

1953

# "Changing with the Times"; a study of the Boston Traveler from 1825 to 1940

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Boston University  
School of Public Relations and Communications

THESIS

"CHANGING WITH THE TIMES"

A STUDY OF THE BOSTON TRAVELER  
FROM 1825 to 1940

by  
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Submitted in partial fulfillment of  
the requirements for the degree of  
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1953

BOSTON UNIVERSITY  
SCHOOL OF PUBLIC RELATIONS  
AND COMMUNICATIONS  
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"Words, when written, crystallize history; their very structure gives permanence to the unchangeable past.

"Men suppose their reason has command over their words; still it happens that words in return exercise authority on reason."-Bacon

APPRECIATION

to

MY FAMILY:- William, Donna, and Glen

and to

Mr. Frank Bruno  
of the Boston Public Library

For his patience; understanding of the need for accuracy;  
and diplomacy in handling the men of his staff so that the  
work could progress harmoniously and with a minimum of delay.

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## PREFACE

The reader may wonder, in covering such a vast amount of material, just how I decided what to record and what to omit.

In general, there are four types of material noted. They are:

1.) Whatever was different from today's newspaper, in whatever way it was different. It might be the paper in use; the phrases and words employed; the headlines or position in the paper; the subject matter; or anything which appeared to be the early origin of something which would evolve into 1953 custom or usage.

2.) There was noted also those features which were given prominence, whatever had a large amount of space in proportion to the size and number of columns in the paper as a whole. A "large amount of space" is a relative term. That amount of space in the early 4-page Travellers would be different than a "large amount of space" in a 40-page paper common in more recent times.

3.) Headlines were noted. They are excellent barometers of changing eras.

4.) It was interesting to note, also, subjects which are still well-known today such as the handling of the "crash" of 1929 and other space-consuming events. Those events set the tone of the times.

5.) Advertising started with the first issue and changed in several respects. It is interesting to note changes in advertising as to quantity and quality.

6.) The study of word-changes was the most interesting phase of this

research work. This naturally permeates all other subjects such as advertising, policy, and headlines. But it brings us into news content, also, which can be studied as a by-product when the words themselves are being noted.

7.) In studying word changes in news content I selected to read those columns which were concerned with the biggest news of the day, such as the Lindbergh kidnaping, or those which dealt with problems that society today is still worried about, such as the behavior of its young people, or passages which were not literary but seemed to be written in the everyday language of the people.

It is, incidentally, quite a mental impact to live 115 years in one year. You learn, if nothing else, -and there is much else- that there is no current problem that has not occurred many times before. Yet both the country and its citizens lived through it!

I soon discovered that there were, during the 115 years studied, tonal eras. These were based mostly on content, but they were reflected and expressed also in format.

Since it is not the province of this thesis to compare the Traveler with other papers current throughout its history, helpful as that would be, the facts concerning the Traveler alone remain our chief concern.

Therefore, these tonal eras are important. By tonal eras I mean the characteristic mode of expression, the prevailing character of various eras as to manners, morals, styles.

Eras exist because these factors change from time to time. They indicate how a newspaper reflects the times in which it functions. Other papers no doubt reflect their times, but I believe a more conservative

paper than the Traveler would not fluctuate its variables so greatly. Like the ocean, the higher the waves, the stronger the current somewhere along the line. The waters might heave, but waves, variables, would not break the surface. The more a paper reflects its times the more successful it is. Perhaps it is that elasticity which accounts for the long life span of the Traveler.

The reason I selected the Traveler to study was because it had the longest continued span of any Boston paper current today, and it was handy to Boston. The Transcript, a more conservative paper, started earlier but has been discontinued for some years.

There are several channels through which the Traveler expressed its personality from year to year.

They comprise the following chapters in this thesis, and are:

I. Policies, and type of thinking as expressed in editorials on journalism in general and specifically; format; and the statements of purpose which occur from time to time under "Prospectus", or in the editorial columns.

II. Advertising Through the Years

III. Word Changes

IV. Headlines from Time to Time

V. Conclusion

This is based on the entire study, not exclusively on the material in the thesis proper.

There is an overlapping of these chapters in this way:

For example, in reading the Prospectus as printed in the very first issue of the paper, if the reader thinks only of the policy therein

expressed, he will not be alert to the interesting words used which are not current in 1953.

Each chapter should be read, and then studied with all other chapters in mind in order to give a rounded picture of the Traveler at any given time.

Furthermore, it is well to note what is missing as well as that which is included. For instance, there are times when advertising is light, when there are no pictures, no comics, no black headlines, no fine print. Each factor is relative, of course, with newspapers as we know them today being the natural standard.

Since we are tracing the unfoldment, the development of the Traveler during a period of 115 years, our picture can best be drawn in a chronological way, from the first issue to the most recent.

Therefore, at the risk of jumping about a little in considering some details, the important time development in every chapter is maintained in its natural order. This will also help in speeding cross-reference work between the chapters.

Bearing in mind always, that the following material is a stepping-stone to further study, the method of presentation as well as the material selected was thought to be the most helpful to research.

For accuracy's sake, in the earlier quotations, parentheses are used to enclose blanks indicating missing words, or to enclose words that were barely visible. Quotation marks are used frequently around words with unusual spellings.

Dates are underlined for easy reference.

When the original uses italics, the thesis copy is underlined in this way.

## CHAPTER I

## POLICIES THROUGH THE YEARS

This chapter deals with the policies and type of thinking of the Traveler as expressed in its editorials on journalism in general and specifically; the format; and the statements of purpose which occur from time to time under "Prospectus" or in the editorial columns.

The following headed page one of the first issue:

American Traveller

Published Every Tuesday and Friday, by Willard Badger and Royal L. Porter,  
No.72, Market-Street, (Corner of Market and Court-Streets.)  
Vol. I Boston, Mass. Tuesday Morning July 5, 1825. No. I

The terms of the Traveller were:

## \* Terms of the Traveller

Four Dollars per annum, payable half yearly in advance.

In connexion with the Traveller, the STAGE REGISTER, is published as a supplement, once in two months.

Terms of the Traveller and Register

Five Dollars a year-payable half-yearly in advance.

In no case will the Register, be issued separate from the Traveller.

J.C.Parmenter, Printer "

There follows from that first issue the Prospectus precisely as written:

## \* Prospectus of the American Traveller.

Notwithstanding the press, at the present day, abounds with numerous public journals, the main object of the proposed paper, though one of entire novelty, is deemed of sufficient importance fully to warrant its establishment. A large and valuable portion of the community, including both the proprietors of stages and steam boats, and the keepers of stage houses and public inns, in view of the vast increase of travelling and the means of conveyance, have felt strongly the want of a publication, which regularly should furnish

"them and the public, all necessary information of the means of travelling. Such a publication has often been contemplated and as often abandoned, from a consideration of the labour and expense necessary to render it sufficiently correct to be useful. The plan now proposed---to connect a Stage Register with a semi-weekly journal---is believed to be the best, and the only one, by which the object so much desired can be effectually accomplished.

"For this purpose, the American Traveller, like the other newspapers of the day, shall contain all foreign and domestic news---the proceedings of our National and State legislatures---remarks upon the current literature of the times---reflections upon prominent events---marine intelligence---prices current---and as much of every sort of information, useful to the traveller, the man of business, and the scholar, as industry and opportunity may enable the editor to furnish.

"As to politics, the Traveller will pursue a straight-forward independent path. Though we decline entering into the arena of party feuds and contentions, or adhering to the destinies of any man, we shall readily give place to (the) discussion of such subjects as may be calcul(ated) to illustrate the doctrines of civil liberty (in) our republican institutions. The present skeme seems to be peculiarly favourable to an un-(biassed) political course. A new administration (in) our National Government, under favourable (aus)pices, has recently commenced. Those great ( ) into which this state and the United ( ) were once divided; whose violent con-(tentions), at times, shook the whole fabric of our Union, and threatened it with immediate dissolution; are now, on all important points of public policy, united in one body---a whole people;--- whose rights and interests it will be our constant aim to support and defend.

"The Stage Register shall contain a full and fair account of all the lines of stages, steam boats and canal packets in the New-England States, together with the state of New-York---their hours of departure and arrival---towns through which they pass---proprietors' names---fare,&c.---All changes or alterations that may occur in the intermediate times of publishing the Register shall be inserted at length in the Traveller. ---Though it is literally an age of competition, and there may be routes on which companies are formed to act in opposition to each other, we shall pursue a

strictly impartial course with regard to each, and if possible give a faithful and correct view of all.

William Badger  
Royal L. Porter

This first issue contains but four pages, the third for advertising, the fourth entirely literary. The print is fine, varying from 1/16 to 1/8 inches in height throughout the paper with no exceptions in the advertising. The pages are neat in appearance and measure 14 inches by twenty inches.

Page One has six columns with subjects printed in italics or a slightly wider spaced fine print. The subjects are:

"Agricultural"  
"Fruit Trees,&c." (There are nine inches devoted to this subject.)  
"On the use of Lime for preserving Health" (Nine inches here also.)  
"The Acacia or Locust Tree" (Three inches of copy)  
"The Divining Rod" (One column for this)  
"Progress of Machinery" (One column and two inches over)  
"Manufacturers of France" (Four inches are allowed for this)  
"On Summer" (This is important enough for six inches of space)  
"Grand Island" in the Niagara River (takes one column)  
"Heights of monuments around the world."

Near the bottom of column 5 there is a poem. It is the policy to have a front page poem for many years, nearly until headlines emerge. The following is typical of the poems selected, and is from the first issue as follows:

"Farewell"

"When lip meets lip with stifled feeling,  
And silent sorrow fills the eye;  
When dew-drops o'er the cheek are stealing,  
And springs the oft repeated sigh.

"Whilst o'er thy form in anguish bending,  
To hide the grief I cannot tell;  
What agony my heart is rending,  
O'er that one fatal word, Farewell!"

An interesting expression of purpose is published on page 2:

"TO THE PUBLIC"

"In presenting our readers with the first number of the AMERICAN TRAVELLER, it may be expected we shall devote our incipient labors to giving, at least, a brief exposition of our views, and the principles by which we mean to be guided in the discharge of our duty.

"The important advantages resulting from the free and extensive circulation of Newspapers must be obvious to every reflecting mind. With us, they are the great vehicles of information--- a means of acquiring knowledge within the reach of every citizen. By them the different and distinct sections of our extensive country--- the small and secluded communities, whose 'dim horizon is bounded to a span', are made acquainted with the sentiments and feelings of each other; as well as the various operations and manifold achievements of human ingenuity. They are, in truth, the streams which carry the water's of knowledge to almost boundless distances, and spread them over every land, to improve and enrich its inhabitants.

"So much for Newspapers in general; but we have other claims for the patronage of a liberal community. In connexion with the Traveller, we have commenced a new, and we trust a useful manual in the publication of the Stage Register.

"As to the character of the 'Traveller,' it will be exclusively 'American'. We have our common country, and one common interest. We enter upon the stage of busy action at a time when the spirits of discord and malice are taking breath---when political hostility reposes; and certainly we have no disposition to disturb the slumbers of the one, or revive the bitter contentions of the other. New questions and new objects, having no connexion with past controversies, are continually presenting themselves before us; and the tide of human passions, which has been raised by the violent party storms of the age, may now, by the united exertions of the friends of truth and virtue, be made to convey on its bosom the rich blessings of peace and happiness through our whole republic.

"Emanating from the metropolis of New-England, our Traveller will be influenced by no local feelings, nor be led aside from the path of duty by sectional prejudices. We shall make the public good our only land-mark, and the general welfare our direct object.

On all questions of national interest we shall take the liberty to form and express an independent opinion, according to our honest convictions.

"A prominent object of our paper will be to foster American genius, and to give it that rank in the literary and scientific world to which it is justly entitled. Our countrymen have long enough been in a state of intellectual vassalage to the 'literati' of Europe, and as in politics and religion, so in the republic of letters we would achieve our independence. We have already writers of taste and erudition—scholars who have gained the heights of Parnassus, and gathered the 'laurel wreaths of genius'. We have also much native talent concealed in 'the young buds of promise'; and this requires but the tender and fostering hand of the cultivator, to bring to view blossoms, whose fragrance will be as grateful to genuine taste, as is the odour of more favored flowers. Our Traveller, therefore, will never pass by unnoticed the humble lilly of the valley, or look with scorn upon the 'retiring eglantine of the woods'.

"To the various departments of Agricultural, Manufacturing and Mechanical industry, we profess a strong attachment; and, from time to time, shall communicate whatever we find of invention or improvement, that tends to advance their interests. And we shall ever cheerfully open our columns for the promulgation of any sentiment that will, in any way, hasten the march of knowledge, or brighten the progress of the Arts and Sciences.

"With these views and professions we send forth our Traveller, indulging the hope that it may not be forgotten by the wayside, but meet with a welcome reception from a generous and enlightened community; but, at the same time, asking for it no success which may not be deserved, by our honest and persevering efforts to fulfill the purposes for which it is established."

I find it helpful for several reasons to quote considerable from the first issue of the American Traveller. By reading the long passages we get the spirit of the paper, the mood of the times as shown in the style of writing. We see spellings and pronunciations which occur frequently thereafter, Let us proceed chronologically.

Here is an interesting quotation:

October 7, 1825

"To give some idea of the manner in which public business was transacted, in days of primitive republican simplicity, I have transcribed a few resolutions from the town records of Hartford, Connecticut. They may amuse the curious, and others need not read them unless they choose."

December 9, 1825

There was more than a column of the following material, of which the title only is quoted, which illustrates the custom of using articles from books and other publications. Direct news as we know it was difficult to obtain.

"pictorial view of Florence from a volume of 'Observations on Italy' by the late John Bell, Fellow of the Royal College of Surgeons."

November 19, 1826

We see here a less literary side to the paper. Thus:

"Refutation-A strange sort of a story has been in circulation for a fortnight or more, that the renowned Col. M- has something in his head more than people generally are aware of. We are authorized to say there is nothing in it."

On January 16, 1829 there is mention of an interesting book which was just published:

"How to Curse and Swear Lie, Cheat, and Kill, according to Law, by Lorego Dow."

News of activity in the West was usually of interest. Thus:

"Twenty and sometimes forty wagons of moving families pass through Indianapolis every day, destined to settle on the rich valleys of the Wabash."

When we run across an estimate of Lord Byron's poetry we realize that the link with England is still evident.

Subjects selected for publication are often about distant countries. We have, for instance, on July 31, 1827 an estimate of "Chinese Ladies".

Police Court items are frequent. Here is one from page four column 6 on November 4, 1825 which illustrates the custom of discussing court cases. It follows in part:

"The poor fellow had been on shore only a few weeks, and seemed more inclined to be an honest son of Neptune, than a rogue...but having probably spent his money among his comrades, wanted more, fell in with a knowing villain, and was easily led to enter the paths of vice...no surety". So he was committed to "goal".

Opinions of people were freely expressed in the press as shown in the American Traveller on May 16, 1826. Thus:

"William Skinner of New York, who has hitherto been considered more a fool than a knave, purloined one hundred and five dollars from Mr Seaman's office, pocketed the cash, and was leaving the city when arrested.

Journalism has made progress since those days when editorializing in the news was a common every day policy. Another example is worth quoting. Thus:

September 3, 1833

"A teacher of French language, whose name is familiar to most of the fashionable of Philadelphia, has been held to bail in that city, charged with seduction—one of the most infamous crimes known in civilized society. We trust an example will be made of the Scoundrel."

According to this report the teacher is only charged with the crime. Yet the paper has already decided he is guilty and worthy of that verdict. Today this would not be the policy of a newspaper.

No doubt that important change in journalistic practice was brought about, for the protection of the individual, by just such high ideals as was expressed by the Traveller in its first issue. The passage of time, and the combined efforts of many brought about the change. Its development would be a fascinating thesis by itself.

From July 11, 1826 we have another quote along this line. Thus:

"Crime- An abominable crime was committed in Hudson, on Wednesday upon the body of a girl aged eleven years, by a wretch who has been once in the state prison for the same offence. The cries of the child were heard, but the villain escaped through a back window, before assistance came, and fled."

The above was from a regular column entitled, "Selected Summary".

September 4, 1827

"A new trial has been refused in the case of Mr. King, of the New York American for accusing Gen. Root, of being drunk. Consequently Mr. King must pay the \$1500 damages to the General."

