster, and at the age of a century and a quarter it is yet youthful and active and no less entertaining than at any time in its career.

HUDSON OBSERVER.

Hoboken, N. J.

With a superb record of over a century behind it and the splendid growth of the New York Globe in the last decade, the outlook for this newspaper is as big and as lasting as its title implies. With sincere congratulations on the 125th anniversary of the New York Globe, I am, G. A. Seide, Publisher.

CLEVELAND PLAIN DEALER.

Cleveland, Ohio.

For an individual or a newspaper a 125th birthday is an event indeed. The Cleveland Plain Dealer extends to the New York Globe its sincere best wishes for many returns of the occasion, as The Globe reaches the century and a quarter post, Dec. 9. There seems to be something paradoxical in the increasing years of a newspaper. While years add weight, dignity, and influence in matters of state and nation, they also seem to bring to the newspaper added virility and progressiveness.—Elbert H. Baker, President and General Manager.

THE DAILY NEWS.

Batavia, N. Y.

It is a pleasure to know that a newspaper can exist for 125 years, and at the end of that period be more prosperous and more entertaining than it ever was before. The Globe is recognized among publishers and in the business world as an excellent example of modern newspaper making, and has the best wishes of its contemporaries and a large clientele for continued success.—G. S. Griswold, Publisher.

SIoux CITY TRIBUNE.

Sioux City, Iowa.

As there are no gray-haired men west of the Missouri River, except in Denver, where there was "a boom and a bust" some years back, to be 125 years old and virile is cause of wonderment. Yet there is a daily newspaper of continuous publication in New York that old—The Globe. It is not only 125 years old, but is in the full tide of usefulness. It appears as prosperous as a youth spending his heritage. This is not to say that it riots in the bright lights along Broadway, but merely in its editorial and business management.—John C.

VICAR'S OFFICE, ST. PAUL'S CHAPEL, TRINITY PARISH.

Permit me to congratulate The Globe upon its 125th birthday. Along with Trinity Church and St. Paul's Chapel, it has managed to hold its place in this old part of downtown New York, west of Broadway. We have seen, in our brief lives, this whole neighborhood change more than once; and throughout the century and a quarter, now past, there have been many changes. God has some great work for things to do which change not and remain unshaken. Trusting there may be many more years of usefulness for The Globe and Commercial Advertiser on Globe Square, believe me your very much interested neighbor and sympathizer, Joseph P. McComas, the Vicar of St. Paul's Chapel.

TRINITY PARISH, CHAPEL OF THE INTERCESSION.

Please accept my sincerest congratulations upon your birthday. I wish you many happy returns. You certainly show your age less than any person I have ever known.—M. H. Gates.

WEST END PRESBYTERIAN CHURCH.

"A hoary head is a crown of glory when it is found in the way of righteousness," saith the old Book. Therefore a spirit of justifiable satisfaction must pervade the officers of The Globe upon the occasion of its 125th anniversary. As a long-time reader I congratulate you upon a notable achievement in journalism. In my opinion the chief danger threatening our national life is an unwholesome press. It is called "yellow" to indicate badly faded color, or worse, the presence of jaundice. It would be hard to determine exactly where responsibility should rest for this deplorable condition, but it is refreshing to find a paper of such standing as The Globe courageous enough to dedicate itself to the cause of righteousness and to the task of promoting a higher order of journalism—and making a success of the venture.—A. Edwin Keigwin, D. D., Pastor.

CALVARY BAPTIST CHURCH.

Heartiest congratulations on the 125th birthday of The Globe! I wish you to feel that this word of greeting is not perfunctory, but is heartfelt. The Globe has been a splendid force for enlightenment and righteousness in New York and the nation for these 125 years, and as a minister of religion it is especially gratifying to me to see the large and intelligent part which The Globe plays in the religious life of the community. The fact that you give so much of your valuable space to news from the churches puts the religious community under a debt of gratitude to The Globe.

Again, I offer heartiest congratulations to The Globe, as it stands with the other great papers of our country to shape the ideals and moral life of the people, and begins what we hope will be another 125 years of increasing usefulness and power.—John Roach Straton, D. D., Minister.