Justice was the goal, the benefits of such a goal being the embryo of modern justice.

Let us consider for awhile some general viewpoints on journalism from the early period.

January 16, 1829 on column 6 page 1 the Traveller quotes from another paper as follows:

"Newspapers-If the intellectual superiority of a country is indicated by the number of its public journals, the United States of America is the most intellectual country in the world. For a population of eleven millions and a half, it provides 850 journals, being in the proportion of one journal to every 13,000 individuals. England with a population of twenty three millions, has only 483 journals, making the

proportion as one to 48,500. But there are many gradations of the scale between both. Saxony has 54 journals, and her population is only one million and a half, being in the proportion of one to 26,000. Denmark with a population of two millions and a half, publishes 80 journals, being one to 31,000. The Netherlands containing six millions, has 150 journals, being one to 41,000. Prussia, whose population is twelve millions and a half, has 228 journals, or a proportion of one to 26,000; and the German confederation, a population of thirteen millions, issues 305 journals, being as one to 44,500. As we descend we find..... until we come to Asia, which terminates the point of the publishing declivity.-In Asia, hot, happy Asia-where there is a population of 390 millions, we find the literary periodicals amount to the number of 27, being in the proportion of one journal to every 14,444 persons! -Eng. pap."

September 30, 1831

On column 5 page One we read:

"A Newspaper. Who would be without a newspaper in these stirring times? From what other source than that of the daily or weekly press, can an individual or family expect to gain a timely notice of those events which plunge thousands into mourning, or drive other thousands mad with joy? The plea of not being able to pay for a newspaper is not worthy of credit in this happy country. All who have the hands to labour and the heart to read, may have a paper daily or weekly brought to their doors and find the ready money at hand, or soon coming to pay for it; and be incalculably gainers by the contract. To live in this brief world, to hear its din, sometimes in low murmurs, and then in deafening thunders break in upon our solitude, and have no means at hand to satisfy ourselves of the causes is a ( ) of miserable existence unworthy of man. What-bring up a family of young republicans, any one of whom, if life is spared, may be eligible ( ) the Presidency of the United States, in ignorance of the tremendous

conflict of opinion ( ) now raging in the earth on the subject of human rights! This must not be done in the light of the nineteenth century. It were a better deed for the age, when the Crusader, who went away in youth, came back with grey hairs, to bring ( ) first news of his deeds, and the fate of innumerable warriors who went with him.-Badger's Messenger."

August 31, 1835

"We have regretted the absence of that interesting and able journal, the New York Mirror and also, that spirited, witty little diurnal, the Morning Herald, by Bennet, whose publications were interrupted by the late fire, but we are assured that they will appear again in a few days-the sooner the better."

Not all quotations of the Traveller from other publications are literary in nature as we have seen. Another type of contribution to the paper comes from travellers, especially those from the West. An interesting account follows:

February 3, 1837

"Cold Weather in the West.-A correspondent of the United States Gazette, writing from Vandalia, Ill. gives the following glowing description of the weather which he experienced on his journey from Vincennes to that place: .....And on the night of the 22d, there were two men attempting to cross the large prairie near the Kaskaskia river, on horses, and losing their path, (and as they term it here, getting out of sight of land) and after getting discouraged and nearly frozen, and seeing no chance of getting out of the prairies until light, they concluded the only chance they had, was to kill their horses, take out their entrails, and take lodgings in their carcasses while warm,&c. They killed and prepared one of the horses, while in so doing they lost the only knife they had, consequently they both had to make the best of the one poor animal

slain, the other tied to his foot, they both using the warmth of the horse to the best advantage....."

Today this detailed account would be considered sensational, and would have headlines to match its nature.

We have an account which is the opposite of literary in nature.

It follows :

June 2, 1837

Page Two, column 5:

"The Albany Journal don't like it at all, that the Prince of Fiddlers is about to move his elbow this side of the Atlantic. It says:-'The newspapers are endeavoring to set the country agog about Paganini, an old, worn out scraper of cat-gut, who is coming here to humbug us out of fifty or an hundred thousand dollars. We can conceive of nothing more disgusting than this wretched attempt to excite a public sensation in favor of a vagabond foreign fiddler.'"

October 16, 1837

As is the custom these days during the early period, we continue to note that the last page in each issue is chiefly literary. We find in this issue, a "Sketch" from Nature, by Mrs Harriet Beecher Stowe. There are also quotes from the Saturday Evening Post, Blackwood's Magazine, and others.

Starting January 1, 1839 the pages of the American Traveller change in size from 15½" x 22" to 18" x 23½"

"published Tuesday and Friday  
by Badger and Porter at No. 47 Court Street  
terms \$5 a year; if paid in advance  
\$4 will be received"

"In connexion with the Traveller, the  
Stage Register is published once in two  
months. Price of both, \$6 a year, \$5 in advance."

Now instead of the name alone at the top of page one, there has been inserted between the words American and Traveller a picture containing the various means of transportation: train, boat, and stage coach.

August 20, 1839

A western editor said he would not take woodchucks and the like in payment for the paper.

On Page One on October 18, 1839 three-fourths of a column is devoted to comparing the English and the American press. A portion follows:

"The Americans are uncommonly prone to rhetorical flourishes, polished periods, out-bursts of fancy, and frequent specimens of what is termed fine writing.... The American press has been considered particularly abusive.... There is no doubt that our press is altogether too personal; too much disposed to unconditional invective; too indiscriminate in its attacks on individuals... Reprehensible as is the tone of the American press, it is more seemly and dignified than that of our transatlantic neighbors." -New Orleans Bulletin.

August 25, 1840

Page Two, column 4:

"Mrs Kenney has absconded. She is represented as possessing great personal attraction, and intelligence, but has never been remarkable for cultivating the moral sentiments."

April 1, 1842

On Page One, column 2 there is a "Caution---To the Public" in which a "Female Physician" warns about a Mr. Newell. She claims, in fancy terms, that he was only her hired man, not a doctor. Just below that we find: "Justice". Dr. Newell says in equally fiery terms that he can cure diseases.

February 10, 1843

The following gives an idea of the type of readers that the Traveller had at this period:

"Ourselves.-We have the pleasure this week of announcing the consummation of an arrangement for some time contemplated, and which has seemed to be demanded by the wants of an intelligent reading community. Though a large portion of our patrons are concerned in transporting or entertaining travellers, no inconsiderable class is engaged in the delightful pursuits of husbandry and the mechanic arts. Many of our friends among the producing classes have complained of the papers devoted to their interest, as at present conducted, that they are purely agricultural, and do not contain that variety of literature, news, miscellany, &c, necessary to render them acceptable and useful to the family circle.

"Improving by these hints....we have formed the plan of a weekly publication which shall furnish as large a portion of matter in the different departments of Agriculture, Horticulture, Floriculture, &c as the papers already enlisted in these interests; and in addition, give the popular tales, poetry, original reviews, literary notices, elegant miscellany, copious summary of foreign and domestic news, Congressional and Legislative proceedings, &c which have rendered our weekly so popular among every class of the community." .....

"We present then the Weekly Traveller and Farmers' Advocate....family paper."

April 12, 1844

Page Two, column 2:

"According to Vattermore, there are 2000 newspapers published in the United States. The cost of these to the American people he estimates at six millions of dollars per annum-yearly circulation at five hundred millions of copies which makes more than a million and a half every day.

Astonishing as these calculations are,  
they are nevertheless true."

On June 14, 1844 they were checking on Congress even as the press  
does today.

Page Two, column 7:

"The Franking Privilege- The abuse of this  
privilege has been carried to a great extent,  
not only in this country but in England.  
Members of Congress have been accused of  
franking their linen and sending it home  
by mail for the purpose of having it washed.  
A piano is said to have been franked, once,  
from London to "Devonshire."

By February 14, 1845 the publisher is listed as:

"E.A. Upton and Co.  
Ferdinand Andrews, Editor"

An editorial on page two, column two in the same issue shows the  
Traveller's conservative feelings in regard to the expansion of the  
country. It follows in part:

"The Oregon Bill"  
"(to add Oregon to the Union)  
"to gratify the unbounded passion which  
all at once has taken possession of us,  
to extend the dominion of our country.  
"The same reckless spirit characterized  
the debate on the Texas question."

March 18, 1845

Subjects considered good copy were:

Page One, "Six Reasons for Planting and Orchard"  
"Romance in Real Life"  
Page Two, "Slave Trade"  
"Water Projects for Boston."

April 1, 1845

Page Two, column 1:

"Introductory-

"In presenting to our subscribers and the public the first number of the "Daily Evening Traveller", we beg leave to say, that the paper is not, in all respects, as we would have it.....

"In saying what we do, we are not unmindful that good intentions and resolutions are more easily formed than kept, and that we may not be able to realize, in any good measure, our beau ideal of a daily paper; but we promise to do our best to satisfy those who may encourage our undertaking.

"In taking our place among the numerous and excellent dailies in this city, we trust we shall not be regarded as intruders. We shall hope to live in all good fellowship with them, receiving and reciprocating such acts of courtesy as shall be mutually agreeable!"

One reason for slow communications is explained as follows:

May 20, 1845

"Steamer Britannia, arrived Monday morning at 5 o'clock bringing London and Liverpool papers to the 4th of May."

Two columns of news follows this steamship report.

As we have noted, "The Daily Evening Traveller" started April 1, 1845.

There is considerable overlap of the contents of the daily and the semi-weekly. Both, for instance, have "A Shipwreck Scene on Board the Sheffield". All Travellers were published by Upton, Ladd, and Company from the same office. Publishers changed frequently. By April 14, 1846 they were "Bowker Flanders and Co." with "Ferd. Andrews and Geo. Punchard" as editors.

Let us check on the contents of the issue of the Daily Evening

Traveller for January 26, 1846.Page One, column 1:

Masthead  
 A Traveller's Directory  
 "Railroad Cars Leave Boston Every Day For--"

Then it lists the "depot" from which they depart and the time of arrival and departure is expressed thus: "7½ am, 11½ am, 4 PM" etc.

Page One, columns 2, 3, and 4,

Advertising

Page One, column 4, and 5

correspondence

Page Two

News of other countries  
 Mass. Legislature  
 Railroad Journal  
 Arrivals at the Hotels (names of people)  
 Special Notices , temperance meeting  
 Commercial, stocks  
 Marriage  
 Death  
 Marine Journal

Page Three

Advertisements, with occasional small pictures.

Page Four

Advertisements

On January 4, 1847 we are informed that the passengers which docked on a boat were mostly "respectable looking people".

October 24, 1849

There seem to be no rules as to where words are split at the end of a column. Thus: "compos ed  
 quar ter"

December 26, 1849

On Page One, column 7 we read as follows:

"The Astor House.-We have long entertained in a quiet way, a desire to know something about the statistics of this establishment-at least in the matter of consumption-but have always been deterred from asking of the proprietors by the not unreasonable consideration that they might think, though they would perhaps be too polite to say, that it would be more becoming in us to mind our own business".

NY Commercial Advertiser.

However, the desired information was learned incidentally through a speech. The point for us is that, though this was not the Traveller speaking, it is contrary to current opinions of newspaper policy. Today papers are not reticent or bashful.

February 20, 1850

The "Lowell Lecture on Science and Agriculture" took up two columns of page one. This lecture, when it occurred, was usually presented in full in the Traveller.

June 29, 1850

Much skepticism was expressed regarding the proposed lighting up of the Astor House with electricity. It was referred to as a "pretended discovery".

A "steamer fire" was a "melancholy disaster".

The print in the newspaper is still fine and completely covers the page. Dashes are used as paragraph markings so even the small space from a paragraph indent is not evident.

April 5, 1851

In commenting on an agitation slave meeting, the Traveller, according

according to the following remarks was conservative. Thus:

"The sentiments expressed by Rev. Mr. Colver, Mr. Wendell Philips and others, were in the highest degree rebellious and mobbish, and ought to receive the indignant reprobation of every good citizen."

That type of thought was expressed frequently. However, at another point they referred to the Transcript as most conservative.

August 17, 1853

On this date the price of the Traveller was six dollars per year, 2¢ per copy.

December 19, 1853

There were two or three paragraphs in this issue against the New Bedford Mercury meddling in Boston politics. One sentence gives the key to the main thought. It is:

"Mercury knew nothing about what it was speaking of and we ventured to say so."

February 1, 1856

The Traveller speaks up as follows:

"The press of Lawrence, Kansas territory, are discussing the discharge of a faithful school teacher in that place, because he refused to become a Know Nothing. The school committee being Know Nothings took this summary method of proselyting."

A sudden temporary change makes all of page one on October 3, 1856 advertising.

October 3, 1856

The Traveller says "thank you" in this way:

"We acknowledge with thanks the courtesies and compliments elicited from our cotemporaries of the press in this and neighboring cities, by the appearance of

our Morning edition...."

February 5, 1857

A one half column editorial on page two, quoted in part, announces with great pride a new press as follows:

"Our Ten Cylinder Press"

"The Proprietors of the Traveller have had occasion more than once within the last six months to announce to their friends and subscribers some accession to its operative force, some increase of its facilities for obtaining news, some addition to the number of editions, some enlargement of its already extended circulation. To day they announce that in addition to an editorial and reportorial force larger, abler and more systematically distributed than that upon any paper out of New York, facilities and means for obtaining news unsurpassed by any other paper in the United States and a circulation which has doubled within the last year (1856), they have also taken means to secure a press commensurate in size and power, and one whose equal has never yet been constructed.

"They have to-day ordered from Messrs. R.Hoe & Co., New York, one of their immense

TEN CYLINDER PRESSES,  
capable of striking off twenty-four thousand impressions per hour. The dimensions of this mammoth press are as follows: IT IS TWENTY-EIGHT FEET long, four feet six inches wide, eighteen feet high, and will require twelve men to work it. It will occupy two stories of the Traveller Buildings, resting upon the floor of the press-room, even with tide water,..... They are gigantic pieces of mechanism, to which the operations of a four or six cylinder press will be diminutive and slow....no one can deny that they are splendid proofs of the triumphs of the Printing Art.

.....

"The conductors of the Traveller cannot but acknowledge in its prosperity

which is without parallel in the history of American journalism, (excepting the single instance of the New York Times) a recognition and approval of its independent course, its elevated tone, its unflagging industry. In no respect, nor in one jot or tittle will there be any turning aside from its independence, any lowering of its tone, any abatement of its zeal. If the Traveller fails to accomplish the still greater success which its conductors anticipate for it, they will at least have exerted themselves to the utmost to deserve it. "

That issue included also suburban news of Cambridge, Dedham, etc.

April 6, 1857

On page two there is an entire column on the lessons of crime. In view of the current discussions on the Jelke case, parts of the editorial may prove interesting as a view held by the Traveller in 1857. It is interesting to note that this is before the days of headlines. I quote in part:

"There are some people who censure the records of crime, which occasionally fill large space in the newspapers of the day. It is, indeed, often painful and shocking to the best feelings of the human mind to listen to a recital of crimes fearful in their nature and disgusting in their character, but it is a duty which we owe to our fellowmen, and a great lesson of life, teaching us humility, Christian forbearance, and righteous indignation, in their truest and most exalted sense, and all from the same source. The Bible itself, that inspired volume, to which we owe the whole of our temporal power and prosperity, as well as our spiritual development and happiness, contains besides the history of the mission of Jesus.....crime.

"The attempt at concealment only sharpens the edge of curiosity and enquiry, and too late, those who adopt this course, almost always find, that the knowledge has been

acquired at a time and under auspices, most unfavorable to the learner, and that it would have been far better that the information should have been imparted at home, where it could have been treated with plainness of speech in regard to its enormity, and the deadly peril in which it placed soul and body.

.....

"In the publication of the details of crime and of the proceedings of judicial tribunals, words should be as carefully used as the nature of the case will permit. The vice should not be made to appear any grosser than it really is, but its abhorrent nature should not be passed over, or treated as a light and unimportant matter. Nor should the vital issues of the case be overlooked, or truthfulness and a proper record of facts be neglected, in the fear that modesty may be shocked.

"For ourselves, we do not believe that these details of crime (provided the language used is properly guarded) have any injurious influence on society at large, and in the general result. They carry their own lesson with them.-"

October 12, 1857

A transition point has been reached between the older days and the more recent era where emphasis is on speed.

Page One, column 4 illustrates this point:

"The associated press have taken measures to employ a swift yacht, which shall cruise off Newfoundland, in the track of the Atlantic steamers to receive the European news and transmit it over the U.S. by telegraph from St. Johns, six or eight days from the time it leaves England."

August 18, 1857

"Miss Roberts is lecturing at Auburn N.Y. on old maids.....Rather a dry subject."

Local news is increasing. A one and a half column description of

the "Ocean Telegraph Jubilee" is interesting. "Countless jets of flame from gas pipes" were reported to have decorated the Boston Public Library.

October 19, 1858

The "dull impudence" of the Journal is expressed in the editorial columns.

December 27, 1859

There is a brief editorial on Christmas.

As late as 1861, when the embryo headlines are beginning to appear, the Henry Ward Beecher sermon continued to be printed in full. For instance, on February 2, 1861, columns 2 and 3 and  $\frac{1}{2}$  of column 4 were devoted to the sermon. That was on page four. It held the same position on December 1, 1861 but occupied more space, that is columns 1, 2, 3, and  $\frac{1}{2}$  of column 4.

Once again the Traveller comments on another paper.

August 27, 1864

It comments on the Commercial Bulletin, as follows:

"The Commercial Bulletin of this week sustains its reputation as being the most tastefully arranged and best printed weekly paper in the country. Its contents are entirely original, embracing a variety of subjects interesting to business-men in all parts of the country. The amount of valuable reading matter crowded into the twenty columns devoted to that purpose is really quite a marvel, and will doubtless be appreciated by those who desire a good quantity combined with good quality."

June 22, 1866

The Traveller published a list of income tax returns for 1865.

They devoted a large proportion of this issue to it as follows:

Page One, columns 5,6, $\frac{1}{2}$   
Page Two, columns 2,3  
Page Four column 2.

This was their policy other years also.

The weather has been recorded from time to time. By December 31,1866, they are still reports, not forecasts, that is to say, weather that has already occurred is described.

From the earliest days, occasionally, type has been printed verticle with the page, instead of horizontal, in advertisements and other material. An example occurs as late as April 2,1867.

The police arrest table is written  $4\frac{1}{2}$  inches high, perpendicular in the column instead of crosswise. In order to read it the entire page must be turned around. It is conspicuous on the page as it is surrounded by fine print. The purpose of the table was to show that prohibition was not a failure. In this thesis, merely the type of arrests will be recorded,typed across the page as follows:

"Arrests for drunkenness and common drunkards  
 Lodgers  
 Do drunkards, common drunkards and lodgers  
 Intoxicated persons helped home  
 Disturbances suppressed without arrests."

June 3,1867

The omission of the daily poem on page one is worth noting. Seldom has it been omitted since that very first issue.

In this issue, income returns are published from Brighton, Watertown, Dedham, West Roxbury and other suburbs.

There is also one full column, heated editorial, against the governor's views on the question of uniting Boston and Roxbury.

On April 9, 1868 there is an excellent six inch summary outline of the contents of the weekly Traveller in this issue.

On October 12, 1868 the Traveller announces its policy regarding election returns as follows:

"The Traveller office will be open  
and we shall issue  
Extras  
during the evening, which will be  
furnished our agents who may order  
them."

February 15, 1869

"Various Items" was a regular column at this time. A sample paragraph from this feature is as follows:

"A twelve year old orphan boy was  
seen on the streets of Palmer on  
Thursday evening, in a state of  
beastly intoxication."

August 18, 1869

Cat and mouse stories, and those about other animals, have been and still are published in the Traveller.

February 21, 1870

"Around the World,  
-from-  
East to West

Letter from Russell

.....

Special Correspondence of the Traveller  
from San Francisco, Cal."

"There! I have succeeded in getting over the Central Pacific Railroad, without breaking my neck; but it is by the merest accident that such is the case. Had events transpired in their usual course, there wouldn't have been a piece left of me. But, accidentally the train came through without breaking

anything but a wheel and two rails. I was a little surprised when a newspaper man at Ogden said he had been refused a pass over the road, because, as the superintendent said, they 'didn't want any editors or reporters on the road'. But it is explained now. The Superintendent held an editor's life in too much respect to risk it among the boulders, trestle work, short curves..... I seated myself in the 'Palace Car', ( that is the name of it)..... As for me I lay 'straight', 'cornerways', 'crossways', and all other ways with the vain hope that a situation might be found in which it would be safe to sleep. But I gave it up, and after several narrow escapes from being dashed out upon the floor as the car rocked to and fro, I sat up in my bunk disconsolate and angry, while a voice from a neighboring berth began humming drearily

'O where shall rest be found'.

"Every little while the wheels of the car would creak against something that made the car quiver and crack and the passengers would start up in terror,-but as it is all over now I will not dwell upon it. What a difference there is between this road and the Union Pacific....."

An editorial, April 22, 1870, is worth quoting in part. It follows:

"The Springfield Republican and the Boston Press  
"The Springfield Republican arraigns the Boston press one by one for not accepting its leadership in cursing the Boston, Hartford, and Erie Railroad....

We have found the Republican, if consistent in nothing else, uniformly arrayed against any public measure for the benefit of Boston....shameless example of the Republican."

Another editorial is worthy of note. It is published June 30, 1871 and follows in part:

"in speaking of a man that the Republicans

could nominate for President: It is a melancholy fact that we have not a military political leader who has weight enough to be of any decided service to us as a candidate...(in President Grant) we ought to be thankful that we have such a man, a man who will lead us to victory, and whose nomination is objected to only by creatures whose minds are dominated solely by vanity and the vices that are the chief characteristics of political vermin."

August 31, 1871

The issue of this date contains interesting remarks on "slanders" in the Springfield Republican.

February 5, 1872

The editorial is introduced with the usual pointing had, and reads in part as follows:

"A new method of warfare against intemperance ...in England..... publication in the papers of the names...we fear that the names of the well-to-do drunkards will be kept out of print."

Journalism, in trying to progress, has always had to deal with human nature.

Likewise on page four, column one, we read under "Town Talk":

"When the agents of steamboat lines furnish items for the press they should always be sure that the items are correctly worded, and not find fault if the printers follow copy."

August 20, 1874

In this issue, weather predictions, called "Weather Probabilities" are noticed for the first time. This would be a safe title to use in any year of forecasting, when blizzards come in the middle of April.in

1953.

February 8, 1978

We are close to the headline era, and yet there is still a poem on page 1. At this time it is in the column entitled "Here and There".

Furthermore, as indication that the early era is still with us, we note that the Lowell courses and Dante lectures are still printed in full. The lecture November 4, 1880 is on "People of the Neolithic Age". It is such articles as these which contribute definite proof of the literary quality of the earlier papers. Much space, in proportion to the size of the paper, is given to this sort of material. In the policy of the 20th century, when the Traveler seeks to appeal to the masses, such topics as "People of the Neolithic Age" would very likely not even be quoted in part.

June 5, 1881

The Traveller trips up the Herald. Thus:

Page Two, column 2:

"Our esteemed contemporary, the Herald, is so seldom in the wrong that it is a pleasure to catch it tripping occasionally, in order to enjoy the gratification of setting it right. In its issue of this morning we find the following among its paragraphs headed "Men and Things".

'Epes Sargent, then of New York, wrote the \$500 prize 'Ode to Jenny Lind'. 'There were a thousand competitors'.

"Now is this so? And do the facts in the case bear out the assertion of the Herald? Let us see."

Six inches of explanations follow.

September 15, 1881

"Agricultural Education in New Zealand."

Space is devoted to these subjects almost as if there had been

an awakening to the fact that the rest of the world did exist.

November 16, 1881

A column called "Business Embarrassments" is a regular feature. This day they list a mitten manufacturer who failed, someone who "absconded" and the like.

January 19, 1882

In this issue we have the viewpoint of the Traveller in another important matter.

Page Two, column 1:

"Journalistic Responsibility"

"There is, of course, a difference between the editorial and correspondence columns of a journal, but if the principle enunciated by Mr Holstead is to hold good, an editor who lacks the courage to express his convictions editorially, or who wishes to vent his spite and hatred in heaping fowl abuse on some distinguished citizen, has only to mark his effusions correspondence, and he is absolved from all responsibility in the matter. This will be found exceedingly convenient for a certain class of journals

.....

"but that for some time to come it will be held both by the press and by the people, that if an editor suffers his correspondence column to be used for the base and vile purpose of slander, such editor must himself, be regarded as in ordinary circumstances responsible."

March 20, 1882

The Traveller is at this date in size 23"x30<sup>3</sup>/<sub>4</sub>"; nine columns per page.

Once more we see glimmers of the future breaking up the shades of the past, this time reluctantly. Note:

July 30, 1883

Page Two, column 3:

"It seems a pity that our own Herald should waste its money cabling over from London, at twenty-five cents per word, news that, with less enterprise but more economy, it could have taken scissor-wise from its New York namesake. But, then, that's what it is to be enterprising."

November 11, 1885

The Traveller has changed its views on printing crime news.

"prurient suggestiveness.... Peculiar murders and robberies are apt to be followed by similiar attempts made by imitative amateurs. History relates many epidemics of crime....."

January 6, 1886

"The Weather Abroad" means Mt. Washington, N.H.

March 12, 1887

The single columns full length of the page are beginning to break up.

May 12, 1887

"The Matrimonial Knot"

Under this heading several divorces are listed. They are not recorded in the modern way, but it was the policy then to perk up the list with choice descriptions as follows:

"The first case called was that of Sarah C. Fickett vs Robert H. Fickett. Sarah is a slim looking woman with sharp features and a phonographic voice, who wished to be separated from her unfaithful hubby on account of adultery. Bob was a kicker from far back, and frequently relieved his mulish inclinations by using his feet in a very pronounced manner. Sarah's still small voice had the desired effect upon his honor, and a decree nisi was granted her."

Divorces were common in the news in other years besides the 20th

century.

On the same date was recorded a banquet in Fanueil Hall where "dingy old historical portraits upon the walls of the old place looked down upon the assembled diners from among the gaily colored flags and streamers".

Frequently the moral of news events is pointed out. Thus:

September 14, 1887

"The story of this man's experience should be a warning to those who are tempted to wrong their fellow-men."

The man had "absconded".

November 15, 1887

Journalism in Russia is discussed, page four column 8.

March 17, 1888

"High-Priced Cooks"

"Whitelaw Reid is the only newspaper man who can afford a famous chef as caterer to his appetite, but he pays a good round sum to have his meals prepared by Gaillet."

Under "Literary Bric-a-Brac", a regular column, the death of Louisa May Alcott is mentioned.

On page eight is listed "The Week's Mortality" (according to the Board of Health)

May 25, 1889

There follows an excerpt from a paper read before the "New England Women's Press Association" on May 15, 1889. The subject was "Personal Journalism". Note this paragraph from it:

"It is one of the highest departments of Journalism, and needs for its best expression,

all we may have or may attain to of breadth of view, quickness of sympathy, tact, social knowledge, education, incessant and omniverous reading constant relation with the great movements of our time and place."

January 1, 1890

Let us make another check on the content of the Traveller.

At the above date the "Boston Daily Traveller" was still spelled with two l's.

The pages are small; 6 columns wide; 16 $\frac{1}{2}$ "x23". The columns continue to the top of the page. Here is a run-down of the content:

First Page--Latest news; closing prices and sales at Boston and New York stock exchanges.

Second Page--Governor's Message

Third Page--Morning News; railroad, steamer and other advertisements.

Fourth Page--Interest to strangers; the weather; editorials; local news; school, special, and business advertisements.

Fifth Page--Telegraph and Local news; new advertisements.

Sixth Page--Financial Matters, Closing prices and Sales at Boston and NY stock exchanges; financial advertisements.

Seventh Page--Personal Notes; amusement matters; auction notices.

Eighth Page--Late Telegrams; local news; miscellaneous matters.

July 2, 1890

This issue contains the first cartoon we have noticed. It is four columns square, entitled "West End Bill". Horses of the Globe and Herald are racing over public opinion.

A revival of the woman's page occurs January 6, 1891. This one is entitled "For and About Women".

July 9, 1891

"A New Weekly Newspaper will be published at the office of The Traveller Publishing Co. on Saturday July 11.

"..... it will have on its staff of editors and correspondents many men and women of national reputation, and it will aim to discuss great

questions of national interest  
ably, fairly and fearlessly."  
"\$1 per year-single copies 3 cents.  
The cheapest paper of its class in  
America."

September 11, 1891

"The Rutland Herald is ambitious. It has  
been advocating saloons. Not content with  
the distinction acquired in defending  
rumselling, it now came to the defense  
of the rumseller. It says 'selling  
alcohol is no more wrong than selling  
nails' and a column of the Herald is  
devoted to an attempt to prove it."

Page eight:

"new weekly on sale ..at the Traveller  
Counting-Room".

November 12, 1891

We see here an interesting blunt way the paper has of advertising  
itself. Thus; page four in fancy edged black:

"The Artificial wants of mankind become  
more numerous than the natural; but the  
wants of mankind for the Best Class of  
newspapers will always be natural. This  
is one reason for the increasing cir-  
culation of the Traveller. Fact! "

March 14, 1892

Page Four:

"American Principles  
advocated  
By the Traveller

"No Proscription for Religious faith  
No union of Church and State  
No religious tests for public office  
No sectarian use of public office or  
public funds  
Equal rights for all religions  
A fair field for each; no Government for any  
No meddling of any church with civil affairs  
No control of Public Schools by any church  
The suppression of the Liquor traffic and  
no alliance with the Saloon."

January 27, 1900

The Traveller starts to cater to the whole family and adds a "A Page for the Little Folks". There were childrens' features years ago.

At the turn of the century the Traveler, now spelled with one l, launched a series of crusades. Motives for these crusades may have been entirely altruistic, but there is no doubt but that they did boost circulation.

November 11, 1905

According to the Traveler abortions thrived on Tremont St. The following is in regard to these:

"The Traveler's crusade against the illegal medical offices has made a profound impression on the Boston public. This newspaper is in receipt of many letters of commendation daily for the thoroughness of the work already done.....will continue to hammer away until the police make good their pledge to put every one of these infamous resorts out of business and, more than that, it will keep on insisting that the guilty police officials be punished for their criminal negligence or worse."

January 18, 1906

"Trapped in the Traveler's Dragnet" is a heading which makes the paper seem to be a "big shot".

May 21, 1906 was a Monday, but no church news or sermons were on page one. For many years such items were printed in full.

September 23, 1906

"Renewed Importation of  
Beautiful Foreign Girls  
Confirms Traveler's Expose".

In the text we learn that these girls were supposed to be

Mormon wives. The word "expose" smacks of sensationalism when used here.

March 9, 1908

The Traveler looks at itself.

"A Complete Newspaper"

"The Boston Traveler is today the largest and most complete one-cent evening newspaper in Boston. It publishes daily in its afternoon editions twelve pages of 8 columns each, including two full pages of sport news and gossip, one entire page devoted to women and the home and one entire page of editorial matter.

"The remaining 8 pages-64 columns- are devoted entirely to live news, local and telegraphic, and to advertising.

"No one-cent paper in Boston prints nearly so much good reading and no one-cent evening paper prints one-half as many items of news. That Traveler readers appreciate its sterling worth is proven by its fast increasing army of readers."

July 11, 1908 "The Best Sport Pages in Boston".

November 14, 1908

One of the first comics makes the policeman look ridiculous. It is called "The Kids on Hennessey's Beat". In stories today the policeman's position is reversed.

March 29, 1909

An animal comic strip is the predecessor of the modern comic strip.

December 6, 1909

The Traveler pens a note to the Mayor:

"To Mayor Hibbard:

"Do you or do you not propose to clean up the evil conditions at Deer Island and remove those responsible for them?"

The Boston Traveler"

December 5, 1910 there is a two column list of the "only's" of the Traveler, its excellent points which it alone offers.

March 20, 1912

"The Traveler is as good as any other Boston newspaper all the time, it is better than some of them all the time and Saturday it is better than any of them at any time."

Saturdays there is a special supplement with pictures and special features.

August 17, 1914

The Traveler did its part to help the country stay out of war.

Here is a portion of an editorial on this subject:

"Uncle Sam has the greatest opportunity of his life at the present time—the opportunity to keep out of the war and to starve the world into peace."

It sounds so simple.