WEST SIDE YOUNG MEN'S CHRISTIAN ASSOCIATION.
318 West Fifty-seventh Street.

We feel that The Globe is a really great paper; an excellent advertising medium; a real newspaper, and that its special features all make for the best things in American journalism. Trusting that The Globe will live another hundred and twenty-five years to season the public mind with the same type of news and service which it has rendered up to the present.—Samuel W. Grafflin, Religious Work Director.

COLUMBIA UNIVERSITY IN THE CITY OF NEW YORK.
Office of the Chaplain.

I desire to congratulate The Globe very heartily on its 125th birthday, and to wish it "Many happy returns." Congratulations are deserved not only because of the long and splendid record, but also because of the stand taken by The Globe during the crisis of the great war. In particular the editorials have been characterized by vigorous patriotism, sanity, and vision. May The Globe continue to prosper.—Raymond C. Knox.

ROBERT H. INGERSOLL & BRO.

I am pleased to congratulate The Globe on reaching so ripe a majority, and so successfully. A truly successful newspaper like The Globe deserves commendation and to be supported, and especially is this true when that paper adds to its progressiveness the quality of sincerity and desire for really better service. Wishing you continued success.—C. H. Ingersoll.

CENTRAL PRESBYTERIAN CHURCH.

I am glad to send you my congratulations upon a century and a quarter of honorable and constructive journalism. The Globe is a daily visitor in my home and I value greatly its sanity, cleanness, and trustworthy newsmanship.—Wilton Merle-Smith, D. D., Pastor.

J. W. BARBER ADVERTISING AGENCY.

Boston, Mass.

In sending my hearty greeting to The Globe on its 125th birthday I cannot give the reasons why the celebration must be of peculiar interest to its many friends other than by noting the fact, which I saw in a statement of the evening newspapers recently issued, that for the first nine months of this year The Globe has led in volume of advertising, and for the entire year of 1917 exceeded by one only, and that a small lead. Still you will permit me to be one of that vast array of friends in joining in heartiest good wishes for the future of The Globe.—J. W. Barber.

FEDERAL ADVERTISING AGENCY.

Please accept my sincerely good wishes and cordial congratulations to you in behalf of The Globe on its 125th birthday. May its days and years of influence be multiplied, for certainly its influence is always toward the national good. Many happy returns to The Globe and its staff.—Federal Advertising Agency, Inc., by Robert Tinsman, President.

THE RICHARD A. FOLEY ADVERTISING AGENCY.

A good reputation is a fine thing to have, but it is not of much use unless it is constantly revitalized. That's the way with a good newspaper. Newspapers' reputations last a long while. But when they become monu-

ments they suggest death. What Noah Webster began in 1793 as The Minerva, and what has been The Globe since 1904, undoubtedly has possessed, on the whole, a pretty good reputation. If the folks who are inspiring The Globe to-day had been satisfied to maintain that reputation they would have had a "pretty good newspaper." But I have learned that "pretty good" things are removed from dead mediocrity by a very narrow margin. What makes The Globe valuable to advertisers is that it looks to to-morrow instead of yesterday.—Richard A. Foley, President.

WILLIAM H. RANKIN COMPANY.

Chicago, Ill.

Allow me to felicitate and congratulate The Globe and all the splendid people who contribute their time and thought and labor to make it the excellent journal that it is, upon its 125th birthday. A newspaper that was founded by Noah Webster certainly was endowed with principles and ideals worthy of being maintained—and they have been maintained. My birthday wish for The Globe is long life, good health, and good cheer, and great prosperity.—Wilbur D. Nesbit, Vice-President.

PERSONNEL OF THE GLOBE DECEMBER 9, 1918

AS a fitting conclusion to this little book commemorating the Globe's 125th Birthday, it has been thought well to print a full list of the paper's personnel on that day, showing the years of service of each employee.

Over 600 names appear on the Globe office pay roll each week. Of these the names H. J. Wright, editor of The Globe; Charles D. Losee, assistant business manager, and L. J. Wright, of the editorial department, with thirty-four years each to their credit, lead.