The following is an extremely interesting editorial, August 24, 1914, in view of later events and viewpoints of the United States. It is two columns wide and is against newspapermen going abroad. Thus:

"This is why the 'war correspondent' is a thing of the past, why he doesn't fit into the modern scheme of battle.

"In time of war there should be no spotlights, no theatrical devices. It is grim business enough and deplorable enough anyway, without having the press of the world printing guesses and criticisms of a lot of half-baked strategists and transforming the spotlight soldiers into Mergenthaler heroes."

August 17, 1915

A mob mutilates a body and the paper describes it in detail. It is a sensational bit which takes the war off of page one. Thus:

"body was found hanging from a tree  
 .....Wrenched by the rope which  
 strangled him, the gash recently cut  
 in his throat--gaped open. From the  
 wound blood had stained his prison  
 suit crimson. His wrists were  
 manacled....."

By May 11, 1915 the comic strips have a page of their own. Four  
 sample titles follow:

"That Son-in-Law of Pa's" by Wellington  
 "Luke McGlucke, The Bush League Bear Cat"-Budsee  
 "The Pest Family" by Harris  
 "Charlie Chaplin's Comic capers"

October 15, 1919

That sentimental approach extends over to the twentieth century.

Note:

"it is not until one hears it coming from  
 the lips of the little Armenian refugee,  
 in the broken English that she has so  
 bravely mastered in order to make her  
 appeal to Americans, that one can  
 believe that such scenes as those which  
 she left behind in her native country  
 were really possible in our day and  
 generation."

Likewise on August 28, 1922 we read:

"sits at home wringing her hands in  
 anguish and hoping against hope that  
 the man who leaped to death in the  
 lake was not her husband."

In the same issue it is believed that the perennial youth  
 problem is caused by "low wages, insufficient leisure; lax divorce  
 laws, selfishness of parents, and an entire absence of Christian  
 Spirit and teaching."

May 17, 1923.

Full pages of pictures are the rule now. There are rotogravure

sections on Saturday, sometimes green, other times brown. One showed the Prince of Wales, later Duke of Windsor, with this query from the

Traveler: "Poor Little Popular, Prince of Wales  
May Let Heart, Not Politics Pick Bride."

"What is his heart made of, that he can resist easily and lightly the fascinations of the cream of the world's womanhood?"

December 9, 1924

Crossword puzzles have become the fashion.

February 14, 1925

On Saturday the Traveler "opens its editorial columns to the discussion of interesting and timely topics through signed articles by representative citizens."

June 18, 1925

The paper lists all the degrees conferred at Harvard.

September 26, 1925

The Traveler is eager to point out a major slip-up on the part of the Hearst papers. Thus:

"Selling the public the 'Lemon'.

"Last night there was a great marine disaster off Block Island. The Boston morning newspapers carried telegraph flashes in extra editions. The Boston Traveler carried the first complete story of the loss of the submarine s-51 and her crew. The Boston American, published by William Randolph Hearst, in its first edition 'Today' contained no mention of the disaster. This edition, typical of Hearst journalism, is known in newspaper circles as 'the Lemon' edition. It is made up and printed the day before it is issued, and is sold on the street the next day until a late hour in the afternoon. This 'Lemon' edition, pictured above, is an example of the Hearst school of journalism."

April 15, 1926

The Traveler switches back to an earlier policy regarding the printing of evil. The editorial follows in part:

"Exposure a Deterrent of Evil"

"Newspapers are often criticised for 'playing up' crime in front page headlines, and for telling unpleasant details of evil deeds. Editors know the correctional value of publicity. They see many evidences of betterment following exposure. So they go right on telling the public the worst as well as the best news, perhaps stressing the worst, in the firm belief that individuals and the community will eventually do something to improve matters.

"In view of these facts it is interesting to note what the Rev. Ira Landrith of Chicago, extension secretary of the United Society of Christian Endeavor, recently had to say about the printing of misdeeds upon the front pages. He was talking in Park Street Church, this city, on the subject of the younger generation. He thought younger people would soon get right if older people would stop accusing them of being wrong. He said the younger people received more than their share of blame, because misdeeds were given prominence in the news.

"'Yet I would not have it otherwise', he said, 'because publicity is the greatest deterrent of wrong in America. Wrong-doing is discouraged by the knowledge that if we get caught at it the newspapers will tell it to the world.

"The fear of being caught in wrongdoing may not be the worthiest of motives. But it works in many cases where nothing else would."

September 1, 1927

"The newspapers, through news, pictures, editorials, and cartoons are probably the most potent influence in the election of a President."

The Traveler makes an effort to be balanced in its news coverage. For instance, January 20, 1928 there is part of a continued "Life of Al Smith" by Norman Hapgood; and March 29, 1928 there is "Life of Herbert Hoover" by Will Irwin, -also a continued story.

July 2, 1930

"Honest Journalism"

"The Chicago Tribune runs true to the ablest traditions of journalism by telling its readers frankly that it has discovered that its police reporter, Alfred Lingle, who was killed by gangsters, was himself probably mixed up in rackets.

"The Tribune points out that on a salary of \$65 a week, Lingle in the past two years had an income of approximately \$60,000 a year. Facts gathered would indicate that Alfred Lingle was killed because he was using his Tribune position to profit from criminal operations and not because he was serving the Tribune, as it thought he was.....

"The real newspaper reporter is a high type of citizen. He is not the drunken playboy of fiction. He is a person of high ideals. He is alert to conditions. He understands the weaknesses of great and small men. His is a well-balanced mind. Above all, he serves his newspaper and the community with a zeal that knows no hours.

"To find within his ranks a traitor to the code saddens him. An even then he thinks first of the public welfare. He gives the facts to the people.

"Out of the murk of the episode, the Chicago Tribune rises greater than ever."

February 4, 1931

The editorial on page 12 poses an interesting question. Thus:

"Should Women Be Soldiers?"

The answer in part is no, NO. The Traveler says,

"There is such a thing as making war too attractive."!!

September 11, 1931

"New Herald-Traveler  
Plant Opened by Hoover"

This headline with pictures announces the important event in the life of the Traveler. They quote from the first edition, July 25, 1825 as follows:

"We shall make the public good our only landmark and the general welfare our direct object."

However, I don't believe they put the hyphen in the word "land-mark" as it was in the first issue.

Pictures are becoming more important. By June 24, 1933, a feature develops called "Around the World With The Boston Traveler Camera Man".

December 24, 1935

The Traveler states it has used, for the Christmas edition, the same make-up it has used for 11 years. It asks the readers this question:

"What is Your Opinion?"

Alk but one small corner in the front page is devoted to Christmas.

"Spirit of Christmas  
Pervades the City"

January 27, 1940

A final content check follows:

Page One---column 6 and 7 "Hosts Socks Guests, Ogles Blonde at Cat Banquet"

Page Two-- News

Page Three One half advertising

Page Four Sports

Page Five Sports and Radio

Page Six Editorial, People's Forum, cartoon

Page Seven Women's interests

Page Eight Amusements

Page Nine news from page one

Page Ten stock quotations

Page Eleven " and classified ads

Page Twelve Classified ads

Page Thirteen Neal O'Hara, and the Comics.

Page Fourteen Department store ads.

The pages now number 40 or more in each issue. This is but a sample.

CHAPTER II  
ADVERTISING

Advertising started with the very first issue of the paper we have under consideration, the American Traveller.

That first issue of July 5, 1825, was four pages in length, as were many succeeding issues. There was no advertising on pages one and four.

Page three advertised stage houses, hotels, auction sales, musical instruments, "Summer Hats, Furs, &c." There was also mentioned a "Grand State Lottery" for the encouragement of domestic industry.

An "Auction Store" advertisement follows:

"Daniel Hersey respectfully informs his friends and the public that he has taken the new brick store on corner of Devonshire and Water-streets, as an auction and commission store."

Periodicals were listed:

"Prices at which Wilder & Campbell import to order, the following Periodical Works, and others when required at the same rate payable half-yearly in advance."

The following are examples in the list:

Blackwood's do	monthly	2s 6d	7,00
Asiatick Journal		2s 6d	9,00
Literary Gazette	weekly	8d	10,00

"Celebrated Peace-Maker  
Snuff

"Henry Riell & Co. No. 81, Front st. New York, inform their friends and the public, that they have invented this spring, and are now selling very extensively, an extraordinary fine flavored Snuff, call the Peace-Maker

"The extra quality of which has now been fully tested, and is very highly estimated by thousands that prefer it to any other, and which they are now selling by wholesale at  
 60 cents per pound, in casks and jars, and  
 66 do in large bottles, and  
 55 do in small do each."

They also have other snuffs, "Spanish Cigars", "Black Sealing Wax".

There are eight and one-fourth<sup>1/4</sup> inches of copy on Gilt Buttons from Attleborough Massachusetts.

By May 29, 1827, small pictures with the advertisements are increasing, such as a hat, a horse, for example. There appears, also, advertising on the front page, one black advertisement one column wide.

We shall trace the development of advertising to 1940. There are only 115 years, yet the difference in advertising is marked in every respect.

July 4, 1826

"To Be Let"

"To a respectable Man and Wife, or Lady and Daughter, a lower front Room, within 5 minutes' walk of State-Street, with privilege in the Cellar, a good Pump in the yard, and Rain Water under cover. Also, a Bed Room if requested. None need make application unless they intend to pay by the quarter in advance."

Also:

"Young Ladies Academy"

"The Miss Johnsons induced by the very flattering patronage heretofore received have determined to enlarge their establishment....."

"The Miss Johnsons will instruct in the working of Lace after the newest and most approved patterns-also in the new and fashionable style of Bead work-and in all kinds of ornamental and useful

Needle Work."

Some of the words are the same as today but they are capitalized, such as "Bed Room"; others are hyphenated as "State-Street". Italics also are common usage. Both italics and capitals seem to be used arbitrarily but usually, however, for emphasis.

July 14, 1826

"Feathers Made, Cleansed, coloured, and dressed in the nicest manner. A share of public patronage is respectfully solicited. Merchants from the Country supplied at the most reasonable prices."

On January 23, 1827, we are offered "good strong shoes for Ladies at a cheap rate."

Would strong shoes appeal to the "ladies" of 1953? Cheap is a word used only in low class ads today.

By May 29, 1827, small pictures with advertisements are increasing.

The attitude of the advertiser toward the public appears far more humble and lowly in spirit than it is today. Note this excellent example, July 14, 1826, "grateful sense of the distinguished patronage he has received as well as his anxious desire to merit the same, will be more fully evinced by the addition to his establishment of the new and elegant Hall now....."

The use of italics is illustrated as late as March 23, 1874:

"Maple Candy-To prevent so much humbug on so small an article it will be sold only at our Dining Rooms"

September 9, 1825

The following advertisement for ink is interesting in its word usage:

"a great desideratum with those who  
are critically nice in their writing....."

It seemed unnecessary to record advertising in any cases when it dealt with women's materials and garments. Due to the disappearance of styles so completely from time to time, in my mind, they often seem disconnected to both the past and the future in a way which eliminates a sense of evolution and evolvement.

May 22, 1829, we have a list which is in a world of its own and requires separate study to understand and catalogue etymologically; but from an advertising viewpoint it indicates women as well as men were readers of the Traveller's early columns.

"For Spring and Summer  
Super Cassinets  
Grecian Camblets  
Rouen Cassimeres  
French Woollenets  
Allepines  
Lastings  
French and English all Linen super Drillings  
Jeans  
Grandurells"

On September 12, 1828, we have one of the first of a long series of tooth paste ads, as they are today big advertisers.

"White and sound teeth are both an ornament and a blessing. The best security for their advantages is.....an elegant tooth powder."

There were want ads in those days.

August 5, 1825

"To Be Let"

"A genteel modern built Brick Dwelling House in Poplar street, having every necessary convenience for a family..... Rent reasonable Inquire at the Traveller Counting Room"

March 14, 1826

"John Lilley

No 76 Market-street, corner, Court-street  
Manufactures, and keeps constantly for  
sale the following articles, vez:

Superior large size blue and green  
silk Umbrellas; small size do, blue  
and green gingham do various sizes-oil'd  
linen do; elegant gilt and silver mounted  
parasols, with star fringes"

It is my belief that "do" means "ditto".

An interesting custom at times was the selling of umbrellas and musical  
instruments in the same stores.

July 3, 1832

Page one, column six

"Newspapers.- Travelling one day into the country we  
fell in company with a man, whom we soon ascertained to  
be a well-to-live-in-the world farmer. In the course of  
conversation upon various subjects, principally agricul-  
tural, we found that he was just returning from our own  
town, where he had that day contracted for sale of five  
hundred bushels of wheat at seventy-five cents per bushel.  
From this subject our conversation changed to that of  
newspapers, and upon ascertaining that he was not a sub-  
scriber to any paper, we offered him ours. But the man  
had 'so many ways for his money', he could not afford  
it. We then asked him if he would become a subscriber,  
in case we could convince him that if he had taken the  
paper, he would have saved, in one bargain alone, five  
times the cost of it for a year. He agreed to this;  
and we took from our pocket one of our latest papers,  
in which was an advertisement offering to contract for  
any quantity of wheat at eight-one cents per bushel.  
Thus we illustrated to our farmer friend, that if he  
had been a reader of our paper, he might have saved six  
cents on each of his five hundred bushels of wheat, mak-  
ing a total of thirty dollars-sufficient to pay for our  
paper for fifteen years. He paid us two dollars, and  
left us, growling at himself for having been so negli-  
gent of his true interests.- Erie Observer."

October 28, 1836, a wig ad on page one, column two, with picture  
says A. Gilbert---From Paris "Respectfully informs the public, that he

makes Wigs of a superior quality. From the great practice that he has had in his profession he hopes to give general satisfaction, and to deserve a share of public patronage.

"Should any Wig made by him not give entire satisfaction to the purchasers, it may be returned and another will be made free of additional expense, and according to direction."

April 4, 1837, on page three, there is a paragraph on "Hats". This praised a certain hat establishment and concludes by saying:

"He is not ashamed to see his customers a second time, and makes no pretensions to exclusive superiority."

The above ad illustrates how the advertiser shows his personal feelings.

October 6, 1837

We find here in picture form a very unattractive ad. A person, whether man or woman I cannot tell, is stretching his lips apart sideways with his two forefingers until his teeth show. It is not unlike a child trying to scare someone at Halloween. Maybe the smiling ads of today are not so bad after all.

Then February 19, 1839, the dentist is actually pulling the teeth in the picture which is supposed to favorably advertise a dentist.

Interesting words are in this August 20, 1839, advertisement:

"Artificial Flower Manufactory"  
"quality and cheapness of her Flowers  
cannot fail to give satisfaction."

The testimonial advertisement is not new. On December 20, 1839, names and addresses of people cured by advertised products were listed.

On January 1, 1839, elephant meat is advertised.

June 23, 1840

"Sea Otter Oil"

"It is now proved beyond a doubt that Sea Otter Oil is the best article that is now in use for the restoration and growth of the Hair, giving it health"

and

"for restoring the hair on heads already bald."

The Sea Otter Oil ad has a picture with it of a body covered with hair. Like the knashing teeth advertisement this is not beautiful to look at.

Also an ad "To the Ladies of Boston"; "and females generally"; "a female physician".

It is evidently the policy to please all. Doctors have "private entrance in alley" for certain social diseases, October 27, 1840, page three, column seven.

A very common style of advertising is illustrated, February 26, 1841:

"Shirts! Shirts! Shirts!"

another:

"Muffs.Muffs.Muffs."

still another:

"Oysters! Oysters! Oysters!"

Repetition in modern radio advertising is merely a revival of something that advertisers knew about over a hundred years ago.

April 27, 1841

Less pleasant subjects are advertised in the same way:

"Toothache! Toothache! Toothache!"

or

"The Hair! The Hair! The Hair!"

Since this is mixed in with very fine print, it does catch the eye.

Page three of this issue contains the first picture of a store I have seen.

June 29, 1841

"Ladies' Oyster Saloon" is an interesting advertisement which is included in Chapter III on Word Changes.

December 9, 1842.

Advertisements are beginning to be broader than one column. On page one, columns three and four, there are six ads which extend three-fourths of the way down the page. They are all two columns wide, a definite departure from the usual one column.

March 18, 1845

The usual policy still continues-that of having the first two columns on page one devoted to advertising, columns one and two, and also column six. All of the last page, four, is advertising.