The man or woman who buys The Globe on the street does not realize that for two cents per copy he or she is getting the joint product of as many efficient and purposeful workers as are represented on this list.

The Globe can be no better or more sincere in its public service than are those who make it, and The Globe is proud of their high spirit of loyalty.

EXECUTIVES.

	Years.
H. J. WRIGHT, Editor.....	34
JASON ROGERS, Publisher.....	25
ALLAN DAWSON, Leading Editorial Writer.....	15

EDITORIAL DEPARTMENT.

	Years.
F. B. TAINTOR, Managing Editor.....	16
GEORGE T. HUGHES, City Editor.....	7

Years.			Years.
L. J. Wright.....	34	Helen Merrill Emery.....	3
W. A. Gramer.....	25	W. D. Evans.....	3
Percy T. Ayers.....	22	R. K. Trevor.....	3
J. B. Lander.....	22	C. D. Isaacson.....	3
S. P. West.....	21½	S. Jay Kaufman.....	3
Robert E. Moran.....	21	H. J. Schumacher.....	3
J. H. Pearsall.....	20	H. B. Martin.....	2
Tristram W. Metcalfe.....	16	William Gomber.....	2
Edward R. Caldwell.....	15	Rose Koechler.....	2
Harold F. Dana.....	15	Herbert J. Seligman.....	1½
Mrs. Allan Dawson.....	15		Less Than
Walter St. Denis.....	15		One Year.
John Pitts Sanborn.....	13½	Sara Swain Adams.....	
Sid Mercer.....	13	Dominick Di Palma.....	
W. S. Flitcraft.....	12½	R. H. McCaw.....	
John Snure.....	10	H. I. Phillips.....	
John T. Cooper.....	10	William J. Burns.....	
William J. Brede.....	9	Mrs. A. D. La Hines.....	
Dan Lyons.....	9	Miss A. Smith.....	
Eugene E. Early.....	8	J. Woodburn.....	
J. H. Masden.....	7	M. Entler.....	
Harry F. Guest.....	7	G. M. Janvrin.....	
Arthur D. La Hines.....	7	Judson C. Welliver.....	
David A. Carson.....	6	A. D. H. Smith.....	
Mrs. L. C. Dunlap.....	6	H. Devree.....	
Alfred W. McCann.....	6	J. R. Fliesler.....	
Miriam Teichner.....	5	E. M. Moore.....	
Dr. A. F. Currier.....	5	A. N. Plummer.....	
William J. Whiting.....	5	H. T. White.....	
Viola C. Layton.....	5	W. H. Bennett.....	

BUSINESS OFFICE.

		Years.	
ARTHUR B. CHIVERS, Business Manager.....		4	
CHARLES D. LOSEE, Assistant Business Manager.....		34	
JAMES TOLE, Assistant Business Manager.....		7	
Years.		Years.	
Maurice S. Hanway.....	20	William Hoefler.....	2
Juliette P. Karr.....	18	McKay Donkin.....	2
S. Vermilyea.....	18	Irving Nydick.....	1
F. C. Holloway.....	13	Bernard Turner.....	1
Lillian M. Walsh.....	13		
Ella Baker.....	8		Less Than
James F. Free.....	8		One Year.
J. Weisinger.....	7	Albert A. Schwartz.....	
James A. McKie.....	6	O. Fricalora.....	
Arthur Beck.....	5	Agnes M. Pereira.....	
William Nelson.....	5	Paul Yukov.....	
Joseph Pinder.....	5	Bertha Davids.....	
L. Van Dyke.....	4	George R. Curren.....	
Frank Brennan.....	3	William Bender.....	
William C. Mierendorff.....	3	Frank Nezczo.....	
Mamie Nydick.....	3	Adolph Schneidkroust.....	
R. J. Baker.....	3	H. Benjamin.....	
Ed. J. Flanagan.....	3	A. Kudish.....	
Gus Luckman.....	3	J. McDermott.....	
Sidney Polacsek.....	2	M. Piccinelli.....	
Max Baker.....	2	Forrest Stuart.....	

ADVERTISING DEPARTMENT.

		Years.	
W. McK. BARBOUR, Advertising Director.....		1	
Years.		Less Than	
S. W. De Beer.....	11	One Year.	
B. Mossel.....	7	A. S. King.....	
F. C. Reed.....	4½	Henry McAllister.....	
I. D. Rosenberg.....	2½	Pauline S. Morgan.....	
Neil V. Kearney.....	2	Mildred Morris.....	
Charlotte Ott.....	2	E. B. Remington.....	
J. W. Hunter.....	2	H. Seidenbaum.....	
R. W. Toulmin.....	1½	Joseph M. Solch.....	
J. J. Vogel.....	1	Mae McQuade.....	
W. E. Severn.....	1	W. Abbott.....	
Richard S. Wood.....	1		

COMPOSING ROOM.

	Years.		
L. M. HOWE, Superintendent.....			20
R. BALMAIN, Foreman.....			25
T. M. WATSON, Night Foreman.....			4
	Years.		
E. C. Bell.....	27	Charles Prohme	8
T. P. Boylan.....	27	F. W. Willard.....	8
F. Bruce	27	S. J. Gregory.....	7
F. H. Conningham.....	27	F. J. Hubbard.....	7
P. Fleming	27	J. A. Leahy.....	7
W. C. Foster.....	27	Ira F. Patterson.....	7
R. B. Mason.....	27	C. A. Sullivan.....	7
D. McC. Mitchell.....	27	J. J. Walkam.....	7
B. U. Richards.....	27	A. J. Fitzpatrick.....	7
J. N. Platt.....	26	W. Askane	6
F. Power	25	G. Graham	6
H. R. Bailey.....	24	J. P. Riley.....	5
J. Duncan	24	R. S. Stebbins.....	5
J. Junker	24	Edna Sturzer	5
J. H. Burke.....	23	V. J. Lawler.....	4
M. L. Frescoln.....	23	J. P. E. Donnelly.....	4
J. Martin	23	H. Heil	4
W. N. Hibson.....	21	George McNeil	4
G. B. Allen.....	20	H. Schiff	4
J. J. Nenninger.....	19	F. A. Merchant.....	3
C. G. Armitage.....	18	B. Kramer	3
W. J. Courtney.....	15	M. Rosenwald	3
J. F. Fleury.....	15	E. Wagner	3
L. Arenberg	14	J. Grabathy	2
F. G. Fass.....	14	W. H. Ballinger.....	1
D. M. Jones.....	14	P. Crowley	1
C. McGowan	14	J. A. Greiner	1
M. L. McLeod.....	14	M. Murray	1
C. E. Schultz.....	14	Louis Wissler	1
J. R. Spence.....	14		
H. L. Bayer.....	12		Less Than One Year.
A. E. McGowan.....	12	Ph. Bramnick	
R. J. Barrett.....	11	Eugene Golden	
D. F. Dodge.....	11	W. D. Grimes.....	
A. J. Hanle.....	11	T. W. Johns.....	
W. Kohlman	11	M. Kruse	
J. Wall	11	M. Levinson	
T. I. Cathcart.....	10	E. J. Madden.....	
Frank Hayden	9	M. Passinant	
Louis Seijas	8	E. Tines	
G. O. Passuth.....	8	S. O. Trefrey.....	
		J. Werner	

STEREOTYPE DEPARTMENT.

	Years.		Years.
R. J. CASSIDY, Foreman.....	13		
F. F. RUSSELL, Assistant Foreman.....	9		
	Years.		Years.
W. H. Jahne.....	23	C. Schott	6
W. B. Driscoll.....	18	H. A. Barnes.....	5
W. F. Eldred.....	16	F. Johnstone	5
J. F. Cassidy.....	10	W. Meadows	3
J. L. Farley.....	10	E. Kent	1
G. J. Eck.....	8	T. McCormack	1
J. S. Haubroe.....	7		Less Than One Year.
A. Mitchell	7	W. Mumford	
D. C. Igoe.....	6	R. Parker	
A. Purvis	6		

PRESS ROOM.