Let us consider the amount of advertising in an issue taken at random-

May 20, 1845:

Page one, the front page, columns one and two  
Page three, columns four and five  
Page four, all advertising  
ONLY four pages in all

That is the usual proportion of advertising to the size of the paper in 1845.

On May 29, 1846, on page one, column two, there is an advertisement for "Dry Goods" in ornate English type, using the repetition principle:

"Can't Be Beat! Can't Be Beat!"

Again we find repetition November 2, 1846, on page three, column four:

"Shawls! Shawls! Shawls!"

and on the same page, column six:

"Clocks! Clocks! Clocks!"

On April 15, 1848, we find the policy of the paper is to support the advertiser in editorial style. In column four on page one we read:

".....advertised in our columns is a very valuable medicine."

It is interesting to note from time to time the type of products advertised in the columns.

June 16, 1848, the products are clothing, Business Cards, Entertainments, Auction Sales, Medicines, Public Houses, Piano Fortes, Steamboats, "Matresses."

August 17, 1848, page three, column three:

"The business season is well nigh past, and the balance of Goods adapted to the present wants of the people, now on hand at Langley's.....must be sold."

Column four:

"Hair Dye! Hair Dye!"

June 22, 1849, page two, column two:

"Hoh! and How to be hatter!"

February 10, 1852

A gem is Palmer's column which follows in part:

V.B. Palmer's Column

"V.B. Palmer's Selections of Advertising."

"The door to wealth, respectability, influence and honor, is thrown wide open to all.

"He who neglects advertising, not only robs himself of his fair advantages, but bestows the spoils on his wiser rivals.

"He who advertises judiciously and extensively, can afford to sell to his customers to better advantage than he who does not, because he adopts the correct means to multiply their number, and secure to himself a much larger amount

of business.

"He who does the largest business can do it at the smallest per centage of profit.

"An old business may subsist until its customers drop off by death or removal; but he who would build up a business must be 'like the times', and improve the advantages it offers.

"To neglect it, is like resolving never to travel by steam nor communicate by telegraph. It is to close one's eyes to the light, and insist upon living in perpetual darkness. An individual may do this at his own cost, but a community—a class—will never act so unwisely.

"The man who refuses to advertise his business, in effect, confesses incapacity and defeat, and retreats to the rear rank of his profession.

"Discrimination and circumspection should be exercised in the selection of places, and a choice made of the papers best adapted to the pursuits of advertisers.

"It is idle to speak of the cost of advertising as an impediment. As well might one object to the cost of sheltering his goods, protecting them from thieves, or dealing them out to customers.

"Continual persevering advertising, if the subject be at all adapted to the tastes and wants of the public, is sure to be successful. It is an indisputable fact, that there is no instance of a well sustained adherence to a continued system of advertising ever failing of success.

"Not many years can elapse before the large commercial dealings of the country will concentrate in the hands of one-tenth of the present number of jobbers, in proportion to the amount of transactions.

"The means by which this great and beneficent change is to be effected are various, but chief among them is advertising—not in two or three papers, nor even in all those of the city where the business is done, but in the most widely circulated journals of the whole region whence custom is desired.

"Nothing has yet been done in the way of advertising compared to what can and inevitably will be.

"The merchant who has a reasonable amount of capital, and his business in good shape, can far better afford to advertise to the amount of \$10,000 a year than any less sum.

"Those who take hold of this mighty engine at an early day, and wield it with judgment and decision, will make vast fortunes; while those who neglect it will see their business dwindle away and perish. It must be seized, like time, by the forelock, or it will leave the neglectful and doubting out of sight behind it.'

"Extensive advertising is morally certain to work a revolution in trade, by driving thousands of the easy going out of it, and concentrating business in the hands of a few who know how to maintain it and keep it. Unite with this the substitution of cash for credit, and one-fifth of those now

engaged in trade will amply suffice to do the whole, and will soon have it to do. The revolution is already begun."

February 14, 1853

In the Real Estate ads a small figure of a house is used in all the house ads and a slightly larger one is used in all those for hotels.

October 18, 1853

The front page is beautifully balanced--columns one, two and columns seven, eight are devoted to advertising.

October 29, 1855, page one, column two:

"Notice to Advertisers"

"Advertisers will remember that we print Three Editions of the Traveller, one at 12 o'clock M' for general circulation at a distance from Boston, one at 1 o'clock, another at 3 o'clock and still another at a later hour on the steamer days giving the Traveller an advertising circulation unsurpassed by any two cent paper in Boston or New England."

Note the use of italics for emphasis.

December 29, 1855, page two:

"We have surrendered our first page to-day (at discretion) to the 'Book Trade'; and we must say, the Trade makes a fine show of it. Any of our readers who want any sort of a book, engraving, or toy suitable for a New Year's present have only to turn to our first page....."

Also page two, column three, is an illustration of the way that advertisements are made to look like straight news copy. They are in the same fine print and lead up to mention of the product advertised in a roundabout manner. For example:

"What is it about this day marks it as 1856?

"The Old year and the New.-The one is about drawing to a close and the other dawning upon us, which reminds us, that in order to keep up with the times, and put on a new look, we cannot do better than throw off our old Furs, and make for Burdett's. No. 47 Washington Street, and purchase some of those elegant modern patterns."

October 3, 1856

We find here another transition noticed for the first time. It is an important step leading to modern advertising. We have the first absolutely blank spaces permitted in advertisements. Until now fine print has covered all pages always. When a bare space appears, it stands out clearly. On page three, column three, there are four spaces in the one column. They are one column wide and two and one-quarter inches high.

February 5, 1857

The first column on the left side of page one is not devoted to advertising. This is an unusual departure from many issues past.

April 6, 1857

There seem to be stirrings on page one. It is all advertising today! On June 8, the same is true, while on December 14, 1857 and February 15, 1858, there is no advertising on page one. October 19, 1858, the paper is larger in size. There are eight columns and none on page one are used for advertising.

December 1, 1860

On page one, column two, an advertisement in the Book Trade column reads as follows:

"A new sensation,  
 A new sensation,  
 A new sensation,  
 A new sensation,  
 A new sensation,  
 An Unpublished Tale! (large and blacker type)  
 An Unpublished Tale!  
 An Unpublished Tale!  
 An Unpublished Tale!  
 An Unpublished Tale!

by

Sir Walter Scott, Bart.,  
 Sir Walter Scott, Bart.,  
 Sir Walter Scott, Bart.,  
 Sir Walter Scott, Bart.,  
 Sir Walter Scott, Bart.,

and continued in nos. 14, 15, and 16.  
 and continued in nos. 14, 15, and 16.  
 and continued in nos. 14, 15, and 16.  
 and continued in nos. 14, 15, and 16.  
 and continued in nos. 14, 15, and 16.

Also now ready

The Fourth Number of the Monthly Part,  
 The Fourth Number of the Monthly Part,  
 The Fourth Number of the Monthly Part,  
 The Fourth Number of the Monthly Part,  
 The Fourth Number of the Monthly Part,  
 64 pages, price 12 cents, Beautifully Bound,  
 64 pages, price 12 cents, Beautifully Bound,  
 64 pages, price 12 cents, Beautifully Bound,  
 64 pages, price 12 cents, Beautifully Bound,  
 64 pages, price 12 cents, Beautifully Bound,

of

'Every Saturday',  
 'Every Saturday',  
 'Every Saturday',  
 'Every Saturday',  
 'Every Saturday',

Superbly Illustrated by Fredericks  
 Superbly Illustrated by Fredericks  
 Superbly Illustrated by Fredericks  
 Superbly Illustrated by Fredericks  
 Superbly Illustrated by Fredericks"

The above is half of the space devoted to this ad. It is centered in the column and repeats full length.

October 13, 1862

On page one, columns one, two, three, four are devoted to advertising;

but there is much more than the usual amount of white space. Furthermore, there is the longest figure noticed in any ad to this date. It is a pen four inches high, an outline without a hand or other distraction.

These changes were spasmodic for on April 17, 1863, although columns one and two are advertising, there is fine print throughout the page with no trace of white space.

December 22, 1863

On page one are four columns exclusively for the Book Trade. There are no wreaths or Christmas decorations.

This repetition year after year indicates a Traveller audience which reads and enjoys books. It would not be likely today that fine print ads for books would find a place on Christmas editions of any of our newspapers.

August 23, 1866

Nearly three years later, columns one and two are for advertising, mostly that of patent medicines.

It is interesting to note in passing that there are products imported from abroad.

<u>June 3, 1867</u>	"German woven corsets at \$1.25."
<u>April 27, 1841</u>	"Pure Spanish Sarsaparilla"
<u>December 7, 1867</u>	"German canaries"
<u>November 30, 1883</u>	"Paris dolls"

Often the boat is mentioned from which products came. "The Paris dolls arrived by steamship Istrian."

August 5, 1867

Page one has a picture advertisement, not a common practice at this time. It is a detailed drawing of a corset.

October 12, 1868, page four, the back page:

"American Dining Saloon at No. 135  
Blackstone street, a highly respectable establishment."

December 14, 1868

The following is a sample of the patent medicine ads of the era:

"The Dying Body  
Supplied with the vigor of Life!  
through  
Dr Radway's  
Sarsaparillian Resolvent"

An important transition in advertising is noted June 17, 1869. On page one, columns three and four, out of a large eight-column page, is a long white space ad. It is two columns wide but maintains the line which makes the ad still one column each.

New	Books
Published from January,	1868 to June, 1869
-B	y-
Fields, Os	good & Co.,
Publishers ,	Boston
(Successors to	Ticknor & Fields.)
-	-
Authors Rep	resented.
H. W. Longfellow	Charles Dickens
Alfred Tennyson	Nathaniel Hawthorne

There were twenty authors listed in each column.

At this point the paper is still white and nicely preserved, very stiff, heavy and easy to handle.

Another technique used frequently in advertising of the late nineteenth century is the filling in of the background around the words of an ad

which serves to set off the words by a small even border of white space, and the background stands out on the page of fine print.

February 5, 1872, we have an example, in part, as follows:

```

oooooooooooooooooooooooooooooooooooooooooooooooooooooooooooo
oooooooooooooooooooooooooooooooooooooooooooooooooooooooooooo
oooooooooooooooooooo  open  oooooooooooooooooooooooooooooo
oooooooooooooooooooooooooooooooooooooooooooooooooooooooooooo
oooooooooooooooooooo  again  oooooooooooooooooooooooooooooo
oooooooooooooooooooooooooooooooooooooooooooooooooooooooooooo
oooooooooooooooooooo  Oak Hall, Boston  oooooooooooooo
oooooooooooooooooooooooooooooooooooooooooooooooooooooooooooo
oooooooooooooooooooo  32,34,36,38 North Street  oooooooo
oooooooooooooooooooooooooooooooooooooooooooooooooooooooooooo
oo  The price of every article reduced  oo
oooooooooooooooooooooooooooooooooooooooooooooooooooooooooooo
oooooooooooooooooooooooooooooooooooooooooooooooooooooooooooo

```

The print is a finer type than the modern typewriter. The above is about half the ad because the words are reduced in each line so that the design tapers back to a narrow shape.

June 13, 1873, we have another of our "firsts".

The first black type ever to appear on the front page, either in the news or advertising, appears in an advertisement on this date. The black letters are about three-eighths of an inch wide and one and three-fourths inches high. This is not repeated throughout the paper but appears only on page one in an advertisement.

Another "first" is noticed February 28, 1876. It is the first advertisement wider than one column to appear on the front page of the Traveller. It is two columns wide, about eight inches square, located at the top of columns seven and eight, the Thirty-First Annual Report of the New York Life Insurance Company.

June 2, 1876, there is a new ad arrangement which is neat, readable and more balanced than appears other days. Across the top of all nine columns are nine ads, each one column wide with the column dividing line. The ninth continues down that last column; all the others are one and three-fourths inches high, separated from the rest of the columns by horizontal lines.

Another first appears. There is a restless undertone of change making itself felt from time to time. We find the first modern-type picture ad on the front page. It is a picture of the R.H. White Co., a department store in Boston. The picture is two columns square with advertising beneath in two separate columns each three-fourths of a column long.

From point of size, one of the largest advertisements seen yet occurs February 16, 1872, on page four:

"Jordan Marsh and Co's (Jordan letters are three-fourths inch high.)  
 Second Great Annual Sale  
 General Dry Goods  
 will be continued  
 on Monday February 18, 1878

Although the above title appears the width of all three columns, and though the ad, itself, takes up all of columns three, four and five, yet the text of the article is divided carefully into columns.

December 20, 1878, page three, two columns wide:

"Tel / ephone  
 "An instructive, Useful and Amusing Holiday Present the Improved Acoustic Tele | phone With metal diaphragm and spring call attachment, warranted to work one mile, unaffected by changes in the wea | ther. Two telephones, six insulators, two walnut holders and 200 ft of wire, complete with full directions for erc | ting \$3.50. For sale by the trade or sent free on receipt of price by the manufacturers Kent, Woodman Co.

25 Congress St. Boston  
 18t24 Dec 18

The words with the space and line running through their centers are the ones which were divided by the center line which separates the two columns.

August 28, 1879

On page one, column one, is listed retail stores in Boston entitled:

"List of Retail Trade in Boston for 1879"

Advertising scores among the "firsts" again!

February 2, 1880

This day appears the very first picture of a person ever noticed on page one!

Policies are changing, for no one in the news to date, even President Lincoln, has had his picture on page one. Yet this lady reached that spot! The fact that it is in this chapter on advertising should indicate who she is. Who else could it be but Lydia E. Pinkham?

It will be some years before a newsworthy personage hits that spot.

June 4, 1880

Foods have not been advertised very often, but there is one food advertisement at this point.

"Ice Cream-European Ice---Cream and  
Ices. Made from June cream and fresh  
eggs. 50¢ qt in moulds deliv free."

We are getting away now from purely medicinal advertising, transportation and clothing store ads.

November 3, 1880

"Columbia Bicycle" (with picture)

"A wonderful thing, easily mastered,  
used by ministers, lawyers, doctors,  
priests, merchants, clerks, students,  
&c. When once possessed of one, no in-  
ducement would make you part with it, as  
you would be able to outdo the best horse.

"Bicycle School on the premises  
 Send three-cent stamp for  
 price-list and illustrated catalogue.  
 The Pope Mf'g Co.,  
 87 Summer St. Boston Mass."

November 23, 1882 there is demonstrated an advertising policy totally unlike any policy in practice today in one important respect. Today we have comparative tests on cigarettes, automobile tires and other products, but the names of the competitors are not mentioned. Occasionally, however, in the late nineteenth century the scientific-minded advertiser compares his products with others in his field, but he names the others and shows how they fail. This is the case November 23, 1882, when Royal Baking Powder shows how it leads all others in its field. A graph on page three gives "Comparative Worth of Baking Powders"; Royal is tops according to Government chemists. On this square ad which is eight and one-fourth inches high and two columns in width, there are twenty companies listed--Royal, Grant's, Rumford, etc.

February 16, 1884

A human interest advertisement appears on page one in this issue of the Traveller. It is an appealing and tear-jerking appeal in the form of a letter written by a blind child to advertise a blind kindergarten.

July 9, 1885

The ink in this issue appears much blacker than formerly. The ads on page one are scattered at the right. One is "Park's Musty Ale".

March 6, 1886

Page five has the largest advertisement yet to appear. It is fourteen inches down and nine columns across, a soap advertisement.

Soap companies started early putting money into advertising. Though

this Curtis Davis and Co. advertisement is large, it is nevertheless divided into columns with a picture of Curtis Davis in the exact center.

A definite branching out in the products being advertised is evidenced when May 12, 1887, practically all advertisements were non-medicinal. Such items as bicycles, soaps, cakes, scales, steamship sailings, banks, furniture, and millinery add variety to the copy.

Some issues are not so varied. November 15, 1888, on page one, in columns six and seven, Railroad and Real Estate are the only items.

By September 15, 1888, they are beginning to slip advertising in with the news content.

"Tells it Herself  
Miss Katie Hagelstein."

Katie's picture is there with considerable text. The reader begins to think she has at least written a book in which she told all, but at the end it is learned that she is an advertisement for Dr. Blair. The entire advertisement blends in with the news content of the paper.

September 27, 1889, clothing ads are scattered across the top of page one.

A check, July 3, 1895, brings to light a soap advertisement similar to modern ones in its eagerness to please. The Peerline soap ad reads:

"There's something in it that does the work easily, but without harm-much more easily than any other way yet known."