	Years.		Years.
DAVID C. RUTH, Foreman.....	8		
CHARLES B. WINNACOTT, Assistant Foreman.....	27		
	Years.		Years.
James Donovan	26	Joseph W. McGinniss.....	6
Philip Leath	25	Alexander R. Mushet.....	6
James V. Powers.....	22	James Healy	6
Andrew Grosso	18	Arthur Laimbeer	5
Lawrence Shanahan	18	G. Stein	5
Joseph Sheedy	16	Daniel Grosso	3
Eugene M. Dalley.....	15	Walter Lyons	3
James Guinavan	15	Thomas McCreight	3
Hugo Jacobson	15	Frank Finneran	2
Herbert Winnacott	15	Charles Burrell.....	1
Joseph Donovan	14	John Buttler	1
Andrew Fowler	12	James J. Hyland.....	1
Thomas Radice	12	John Kelly	1
John Clinton	10	Thomas J. McClane.....	1
Israel Kelenson	10	Daniel O'Brien	1
John P. Jackson	9	Walter Shields	1
Robert Monahan	9	Michael Twomey	1
Frederick Cahn	8		Less Than One Year.
Alexander G. Hayes.....	8	Herman Burdorf	
Gustave C. Flaig.....	7	Frederick Dennin	
Edward Corrigan	6	L. Olman	
Lawrence Kelleher	6	John Slevin	
Edward McFarlane	6	Ralph Brundage	

CIRCULATION DEPARTMENT.

	Years.		Years.
S. P. BOOTH, Superintendent.....	17		
J. STOLZ, Assistant Superintendent.....	11		
	Years.		Years.
G. Hanrahan	32	S. Wiener	4
J. Hanrahan	28	E. Propper	4
P. O'Neill	26	W. Savage	4
J. Schweers	25	William Asania	4
J. Rindler	25	S. Viatick	4
D. Richardson	24	I. Charatz	4
William Pettelreau	16	P. Overberg	4
F. L. Wheeler.....	15½	J. Bavasi	4
William Adams	15	I. Silverstein	4
J. Axelrod	15	S. Chuchith	4
A. Babcock	15	A. E. Hurlburt.....	3
H. Feldman	15	B. Kane	3
H. Hecht	15	T. W. Danby	3
William O'Neill	15	S. Baronofsky	3
J. Powers	15	R. Rocco	3
N. Turbin	15	A. Frederico	3
T. Bartomeo	14	C. Frederico	3
T. Burke	14	H. Sunshine	3
H. Fisher	14	S. Lewis	3
P. Frascello	14	C. Pernot	3
J. Higgins	14	T. Valiando	3
J. McAdams	14	S. Mansfield	3
William Meyers	14	C. Parisio	3
A. Picard	14	I. Markowitz	3
B. Rabinowitz	14	J. Fahey	3
N. Singer.....	14	M. Lorman	3
J. Meatcheam	13	William Price	3
S. Murray	13	P. Grosso	3
B. C. Acker.....	12	H. Mattus	3
G. Dodd	12	J. Schwartz	3
K. Dyer	11	F. Ravitz	3
B. Weiss	10½	J. Kiefer	3
S. Novich	10	H. Cavilira	3
Frank Peifer	10	J. Janowski	3
M. Salvia	10	J. L. Rocco.....	3
F. Brill	9	E. Staub	3
A. Gardella	9	C. Benson	3
E. Geiger	9	Queen City News Company...	3
R. Livingston	9	J. Schmidt	3
M. McAloon	9	I. Levy	3
J. Tyrell	9	H. Seidel	2½
L. Feinswog	8½	L. Siegel	2½
L. Bernstein	8	F. Coleman	2½
J. Carger	8	A. Parascondolo	2
M. Sullivan	7½	F. Mirro	2
R. Malcolm	7	A. Blackmore	2
R. Semer	7	Ed. Horan	2
S. Slenoff	7	J. Lynch	2
J. Valiando	7	J. Splenditto	2
J. Angelo	6	W. McIntyre	2
M. Levy	6	B. Jetto	2
E. Ritchie	6	C. Pettenello	2
J. McGovern	6	F. Gander	2
W. A. Flanagan.....	6	A. Pratileo	2
M. Ginsberg	6	C. Weinberg	2
I. Rosenbaum	6	J. Rubin	2
M. Spear	6	William Berger	2
B. Bensky	6	G. Wayland	2
D. Schifrin	6	N. Costos	2
D. Gloss	5	M. Moskowitz	2
B. Mansfield	5	B. I. Levy.....	2
B. Scovullo	5	J. Foley	2
H. Weiss	5	R. Mallory	2
B. Watkins	5	D. Cook	1½
J. O'Donnell	5	J. De Cania	1½
W. Coester	5	Reilly Bros.	1½
S. Grunin	5	M. Petit	1½
L. Bartomeo	5	T. P. Zazzaro	1½
J. Kenny	4	C. Albany	1½

THIS ADVERTISEMENT WON FIRST PRIZE—\$1000—IN THE
GLOBE'S ADVERTISING AGENTS' COMPETITION

Q What advertisers think of a newspaper is more interesting than what the paper thinks of itself. And when such thought happens to be expressed in terms of dollars spent for advertising space—there can be no question of its sincerity.

16 of New York's Leading Retail Stores

Here they are:

Altman & Co.
Arnold, Constable & Co.
Best & Co.
Bloomingdale Bros.
Bonwit Teller & Co.
J. M. Gidding & Co.
Gimbel Brothers.
Hearn
Lord & Taylor
R. H. Macy & Co.
Oppenheim & Collins
Franklin Simon & Co.
Stern Bros.
Stewart & Co.
Worth
John Wanamaker

used a larger volume of advertising in the New York GLOBE during the past five years than in any other New York paper.

Why did these leading stores

Use More Advertising in the GLOBE?

There is only one possible answer

To be the choice of one or two such shrewd buyers of advertising space would be a compliment to any paper, even though inconclusive as to that paper's leadership. But to be chosen by sixteen such merchants—Surely That Is Proof Positive!

Q Write five facts and figures that tell why THE GLOBE offers the best opportunity for reaching the one-tenth of NEW YORK'S people with money to buy goods.

The Globe
and **Gemma's Advertisers**

America's Oldest and Most Virile Daily Evening Newspaper

73-83 Dey Street
NEW YORK

Jacobs Rogers

PUBLISHER

(This advertisement prepared by C. W. Page & Co., of Richmond, Va., does not necessarily represent the estimate of The Globe by that agency, but rather their view regarding The Globe's strongest appeal as an advertising medium.)

THIS ADVERTISEMENT WON \$100 IN THE GLOBE'S \$1000
ADVERTISING AGENTS COMPETITION

New York ? — which New York ?

FOR there are many New Yorks open to the advertiser in search of new markets. There is roof-garden New York and fireside New York—New York of the brownstone and New York of the curbstone. No single label will fit the big Metropolis—no single newspaper can serve its many markets. The Globe certainly makes no claim to do so, but The Globe *does* reach a worthwhile market—and a steady market—year in and year out.

In The New York of The Globe we see an alert New York—rather young in spirit—progressive in politics, business, ideas of life in general—willing to try new things and to buy new things: Substantial—yes. Well-balanced—yes. But no mossback—it knows the feel of the ticker tape and the handle of the brassie. It doesn't reckon time from the blizzard, "when Roscoe Conkling died."

Nor is the reader of The Globe a faddist or destructionist. The New York of the soap-box is not the New York of the home, and The Globe is built to appeal to the home. It is there the market lies. There sits the board of purchasing agents—for the majority of products. Naturally The Globe has specially provided for the interests of the home and the woman in the home. Above all, The Globe is, first and last, a *newspaper*—and not a "feature newspaper." It is best described as a real newspaper with features.

Alfred W. McCann's pure food section has wrought wonders in food reform. Adulteration of foods has been minimized by his fearless attacks, and honest dealers have profited accordingly.

Nearly a page a day for twenty years, has been devoted to school news. Almost every teacher in the Metropolis reads The Globe—no negligible market, as the department stores know.

A glance at the financial page of The Globe reveals the completeness of this department. A gain of over 300,000 lines of financial advertising in three years attests its value.