Today they would give that "something" a name.

Another check of advertising content in proportion to the news content might be wise at this time when the curtain is about to go up on modern methods.

July 3, 1895

Advertising appears as follows:

<u>Page One</u>	Column one, top and bottom Columns six and seven, top
<u>Page Two</u>	Column five, bottom Columns six and seven, legal notices
<u>Page Three</u>	Columns five and six, bottom Column seven
<u>Page Four</u>	None
<u>Page Five</u>	Column six, bottom Column seven
<u>Page Six</u>	Column one, bottom Columns four, five, six and seven
<u>Page Seven</u>	Columns two, three, four, five, six and seven
<u>Page Eight</u>	Column one, bottom Column three, top and bottom Column four, top Columns five, six and seven, top

The want ad prices are listed September 4, 1895:

"Real Estate for Sale Suburban"	"Houses and Apartments" 3 lines, 10¢
Three lines under this head, 3¢	
"To let -Rooms" 3 lines, 10¢	
"Business Chances" 3 lines, 10¢	"Musical, Farms, Clothing, Horses" 3 lines, 10¢

January 6, 1896

On page four, the Traveller publishes its advertising and circulation figures:

Last week's advertising	88½ columns
Same week last year	48 ¾ columns
Last week's circulation per day	32,135
Same week's circulation last year	16,851
Circulation gain	15,284

May 12, 1897

Advertisements are mixed with the headlines. They are dark type, but no more than two columns wide.

By July 14, 1897, Raymond's has come upon the scene. Its characteristic ads which spell words as they sound take up the bottom of page one.

"It's Kum!"

On January 17, 1898, some ads are reminiscent of the car cards of 1953:

"Four Hundred Thousand Eyes See This Page Every Day."

On January 9, 1905, this question is asked:

"Who Actually Leads in Advertising in Frenzied Boston?"

The total number of columns of paid advertising carried by the Boston 14 newspapers during the last three months of 1904 was as follows:

Paper	Issue	Rate	Total Columns		
			Oct.	Nov.	Dec.
Post	M	.20	715.9	732.4	685.8
Traveller	E	.10½	519.8	506.8	489.9
Journal	M	.05	474.5	571.8	563.4
Record	E	.12½	325.6	332.1	329.4
American	E	.16	284.4	308.4	285.9

"The Traveller has the most Substantial Circulation, the Fairest Rate and the Biggest Advertising Revenue in the 14 evening or morning field except the Post."

March 19, 1906

Electricity is entering the advertising field.

"Shining evidence of the value of an Electric Sign is placed before you every time you walk about after dusk. The fact that an Electric Sign once up, stays up, is further convincing evidence of its value."

January 28, 1907

"The New Science of Electric Lighting" is the title for an ad; another for "incandescent lamps" would be interesting to look up.

Let us take a check on the increase in advertising and circulation since last time we recorded the figures in 1896.

August 4, 1909

Circulation

"Total copies printed July 1909----2,608,111  
 " " " " 1908----2,156,510  
 Increase July 1909 over July 1908---451,601"

"This is a daily growth of 17,370 copies (not including unsold copies, those delivered free to advertisers-employees and files)."

Advertising

"Local display advertising July 1909 91,683  
 July 1908 61,779  
 a daily growth of 1150 lines."

The Traveler then poses these questions:

"Isn't it better to have a growing paper to advertise in every evening Mr Advertiser?"

"Isn't it better to have a live paper to read every evening, Mr Reader?"

The largest figure in an advertisement ever to appear is a full page figure of a man wearing a coat from Kennedy's, in the issue of

October 31, 1912.

On page 12, September 4, 1913, Kennedy's ad has a new angle,-

"50% for your old straw hat in exchange for any new fall hat in the store except the Stetson at \$3.50"

"Kennedy's  
 "The Live Store"

December 6, 1913

Pages 8 and 9 are devoted solidly to book advertisements.

April 8, 1914

The Fox Bakery, Bunker Hill Street in Charlestown has a bread baking contest and offers \$100.00 for the first prize.

February 11, 1915

The Traveler advertises "Free Want Ads for Women out of Work".

By June 14, 1915 cigarettes have entered the advertising field. Fall Mall has an advertisement on page three.

By December 16, 1916 advertising is arranged in blocks like today.

"Buy Now  
Pay Next Year  
Nothing Down Sale  
No Deposit Required (on furniture)

February 21, 1917

The press services advertise.

"United Press, Associated Press-Superior  
Service in war crisis"

Cigarettes are already among the biggest advertisers- Luckies have a full page advertisement on April 23, 1917.

October 7, 1918

The Mellon's Food Co. paid for an advertisement for the Liberty Loan with a full page picture of a family at dinner sorrowful because of the empty chair, and with these words:

"God Bless That Boy!"  
"Today he is more than your boy or my boy!  
Today he fights for the purity of all  
womanhood, the safety of all children, for  
tenderness to all the aged. Today he  
avenges the outraged women, the wantonly  
crippled children, the cruelly treated old  
left by the dastardly Hun. Today he fights  
to restore and maintain peace in all the world  
so wickedly disturbed by the gruesome German. He

fights and reconstitutes, as self-governing nations those peoples ruthlessly destroyed by the merciless military masters of Hundom."

August 13, 1919

The testimonial advertisement uses famous persons. The following is typical:

"Mabel McKinley...Niece of the Late President of the United States,... Takes Nuxated Iron for Health and Strength."

October 6, 1919

A full page Daniel Webster Four advertisement illustrates the use of the fancy border around the ads. Pictures of this period are apt to be decorated with ornate borders also.

January 9, 1920

We find one of the many full page advertisements for other publications.

Thus we note one for Hearst's:

"A Magazine with a Mission"

"If you are satisfied with any ordinary magazine, don't bother your newsdealer to reserve a copy of Hearst's."

February 6, 1920

A coffee ad revives an old custom common in the early days, that of printing sideways on the page like this-



During the days of fine print it showed up clearly on the page.

March 23, 1920

Another big advertiser enters the picture, bread; another from the food industry.

"His Chubby Cheeks Tell You  
he's a Bond Bread Baby"

August 3, 1920

"The Ad That Stirred a Nation"-  
"National Chain of Motor Service Shops"

Another big advertiser comes on the scene: the automobile industry.

Still another enters, April 4, 1921. An insurance and investment ad for the "Fidelity and Deposit Co. takes a complete page to answer the question, "What is the Country's Condition?"

On September 19, 1921 Slattery has a fancy border around its ad which is typical of the times.

November 12, 1925

Classified ads at this time take up two full pages. In this issue they are pages 32 and 33.

February 2, 1926

"Dancing for Health and Pleasure"

This indicates the current spirit of the press.

October 5, 1926

"Choose your hats, frocks, hose together-  
so runs the mode for misses."

Filene's

May 27, 1927

Westinghouse, in a full page ad, wants to sell household appliances in a world which already has telephones and automobiles.

"Electricity Asks Why"  
"Have women acquired the habit of drudgery  
or has the American family acquired the  
habit of seeing mother drudge until the  
sight no longer hurts the family eye?"

October 6, 1927

The Hollywood influence is beginning to appear. Sylvia Sydney writes the Mayor of Boston that she wants to marry a man such as Boston can offer. She wants him to "protect her". "She averred she was in deadly earnest."

November 8, 1928

Maxwell House Coffee, one of the 1953 advertisers, emerges upon the scene with a testimonial ad. They use pictures of socially prominent women who serve their beverage in style.

The study of prices would be interesting as a separate research project. For instance: on June 24, 1929 Pongee Silk is 38¢ per yard, 33 inches wide. Today Pongee, of a different quality, is 36 inches wide and \$2.95 per yard. The type that was 38¢ would be 95¢ if it were manufactured today.

September 16, 1929

The automobile industries already are spending large sums on advertising. We find two full pages of auto ads in this issue.-  
Cadillacs, LaSalle's, and Fleetwoods.

But Raymond's surpasses Cadillacs at least in the amount of space used.

On October 4, 1929 "Unkle Eph's" ads actually take up all of the following pages:

pages 2,3,4,5,6,7,8,9, and 10.

Pictures are used frequently in advertising. The styles of women's clothes and the automobiles make interesting copy.

August 6, 1930

New Studebaker cars with free wheeling cost \$795.

October 6, 1930

The New Ford is \$495, and "will do" 55 to 65 miles per hour.

January 2, 1931

There follows an editorial reducing, again, the editorial rates for the unfortunate:

"Reduced Advertising Rate for Unemployed"  
 "To bring unemployed persons to the attention of employers who need their services, The Boston Herald, and the Boston Traveler have cut their situations-wanted advertisement cost to about one-third of the regular rate during the present month.  
 "During this month persons out of work may place a situation-wanted advertisement of not more than eighteen words in both The Herald and the Traveler for 25 cents. The price includes- (Directions follow as to how to write it.)  
 "The Herald and the Traveler assume no philanthropic pose in presenting this offer, which is prompted by a practical desire to be useful. Its purpose is serious, hence the nominal charge which will keep out the frivolous and confine the service to persons actually in need of employment. The question of profit or loss of it to the two papers does not enter into consideration of the project.  
 "We seek no applause. Our one wish is to bring together persons desiring employment and persons desiring to employ them.

October 31, 1935

This is about the first time that the Halloween influence has been noticed in the advertising.

November 11, 1935

Page 15 is a nearly blank page with these words:-

"Business is Good-  
 With Us."

Crowell Publishing Company  
 The American Magazine  
 Collier's  
 The Country Home

September 15, 1939

A box in the upper left corner of the front page says:

"New England's Largest Evening Circulation"

In the more recent issues advertising seems to have increased, but the issues contain 40 pages most of the time. A detailed study could be made to determine just how great a proportion of increase there is.

Like the paper itself, the advertising, as it changed from time to time, constantly reflected in words, style, quantity, and tone the years through which it passed.

CHAPTER III  
WORD CHANGES

It is through the word changes during these 115 years that the tonal eras referred to in the Preface are most noticeable and most easily discerned.

The Prospectus, already recorded in Chapter I, sets the tone of the early years. Let us back it up with more examples.

Bearing in mind always that the previous chapters: 1.) Policies, and 2.) Advertising, naturally showed an interesting use of words and phrases, this chapter will give examples which, nevertheless were not included in those previous excerpts.

One of the interesting changes which lends a thread of continuity to the vocabulary is the evolution of references to the feminine of the human species. It starts with the word "female" and ends with "flapper" indicating as it goes the social status of woman.

At first, 1825, she is merely not a male, that is a "female". But individualities grow up to full expression and we have the "flapper" only one hundred years later in 1925. Watch for the change for it is interesting. Women are a prominent subject in these unfolding years.

Sometimes, in the light of 1953 usage, passages are humorous as when we read:

November 8, 1825

"The ship Emerald arrived at Charleston on the 23d ult. in

five days from Boston, with thirty passengers, thirteen of whom were ladies."

Of course, they did not intend to imply other women were aboard.

Also in that same first issue:

"We subjoin a translation of this striking and eloquent speech."

That sentence, though short, ushers us into the tone of this early era, as does a passage also on July 5, 1825:

"A clergyman of our own neighborhood, of acknowledged uprightness and strict morality, but lately gathered to the sleep of his fathers at a venerable old age"

is a typical phrase from the first issue of the American Traveller.

On December 9, 1825 we find:

"A stage was overset in Salem one day last week, and a gentleman passenger seriously injured."

"a Stage will commence".

On August 5, 1825 instead of Shipping News we find "Shipping Intelligence" which presents types of boats, prices of products, etc.

The following are a few products mentioned under "Foreign Productions:

August 9, 1825

Allum	Fruits
Aqua fortis	Feathers
Anchors	Goat skins
Barilla	molasses
Bees Wax	nankins
Bristles	paints
Coffee	Russia goods
Copper	sewing silk
cordage	steel
coal	salt petre
Dye-stuffs	tallow

Prices are included. Domestic products are also listed.

On February 14, 1826 we find no mention of Valentine's Day, this year or for many years after. Wise sayings are often included such as the following:

"He rules himself with power, who can spontaneously repress his laughter; but he who can hide emotions of love, exerts still greater energy."

On April 14, 1826 we find:

"Female Fashions for March"

January 23, 1827

"Within two years domestic printed calicoes have been reduced 30 per cent in consequence of the improvement in machinery. (etc) Good news for females."

September 4, 1827

"It is said upwards of 60 females voted at the late election in Montreal."

The above three excerpts are typical examples of references to women referred to earlier in this chapter.

The interchange of news and wit among the papers of the day is common practice. Note the following from the New York Morning Chronicle printed in the Traveller March 23, 1827:

"Philology- A member of our present Congress, spells wife yif; if the orators of this great body would be as short in proportion, with their speeches, as he is with his wife we should be duly thankful."

March 7, 1828 an interesting use of "situation" is shown:

"hang sunflower seeds up in a dry situation".

At times, the spelling of words is markedly different for a period, as though other hands had substituted for awhile. There is such a

period when the spelling is especially noticeable. Many of these spellings continue through the early era up until the Civil War.

Let us notice spellings during the early period, and interesting use of words:

July 5, 1825

Traveller  
Market-street  
connexion  
setts of magazines

July 4, 1826

moschetoes in New-Jersey

July 14, 1826

Elias Smith has removed to No. 156  
Hanover-street, Boston  
Lolling chairs

June 26, 1826

a barge was "200 tons burthen"

September 19, 1826

"humors" in referring to disease  
cutaneous affections on the skin  
endeavours

November 21, 1826

Genteel Boarding  
developement

January 23, 1827

encomiums, is a common word.  
bible, is not capitalized, although sometimes in the middle  
of a sentence they capitalize a word for no  
apparent reason.

Attornies

July 31, 1827

Woollen

March 23, 1827

contaning, is probably a misprint for containing.  
champaigne

May 29, 1827

There was an accident recorded. Instead of saying  
the body was taken up , the word "corpse" was used.

July 27, 1827

butcher-knife  
shewn by testimony  
Manufactory

September 12, 1828

teazes

The foregoing serves as a clue when noticing common differences in words and word usage as this chapter progresses.

It has been noted that the name of the paper had two l's in the early days: Traveller. Traveler is the way it is spelled today. According to the Thorndike-Barnhart dictionary, Traveller is the British spelling. In 1825, when the Traveller was started, the British influence was strong in literature, and the paper was started partly "in view of the vast increase in travelling". Therefore, because of the British influence, and the interest in travelling in 1825, it was logical to name the new paper the American Traveller.

There are other causes besides the English influence for variations in spelling.

Often the difference in spelling is merely that a word is spelled as pronounced. This might indicate the work of newspaper men who have had very little book-learning, or it might be common practice. No doubt both factors contribute to the variations.

Hyphens were common usage. Streets, names of states, and closely related words are always hyphenated.

Capitals were used in the middle of sentences or anywhere. Emphasis was sometimes the reason for their use.

Words were longer in the early days, as for instance, "Piano Fortes" on July 4, 1826.

The occupations, habits of living, degree of scientific progress accounts for the word variations between those days and today.

But there is another difference which is more subtle. It contributes to the tone of the era, but is difficult to describe except that it shows a way of thinking. It helps us picture the times more vividly. However, there are four adjectives which suggest the accurate tone of the early era. They are: proper, precise, dainty, and literary.

We read on September 4, 1827 :

"the pretty accomplishment of working lace".

This is a typical example.

This subtle nature of the tone of the early era is exactly the reason why I include many quotes directly from the issues of the Traveller. I believe that by noticing these changing tones we can better live and breathe, picture and think about journalism in other days.

Now to proceed chronologically.

November 21, 1826 we find:

"Letter of Fools Cap and Billet papers".

May 9, 1828

"The salubrity of good Soda Water is too well known to need any encomium----".

"That the person who now solicits patronage  
does not incur the imputation of boasting--".

Travelling Sketches were common and good as historical background of  
the times. The following, quoted in part, is an example:

"It will hardly be necessary or opportune in this  
place, to descant upon the various regrets  
awakened in the human bosom, when bidding  
farewell to a residence, where it has formed  
and long enjoyed the society of a circle of  
endeared friends;- to launch at once, and  
alone, upon the capricious tide of human  
affairs,- and to feel the freezing indifference  
ever displayed towards a stranger in a strange  
land.