Among the rest, it is enough to name "The Truth About Merchandise," Dr. Crane's article, the health column, Walt Mason, Webster's cartoons, Burgess's bed-time stories, music, sport and a *real* fashion page.

<p><i>Alman</i> <i>Arnold, Constable</i> <i>Best</i> <i>Bloomingdale</i> <i>Bonwill Teller</i> <i>Gimbels</i> <i>Hearn</i> <i>Lord & Taylor</i> <i>McCreery</i></p>	<p>It is significant that sixteen of New York's leading retail shops have totalled more advertising in The Globe during 1918 than in any other paper—significant because their check-up on reader-responsiveness is the most accurate possible. Here are the shops and here is the record in agate lines:</p>	<p><i>Macy</i> <i>Oppenheim & Collins</i> <i>Franklin Simon</i> <i>Stern</i> <i>Stewart</i> <i>Wanamaker</i> <i>Gidding</i></p>																																																
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The New York Globe

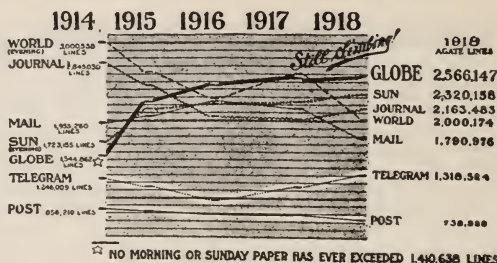
Member Audit Bureau of Circulations
JASON ROGERS, Publisher
Circulation 180,000

(This advertisement prepared by the H. K. McCann Co. of New York, N. Y., does not necessarily represent the estimate of The Globe by that agency, but rather their view regarding The Globe's strongest appeal as an advertising medium.)

THIS ADVERTISEMENT WON \$100 IN THE GLOBE'S \$1000
ADVERTISING AGENTS' COMPETITION

180,000 NEW YORK FAMILIES WITH MONEY

And This Chart Shows You How to Reach Them!



Experts on merchandising will tell you that you will do well to watch how the successful department stores plan their advertising campaigns. The department stores use advertising to an extent reached by few concerns in other lines of business; therefore, having made an exhaustive study of advertising mediums for years, no business concern is better qualified to judge of the relative merits of those mediums. Sentiment "cuts no ice" with the department stores, in their selection. They place their advertising on the strictly business basis of, "How well does this medium pay?"

The chart above shows the amount of advertising, in agate lines, used by sixteen of the largest retail stores in New York City, during the past five years, in the evening newspapers of New York City. These sixteen big stores, during the past four years, have awarded almost exactly TWO-THIRDS of their advertising to the evening newspapers and ONE-THIRD to the morning and Sunday newspapers combined. (53,000,000 lines as compared with 28,000,000 lines.) The morning newspaper leading its morning competitors in the amount of this advertising was only on a level with the lowest of the seven afternoon newspapers; and the Sunday newspaper which led its Sunday competitors ranked sixth on the list when compared with the evening newspapers.

Draw your own conclusions as to what New York newspaper will bring you the best returns.

The 180,000 families which read The Globe daily are families with purchasing power. An advertisement in

The Globe is like a personal message to them, because they have learned to rely so thoroughly upon The Globe's trustworthiness. As an advertiser, you may not care whether The Globe is three years old or fifty years old, so long as it brings results. But the readers of The Globe realize that it is 125 years old—the oldest evening newspaper in America—and to them The Globe is gospel true. They are justified in that belief. The Globe is peculiarly a newspaper for intelligent families—for men of business and women who are home-makers. It never prints "yellow" news or unverified rumors. It prints the real news of the world. It carries regular "features," written by experts, of special interest to each member of the family—father, mother, and children. It is not a paper tossed aside after a glance at the headlines. It is read in the home, by every member of the family. That is why it stands first, in the opinion of those shrewd judges of advertising mediums, the department stores, among all New York newspapers.