It was 5 o'clock P.M. when I looked back  
from Cambridge bridge, and with reluctant and  
melancholy feelings, gazed for the last time,  
upon the brick walls, high roofs and spires, of  
the great metropolis of New England. The  
atmosphere was an almost perfect calm, and the  
dark clouds lay motionless in the heavens, like  
frowning crags along the high rocky shores of  
the ocean.

Our course lay from the classic ground of  
Cambridge, through the neat and flourishing  
village of Watertown. This place gives evidences  
of a degree of thrift, rarely exhibited in the  
vicinity of Boston. A beautiful and stately  
edifice was not long since erected in the centre  
of the village, for the public's accomodation,  
whose sign board in gold letters, reads, 'Spring  
Hotel' and whose external appearance vies in  
point of grandeur with the most celebrated  
establishments of the kind in the state. It  
is constructed of brick, three stories high,  
occupying a large space of ground; and its  
present conductor, for his manifest assiduity  
to please his guests and the public, merits  
their patronage,"-

This reminds us of modern business letters whose stilted language  
would not be employed were the writer meeting the recipient of the  
letter face to face. This dual language, a written and a spoken one,  
has been a fact for many years.

Read, September 12, 1828, the following:

"undersigned has now taken the pen  
for the execution of this task--"

Such a statement as the above illustrates the fact that when people are writing, for we recognize it as being a feature of today's language, they used in those days also, a more formal and stilted language than they would were they talking. That is why the examples I have selected from the pages of the paper are more often from informal columns than from speeches of the day. Speeches, also, were more dignified in style. I think we should, as far as possible, note the everyday language of the people. Note the following which is not literary:

"get a piece of work done to your mind".

"wo to them who wait".

Certainly the following is not to be considered the speaking language of the average man in those days:

"ardent patriotism which boils over  
in their gallant bosoms"

November 1, 1831 an article was "lying in durance vile in the bond warehouse".

January 3, 1832 a tailor "wants a situation", which is an old term still in use in want ad columns.

The following is an excellent clue to the early tonal era:

March 2, 1832

"We understand that a meeting of young ladies of the first respectability is about to be called, in New York for the purpose of devising some plan to improve the morals and habits of the young gentlemen".

We read, September 3, 1833, this: "pirate captured". This is not so ancient a custom as some believe.

November 26, 1830

"The members of Congress are wending their way to Washington."

This should teach us not to use trite expressions. We read in 1826 also about truckmen who mounted "their sturdy steeds" in a parade.

Note the following three passages as typical of the early era:

October 17, 1834

"strong suspicions were excited that the drug-"  
This was regarding a possible murder.

"a few days since"

April 21, 1835

Franklin House "fitted up in a neat and genteel style"

Though proper and literary as a whole, these papers had their share of sensationalism. For instance, April 21, 1835 we read in detail about a child which sits up in its coffin.

From the column entitled "Selected Summary" on July 4, 1826 we find this:

"A female Esculapius has started up at New York, who puffs off her pretensions secundem artem in the newspapers. This is a Mrs C. Shaw, who "tenders her services to the disposing sick, in curing Liver Complaint, and such diseases as the human system is subject to."

This was an era in which Mr. Rudolph Flesch would not have been idle.

August 26, 1836

It is clear "that the writer don't know what a Gipseey bonnet is."

"he has actually wore out six pair of new gloves, and I dunno how many pair of sockes"

The above example is what I mean by selecting non-literary quotations.

Let us note a few examples of spellings which were printed in the 1830's:

October 28, 1836 "waggon" appears twice.

December 30, 1836

"indulge your risible propensities"

February 3, 1837

"new power printing press elegantly built"

August 4, 1837

"splendid vice of the place" is not intended as praise.  
 "crops ain't worth much"  
 "she was fain to purchase"  
 "connections" spelled with a "t". (This has until now been spelled "connexions".)

October 6, 1837

"a lad knocked overboard"  
 "terror has seized upon the minds of the inhabitants".

December 8, 1837

"negociations"  
 "maniacks"

February 9, 1838

"members of a bank resigned their situations"

April 10, 1838

many "spirit gas" accidents

August 14, 1838

Under "Selected Summary" we find neckties referred to as "black cravat". And we learn that "feather beds" are no protection in "lightning".

October 16, 1838

Also under "Selected Summary" we learn that the Boston Common has a "melancholy appearance". Also that:

"There are, at the present time five churches now erecting, or, as the fastidious say, being built in this city."

Under the same heading in column 3:

" a most horrid murder was perpetrated" apparently by a man who kept a "notorious house of ill fame".

The following are words and phrases which were selected at random for their interest:

June 21, 1839

Manufactory

April 21, 1840

Page One:--Safes made of "wrought iron in most faithful manner".  
Page Two, column One: a "rascal" named--held his wife out the window.  
column Three: the "rogue" backed out.

June 23, 1840

Page One, column 6: we "vaunting Anglo-Saxons"  
6: "congeries of water particles-....suffer them to precipitate in rain".  
Page One, column 7: "complaicencies"  
Page Two, column 4: "cochinial" for dye  
Page Two, column 7: "best book of travels, by the by"  
"daguerreotype" portraits

August 25, 1840

Page One, column 3: "foisting miserable" imitations of buffalo oil to make "hair a sattin gloss".  
Page One, column 4: "wretched" imitations of Whitwell's Original Opodeldoc.

August 14, 1840

New Bedford and Taunton "Rail-Road

October 27, 1840

Page Two, column 1: "corruption and knavery appear to have been rife in Philadelphia during the last election."

"committed an outrage on-"  
"hung for highway robbery"

"horrible murder"  
 "deliberate and most wilful murder"

As in the chapter on Policy we learn that opinions about crimes before they were tried were the common rule.

On the other hand, praise was offered as much as condemnation. The good qualities of those who had died or met with misfortune were pointed out frequently.

We note that on April 27, 1841:

As the result of a fire in Osterville the  
 "loss falls heavily upon an industrious and  
 deserving young man".

Today the paper would report the man's age, his work, and how he was industrious and deserving without saying in so many words that he was.

"Book-keeper" repeated again shows that hyphens are still in frequent use.

The issue of June 29, 1841 contains some choice selections.

Page One, Column 3:

"Ladies' Oyster Saloon"  
 ...corner of Court and Brattle Streets  
 "Female attendants are constantly in  
 readiness, to wait upon all lady  
 customers, who will find an agreeable  
 retreat on the 2d floor,--"

Page Two, column 1:

"Miss Abby Kelly, of Worcester--(She spoke  
 on slavery)--Miss Kelly, God bless her,  
 belongs to that very useful and respectable  
 class of the community called old maids."

Page Two, column 3:

A man was arrested for forgery, the cause?  
 "The cause which led to the crime, was  
 pecuniary embarrassment, brought on by  
 extravagant living."

August 31, 1841

"want of genteel accomodations"

On October 1, 1841 we find samples of both the poetical and the shocked viewpoints frequently expressed in the early issues. Thus:

music "pervades all nature...She sighs in the winds, warbles in the groves..."

"shocking murder...committed on the person of a stranger travelling..."

"horrible murder...these plunderers" which refers to pickpockets.

December 3, 1841

"chesnut tree"

unable to "obtain the slightest intelligence in regard to them"

The above refers to some lost children.

February 1, 1842 in speaking of men's clothing we find:

"Do not conceive that fine clothes make fine men, any more than that fine feathers make fine birds. A plain, genteel dress, is more admired, and obtains more credit than lace and embroidery, in the eyes of the judicious and sensible."

In this issue also, someone offers yeast much better than the common "mode".

"sable attendants" may mean "able," for typographical errors are not uncommon.

There are smiles provided for Traveller readers from time to time, like this one on April 1, 1842:

"Why are ladies theives? Because they hook each other's frocks."

Like a tiny crocus breaking forth in the gray dullness of March, such smiles are a relief from column after column of very fine print.

Tax evasion occurred a hundred years ago. There is recorded the case of the French toys which were imported into this country and were "transmogrified" into chocolate to avoid the tax. They were coated with chocolate.

In the issue of June 3, 1842 we find the following words of interest:

"Mr Van Buren in a barouche"  
 "French Liquid Rouge made of flower and simples."  
 American monthlies contain "sprightly miscellany".

August 5, 1842

We have a quote from Sir Walter Scott where "kirkyard" meaning cemetery is used. Since it is, no doubt, English rather than American English, similiar examples have not been recorded here.

August 5, 1842 (continued)

"Gambroons! Gambroons!"

in reading the above in 1953, one feels that at least the enemy is drawing near, when merely a kind of thin cloth is being advertised.

October 7, 1842

"Pokeepsie"

February 10, 1842

"camphene" lamp exploded

April 11, 1843

"pine shatters"  
 "fallaces of gas metres"

June 13, 1843

"ague" is a very common ailment  
 "lard soon to replace whale oil".

October 17, 1843

In the fine print on page two, column one, we find what in 1953

would be headlines spread across the front pages of papers coast to coast:

"sea gives up beautiful dead woman"

It has all the requirements for a successful news story, sex, mystery, suspense, possible human interest angle, yet before the days of headlines we find it buried in fine print along with news of a "whaleship".

June 14, 1844

Frequently new uses for India rubber are announced. On page two column two its use in churches is announced:

"new use for India rubber-mats where dead are deposited the escape of noxious gasses is injurious to the living".

"waggon" still has two g's

August 13, 1844

Page two, column 2: "absconded ...childrens' money-boxes"  
"rowdies threw ink on a lady..shameless scoundrel"

August 13, 1844

"An insulted woman cowhided at man at Cincinatti, the other day, and then took him before the mayor and had him held to bail to keep the peace and behave himself."

December 17, 1844

We read the story of the "Secret Police of Russia" who held a woman in Siberia for 14 years. She did not know why that at the end of that time they released her with the same "ball gown" she had when taken.

February 14, 1845

Writings of Harriet Beecher Stowe were in nearly all issues. Here is one quote from her:

"Generous slave holder of a good-natured mould, was now beginning to wax wroth."

Also from that issue:

"Our gentleman of color bowed."  
Page three, column 1

"The fire is supposed to **have** been the work of design."

March 18, 1845

In writing of Slave Trade: "complete extirpation, both of the traffic and the causes and passions which produce it."

"every thing" is two words  
"ice-house" uses a hyphen

A married woman elopes with a young man... "the guilty pair have gone towards New Orleans". In 1953, it is not considered the province of a paper to judge the guilt or innocence of anyone.

July 22, 1845

A wild picture of a crude western hotel makes interesting reading. In it Hoosier dialect is pointed out: 'out yere', "over thar'.

We read also that on "Wednesday week" there were "4 leeches on a wound" and one disappeared into the arm. The patient died.

November 25, 1845

There were "Female Petitions" that the law against "tippling" may not be repealed.

March 31, 1846

A three-quarters of a column quote from the Newburg Courier on the horrors of being buried alive and the finding of bodies later which had tried to get out of their burial place was evidently one way of solving the problem of old age. The first of the seven paragraphs in the story follows:

"Buried Alive.-Is any thought more horrid?  
With what distinctness do we now recollect  
the intense distress and loathing with which,  
when a mere child, we listened to the recital

of the heathen, who, when their parents were old and had become a burthen to them, took them out into the fields, or by the river side, and laid them in a shallow hole and covered them under- the old- the way-worn- just ready to die. We could see, and we can see yet, the earth thrown in, and the mockery of pity with which our childish imagination told us the unfeeling son had feeling enough to begin at the feet first, leaving the mouth to breathe till all else was covered; the resigned, despairing look that the faded eye cast up from the grave's bottom- we can hear the appalling shriek that rose struggling up- the last breath- a thousand condensed in one of the last agony- and all was still- silent as the grave. That night our dreams were full of the same agony."

The same problems repeat year after year: expenses, youth, old age, taxes, and the government. Here is another type of repetitive problem:

March 28, 1846

our "immense plate glass windows" and "splendid pixture"  
 "Is there no danger of carrying our taste for costly shops and elegant fixtures to a dangerous extreme?"

May 29, 1846

The west and the status of women were both changing.

"Ladies Society for the Promotion of Education at the West."

"The mass of people at the West were extremely ignorant."

"Great part of the work must be accomplished by the females."

July 30, 1846

"pine apple" is two words  
 "cleanly qualities"  
 milk standing in a dish "throws up" cream  
 "chymists"

Y often replaces a vowel, but usually i is that vowel.

September 30, 1846

"stage-coach"  
"sempstresses"

November 2, 1846

"turkies" Here we have the vowel instead of the y.  
"Unsuccessful Roguery"-steal a "pocket-book"  
"Lunatic asylum"  
"he did not succeed in arresting but one of the boys."  
"disencumbered him of everything about him of value."

Today a short expression would be used for this last quote. On the other hand, we have a word which was shortened because it was spelled as it sounds, "bran new flag".

"large and genteel audience" is a very common expression.

The majority of the following have been shortened by 1953, or even by 1940, at the close of this study.

January 4, 1847

"leathern gloves"

March 5, 1847

" a million of dollars"  
" bye-laws of the city"  
" a spontaneous combustion"

April 6, 1847

"Looking glasses"  
"painted chamber sets"  
"Glees", a musical term  
"stomachic"

From Missouri, the Traveller received this correspondence:

"As near as I can judge from appearances the sun sets about 5 miles west of us in the prairie. Hence, I conclude this is pretty near the West. I concluded from our nearness to the sunset, that we are in longitude 1791-2 degrees....I conjecture too, that the going down of the sun in the prairies is the cause of their being burnt over so frequently."

June 7, 1847

"The intelligence received from our missionary stations"

We "received St. John papers to the 4th inst."  
 "slave-owners"  
 "men with lighted segars in their mouths"  
 "several drunken Irishmen had a fight."

This last example is an indication of a change which came over the paper gradually. A class consciousness developed and grew stronger. It was not a pro or con feeling, but a consciousness of difference, not present in the earliest days.

June 22, 1849

"indulgencies"  
 "public wash house" (baths)  
 "unpaid gentry"  
 "noon-day"

August 23, 1849

"bide the slow progress of circumstances"  
 "sea-bathing"  
 "watering place" refers to a summer resort  
 "jelly-fish"

December 26, 1849

"co-operation"  
 "U. States"  
 "co-operate"

Z is used in place of "s" frequently as in:  
 "I was apprized that a war-steamer", which "z" is also used today. These are not stable yet, but still interchangeable. We have the opposite February 4, 1851: "authorising".

February 27, 1850

"insendiariem" shows the use of "s" instead of "c".

April 29, 1850

"Harvard an eleemosynary institution"

June 29, 1850

"melancholy disaster" (steamer fire)

October 2, 1850

"institution was chartered last year, and is designed to instruct females in the various branches of medical science."

February 4, 1851

"burthensome"  
 "the gentleman was under a mistake"  
 "little democracies" (towns)  
 "female juvenile offenders", an interesting term.  
 "He was taken into custody in the ladies' ordinary of the hotel." ... "await further advices"  
 "His case is truly a sad one."

April 5, 1851

"Every body now knows".

August 7, 1851

"to secure a sight at a live Queen"  
 "ferreting out rogues"

December 9, 1851

"almony" in divorce used twice.

February 10, 1852

A "fashionable audience" attended Prof. Taverner's Lecture last evening.

"The Transcript says that yesterday was the fifty-second successive day in which all the omnibus lines in the city and vicinity have been upon runners."

A girl didn't sue because of "a feeling of delicacy",

"when the visitor with an oath"

June 11, 1852

"a few days since"  
 "economise"  
 "recognises"

August 12, 1852

"apalled"  
"has been travelling for a short time past"

October 13, 1852

"about a score of females have been summoned  
to testify in the case."  
"bowie knife"  
"Bloomer-dress"

Not many examples of words from women's styles have been included.  
They are a world apart, not in common use with all people.

December 14, 1852

"continual excitements which he indulged in  
were cloying"

"act of rascality"-Napoleon

"271 firkins of butter came across ocean in  
last steamer---812 do consigned to Boston"

October 18, 1853

"sophistical manner"  
"graywacke stone mansion"  
"U. States"  
"high-swalling words" High sounding or high hat is  
intended.

December 19, 1853

He was a "man of genteel address, and  
commanding appearance".

Women are beginning to branch out in their activities.

On December 19, 1853 a woman speaks on temperance, but though she  
"shall not neglect to darn the stockings, she will not overlook that  
the men have souls to be darned also." This thought sets the tone for  
the mid-century period.