The Globe has always led in safeguarding both the advertiser and the buying public. Its campaigns against fraudulent advertisements, on the one hand, and against misleading statements of circulation, on the other, are famous. Seven years ago The Globe organized the Audit Bureau of Circulation, which has now a membership of 1,000 newspapers in the United States, practically eliminating the old style circulation liar. More recently, 77 newspapers have joined The Globe in pledging themselves to co-operate with advertising agencies by allowing commissions to the agencies on foreign business linked to the name of the local advertiser.

The Globe invites the national advertiser to study the purchasing power of the 180,000 families who are its steady friends in New York City. The Globe has probably put more new advertisers on their feet in New York during the last five or six years than all the other New York newspapers combined.

THE NEW YORK GLOBE .: .: JASON ROGERS, Publisher

(This advertisement prepared by the W. H. Rankin Co., of Chicago, Ill., does not necessarily represent the estimate of The Globe by that agency, but rather their view regarding The Globe's strongest appeal as an advertising medium.)

THIS ADVERTISEMENT WON \$100 IN THE GLOBE'S \$1000
ADVERTISING AGENTS' COMPETITION

**"The Keystone"
in the Arch
of New York City Newspapers**

BECAUSE over 90% of the GLOBE'S 180,000 readers reside in Greater New York and comprise, in the main, discerning families—

BECAUSE of success in keeping its news columns substantial, reliable and free from ill-founded reports of every description—

BECAUSE of unbounded confidence of the GLOBE'S readers in every article listed in the GLOBE'S "Pure Food Directory"—and, consequently, the phenomenal results derived from food-product and allied advertising in its columns—

BECAUSE of the scope and comprehensiveness of its appeal, which gives it a grip on the Home Life in New York City and suburbs enjoyed by few newspapers—and

BECAUSE of its fair and square co-operation with advertisers and their agents to make advertising in its columns profitable to them— (tho' never permitting pressure from advertisers to sway its editorial attitude)—

THE GLOBE

occupies the commanding position of a "keystone" among the newspapers of the Metropolis, offering advertisers a bigger, more economical "buy" in covering Greater New York than any other newspaper having a larger total circulation!

By a rigid policy of INDEPENDENCE, FEARLESSNESS, ACCURACY, HONESTY and DECENTY throughout its long and useful career, the New York GLOBE stands to-day as the "Economy-Buy" for advertisers of practically every article salable to the multitudes, comprising its vast, concentrated field—GREATER NEW YORK.

"Just Beyond the 125th Milestone"

THE NEW YORK GLOBE
JASON ROGERS, Publisher
The Oldest Daily Newspaper in America

MEMBER A. S. C. 100,000 NET PAID CIRCULATION

(This advertisement prepared by Danielson & Son, Providence, R. I., does not necessarily represent the estimate of The Globe by that agency, but rather their view regarding The Globe's strongest appeal as an advertising medium.)

THIS ADVERTISEMENT WON \$100 IN THE GLOBE'S \$1000
ADVERTISING AGENTS' COMPETITION



The advertisement is framed by a large, detailed illustration of a massive tree trunk. The trunk is so large that it forms a natural archway. Inside this archway, a multi-story city building stands on a street. The street is filled with people walking and several vintage automobiles from the early 20th century. The scene is set on a hillside, with the ground sloping down towards the street. At the top of the tree trunk, the newspaper's masthead is printed in a stylized, gothic font. The masthead includes the title 'The Globe' and the subtitle 'AND COMMERCIAL ADVERTISER'. Below the title, it states 'OLDEST DAILY NEWS PAPER IN THE UNITED STATES, EST. 1793'. A small globe icon is positioned between the words 'The' and 'Globe'.

The Globe
AND COMMERCIAL ADVERTISER
OLDEST DAILY NEWS PAPER IN THE UNITED STATES, EST. 1793

THE life of the nation passes through the columns of The Globe, which has grown in size and strength for 125 years. The confidence the public has learned to place in The Globe insures advertisers maximum results. The Globe stands for dependability and power, possible only through years of constant development.

JASON ROGERS
Publisher

(This advertisement prepared by Martin V. Kelly Co., Inc., of Toledo, Ohio, does not necessarily represent the estimate of The Globe by that agency, but rather their view regarding The Globe's strongest appeal as an advertising medium.)