December 23, 1854

"belligerants are self-relying"  
 "crab-apples"  
 "flower-garden"

Writers have melancholyitis these days, for either that word or one of its synonyms is frequently used. It is to be hoped they were not as blue as they sounded.

February 24, 1855

"a painful and melancholy case"

With the previous guiding notations, it is clear why the following words were included:

August 28, 1855

"authoress"  
 "all primpted up"  
 "competitress"  
 "Never twit another for what he cannot help."  
 "Winnipisseogee Lake"

October 29, 1855

"Free Love Society met"  
 "bar-tender"

February 1, 1856

"negociate"  
 "tragical occurrence"

April 1, 1856

He "speaks extempore with ...notes"  
 Paris "fabricant" glove  
 "peeple"  
 "interrogatories"

June 2, 1856

Page two, column 1: "Women are more courageous than men."

Female would have been the old term.

June 2, 1856 (continued)

"whale bone skirts"  
"hotel suit"

October 3, 1856

"cotemporary"  
"bedizzened humbugs"  
"to-night"

Another modern spelling is noted for the first time: "burden".

February 5, 1857

" a terrible wag"  
"not behind-hand in publishing"

February 15, 1858

"on Saturday week"  
hear "how well a woman can speak"

April 16, 1858

On this date we read that an estate in England is a "humbug" which indicates the continuance of the British influence.

August 18, 1858

"two females took possession of a horse and vehicle".  
"half an hour in an ebullition of spasmodic profanity"

An editorial on October 19, 1858 uses words that Mr Flesch would enjoy simplyfying:

"as its sensitiveness may cause it hereafter to  
flavor its churlishness with civility".

February 21, 1859

"boon that was sought"  
"his demise"  
"Neopolitans" arrive in numbers.

April 23, 1859

he "was a voluptuary and a knave".  
"decorously-behaved man"

August 24, 1859

Newport hotels were "crowded to suffocation" because "excursionists" from "way places" were there.

"mechanical establishments were closed"

December 27, 1859

Hints of the Civil War were evident before the outbreak. Thus:

"The Feeling at the South"  
 "no-d-d Northern men"  
 "of democratic proclivities"  
 "Virginian be damned" is written out twice.

"We are in the midst of a Reign of Terror here. There is no certainty that letters duly mailed will not be opened on their way. All men of Northern birth now here are under surveillance by the so-called Vigilance Committee; and anyone suspected of thinking Slavery less than Divine is placed under care."

This last was written to the New York Tribune by a postmaster in Virginia, and printed in the Traveller.

"few lamented the want of sleighing".

"gang of young hotspurs". Could this expression be the grandparent of the "hot rods" of 1953?

August 30, 1860

"beat her most barbarously"  
 "dissolute females"

October 31, 1860

"piebald parties"  
 "looking-glass in a lady's bed-room"

February 2, 1861

"green-horn"  
 "currish sentiments"

August 5, 1861

"melancholy to reflect"  
 "hap-hazard"  
 "dinners at twenty dollars a-head"  
 "smoking expensive segars"

October 5, 1861

"a cotemporary shows that disunion is impossible".  
 "demand from Great Britain (for grain) has increased latterly"

"Business is reviving, and those social conflicts which the Southrons expected to see in the North are farther off than they were in 1860."

October 13, 1862

"too earnest to be laid aside for an operatic pronunciamiento".  
 "Fashionable Fall Style Hats"

February 16, 1863

"render nugatory the mischievous plots."

April 17, 1863

"husband sends plaited lock of his hair"  
 "It is a great place for promenades"

The above two excerpts were from a rebel mail bag "intercepted a short time since".

June 18, 1863

"window-sill"  
 "battle-field"

Battle terms during the Civil War were omitted as those observed did not appear to have evolved into words which were later used in the Traveler.

August 17, 1865

"stout-footed youths and maidens pedestrianizing hereabouts."

August 23, 1866

"approbrious name"

"politicians meet to air their reputations"

February 1, 1867

"It may not be generally known that an animal, whose name is usually discarded from polite society, is beginning to occupy a high position in the export as well as the internal trade of the country. Let not the reader shrink in disgust, for the fact is that the traffic in the skin of the much abused skunk now amounts to quite a handsome sum per year."

"wonderful application of chemistry"

Skunks are called: "Prairie Badger" .. "Austrian Wolf" .. etc.--  
"or by some other taking title".

"Trash" is provided in "Mother Goose Melodies" for they "lack rhyme and reason".

"do not outrage common sense".

Some words are vivid and not altogether an appeal to the literary minded as the following indicates:

"Shocking accident... "skull and brains"....  
"bespattering the wall".

m June 3, 1867

"three male members of the family immediately repaired to the kitchen".

the "scamp was found and snaked out" at a "2.40 gait".

August 3, 1867

"Pianos! Pianos! "

Until now piano forte has been common usage. Incidentally this is an example of the advertising of the period.

August 5, 1867

"good-bye"

"parcels of real estate" are listed.

December 7, 1867

"impolitic"

"vile fellows, the loathsomest of toadies"

These were serious days, melancholy ones. This era was literary and sentimental in tone with no cartoons. Dickens visited America and spoke before various groups. At one time there were some "exotics" on the table before him about which he said,

'I kiss the kind, fair hands, unknown,  
which have so beautifully decorated my  
table this evening'.

December 14, 1868

Under "Various Items", a regular column, we read:

"A smart Yankee who inaugurated in San Francisco, the plan of female waiters at his restaurant is now deserted, his girls having all found husbands in the four weeks that the establishment was run."

Under the same heading February 15, 1869 we find:

"Providence is by no means sure that there is any such thing as a body of pure water in the State sufficiently large to supply the city."

April 16, 1869

"suitable playgrounds (are needed) for children of the public schools, male and female...but cravings of trade and exorbitant price of land"make it difficult.

A receipt for yeast and bread is expressed in a precise way:

"when warm as new milk baking may in a few trials be regulated to a nicety."

October 19, 1869

A form of pessimist was called "croakers".

"The world uses them. They don't know how to use the world. Croakers utter for failure."

August 24, 1870

There follows excerpts from descriptions of clothes at Newport:

"morning toilettes of white and buff"  
 "economy in laundressing"  
 "the overdress"  
 "They wear choker collars...and altogether are astonishing."

"overrun with visitors, the most of whom belong to the pressgang, who have not confined themselves strictly to the truth."

April 29, 1871

"self-murder has become so common as to affect the language in this country, two new words having been invented, for the sake of convenience, namely, 'suicided' and 'suiciding'. The man who invented them should be hung, or he ought to hang himself. He would write, or say, 'on a ship', and so his death would be a blessing."

"take the first fifty persons with whom you should fall in".

June 30, 1871

"vices that are the chief characteristics of political vermin".

August 31, 1871

"self-gratulatory"

December 4, 1872

cards "fitting to be shuffled, cut and dealt by the most dainty lady."

April 6, 1872

the "body" was removed to the "dead house".  
 he "had always borne a good character".

February 11, 1873

Senator Pomeroy asserts that his re-election was defeated by "unparalleled villainy". He said there "has been rascality somewhere".

August 14, 1873

"The cake bakers of Boston and vicinity held their annual picnic at Spy Pond yesterday. The only draw back to the pleasures of the occasion "was a row among some roughs, which was put an end to by the police."

December 22, 1874

A description of shopping for Christmas presents includes interesting terms. Several examples follow:

"purse well filled with greenbacks"  
 "memorandy"  
 "gait so nimble"  
 "sweet-meats"  
 "depot"  
 "trodden on my dress"

June 25, 1875

"a man convicted of a murder under circumstances that prove him a dastardly, brutal, cold-blooded villain suffers the extreme penalty of the broken law."

August 25, 1875

We thought ours was the fast era, but they thought the same about their times.

"We live in such a hurry and amid such a constant bustle, that we have no time to become fairly acquainted with ourselves."

December 27, 1875

Wars are "butcherly things".

February 7, 1897

"Silk stockings, striped with lace insertion,

are among late novelties of the Parisian toilets", and "gold dust, heretofore reserved for the powdering of coiffures, appears to have descended to further elaborate this costly hosiery."

August 13, 1877

The class distinction mentioned earlier is here illustrated in another way. The working girl is considered.

"Little Bits for Leisure Moments"  
 "Every shopkeeper who refuses to let his women clerks sit down when they are not busy, deserves to be a bankrupt till doomsday, and then be made to stand, on one leg, through all eternity. The Society for the Prevention of Cruelty to Animals should take the matter up, if nobody else will."

Cincinnati Commercial.

June 27, 1879

From the column "Gossip from Gotham" we learn that "some charitable ladies subscribed and sent" a poor family to the beach. The comment was that it was a worthy pastime "to take every poor, faded wretch from a tenement house to the green fields or the invigorating ocean"- "to see the gentle roses coming back to the cheeks of that poor, fair, imprudent loving young couple" as the result of "a two or three day's breath to Coney Island."

August 28, 1879

"Rafaelle had the irate lover arrested and he now languishes in jail."

"drag-net character of this indictment"

December 30, 1879

"General Notes"

"There is nothing sadder than a sane woman with her hair banged. A woman in this style of hair arrangement resembles a Shetland pony

which has not been well groomed and which is in doubt about its dinner."

September 4, 1880

"Woman's Industrial Future-Her Medical Progress"

"teaching involves severe brain work, and even now is rather poorly paid, compared with other work, and a delicate woman soon breaks under the strain."

January 5, 1881

"Business Embarrassments" is an accounting of business failures.

July 24, 1882

As late as this we continue to have terms which are different and somewhat longer than those used today. Thus:

"A Flying Trip to Providence", by train.

"grip-sack in hand"

"wending his way"

"Pre-eminent in salubrity"

"whirled along in the luxurious open bloomer cars to Oakland Beach"

"ice-cream saloon in charge of Mrs William Maxfield"

"noble ocean view"

January 25, 1883

"Etchings and Echoes" is a column from which the following is an excerpt:

"An Arcostook girl has the faculty of spelling very hard words backward. It is an useless gift."

July 3, 1890

"Saratoga Springs, July 3-

"This grand old watering place never looked more inviting...great hotels and the scores of smaller caravansaries."

"ball-room"

"many a dame carrying a fortune in gems alone upon her fair neck and tapering fingers."

July 13, 1897

"bathing get-ups"  
"spooning"

The above two are samples of words that will continue beyond the turn of the century.

Suddenly, the sentimental, literary paper, with its long words slumbering in fine print, wakes up. Headlines like eyes appear. At first they are merely darker with many sub-heads as on January 6, 1896. Then they grow larger. By September 7, 1901 they are two and three-fourths inches high. Cartoons appear and pictures are more numerous. We have reached the glaring era of headlines. November 11, 1896 the word "clue" is still spelled "clew".

War, sex, crime, and sports are on the front page though there is still a hint of the "delicate" manners of older times; as well as a foretaste of the future. This is especially true of the following:

March 28, 1900

The Howard House on Howard Street in Boston was claimed to be a "resort for disorderly men and women" because;

"Murphy stated that he had seen women smoking cigarettes in the dining-room on the night of January 12 last."

On May 26, 1900 the question of marrying on \$15.00 per week arose.

"They cannot expect to cut a dash in the world on such an income.....thousands of families are reared in happiness on it."

July 27, 1900

"Night Extra 7.35"

Jul 26-

"Jul 26-There is sadness in the tenderloin---  
Business is going to the bow-wows, which

paradoxically, is strange in the dog days, when the demand for German gingerale Parisian punch and other thirst dispellers is at its height.

And the police are to blame."

Then the conditions are described quoted herein in part:

"while telling him fairy stories proceed to gather in all the money the pigeon has about him."

January 1, 1901

"Divorce Court" is a regular column. Instead of merely listing the divorces they elaborate on them. The following is an example:

"The corridors in the vicinity of the Divorce Court were crowded today with unhappy men seeking divorces from their unfaithful wives, and unhappy wives desirous of getting rid of their husbands."

In contemplating the New Year an editorial in this issue serves to explain to a degree the reason for the sudden awakening of the press.

Page 4:

"Who in those days could have dreamed (1801) of the telegraph the Roentgen rays, the camera, the typewriter, the electric light, and the thousand and one other inventions that give business celerity in the present?... that we are so far advanced that we can go but little further..." looking forward even fifty years we might be staggered."

March 30, 1907

The paper continues to note class distinctions.

"girl in factory can't be distinguished from her sister in 'swelldom'"

July 1, 1901

"my auto togs"

After the trun of the century many new words are brought in through prohibition, the automobile, and abreviations because of the headlines and the radio.

June 18, 1910

On the beach "Bloomers without skirts are barred." Skirts must be full. ... "tabooed near-to-nature bathing suits"... "clinging, skimpy skirts not allowed".

April 11, 1911

arrested for "overspeeding her automobile".

February 10, 1919

"flivver"

June 7, 1922

"flapper"

November 12, 1925

"It is a debatable question whether a bootlegger has sensibilities."

"Xmas" is an abbreviation where they even leave out Christ from Christmas.

"Fools Yeggs"

"Moonshine for Christmas season seized"  
gallons of Christmas 'cheer'

December 22, 1927

The invention of the "Kewpie doll" keeps fifty factories busy.

The new era, of which these foregoing words are a sample, is best expressed through headlines.

Therefore, we are automatically ushered into Chapter IV, "Headlines from Time to Time".

## CHAPTER IV

## HEADLINES FROM TIME TO TIME

We have noticed the lack of headlines in the first copy of the American Traveller on July 5, 1825. Except for the name of the paper at the top of the page, the only headings were the small type, usually italicized, which served as subject headings. There was no line of space where one article ended and another began. Usually there were no paragraph indentations. Often a hand with a pointing finger and a cuff at the wrist served as a sign that there was something new to read about. These hands were no larger than the line permitted, about  $\frac{1}{4}$  inches high. In view of the tiny type used, that was noticeable on the page, but it was far from the modern type of headline or attention getter.

It cannot be said that the paper was merely marking time or that it was latent. It was active, and alert as far as it was able. It entered into heated discussions. The paper discussed controversial subjects such as politics and slavery; but its hands were tied because of lack of rapid presses and because of the slowness of communications. Page after page of columns were solidly filled with fine print, tiny pictures occasionally, and news gathered from exchange with other papers some time after it occurred, filled in with excerpts from books and literature of the day.

From the modern point of view the press was smouldering. It smouldered and smouldered for approximately thirty-six years. Then the cannons at Fort Sumter set it afire. Yet it did not burst into flame suddenly in all its columns. It took two wars to bring that about.

One of the first headlines was one column wide. There were two of these heads in the same paper, on page two at the top of columns 2 and 7. The largest word was "EXTRA" in this issue of April 13, 1861. Thus:

EXTRA

Traveller

Extra  
by Telegraph  
4 o'clock  
Later from Charleston

THE WAR

still in progress

Bombardment  
of  
Fort Sumter  
All Night

Column One, Page Two: "If telegraphic advices of a general attack on Fort Sumter be true."

On June 4, 1861 we have the heaviest and blackest head there is at the top of column 7, page 2. The "EXTRA" is  $\frac{3}{4}$  of an inch high.

On February 16, 1863 it is still the policy to have an "EXTRA" at the head of an inside column.

But April 15, 1865, nearly two years later, important news reported brought the headline for the Extra column to Page One!

Traveller  
Extra  
by Telegraph  
Latest  
Death of the President  
Abraham Lincoln died  
this morning at twenty  
two minutes after 7 o'clock  
Terrible Crimes

That is half the sub-heads. The black lines across the column set it apart from the rest of the page.

By October 18, 1865 the Extras are less exciting. They really refer only to the latest news. They are usually on page four, the back page.

October 7, 1867

The Extra is still on page four. By now there are other headlines. They are headlines in the sense that they are darker type and slightly larger than the regular column size type. Nevertheless, they are not as high as the Extra. The subject of one was General Sheridan's visit to Boston.

By August 11, 1868<sup>Extra</sup> had a time attached to it.

Page Four, column 1: "Extra 5 o'clock"  
column 5 "Extra Five o'clock"

December 14, 1868 On this date there is a postscript added.

Page Four, column 1: "Postscript-Washington Third Despatch"  
column 4: "Extra-Washington Fourth Despatch"

In August 24, 1870 the Postscript and the Extra are still on Page Four.

An important step toward modern headlines is taken by June 13, 1873.

We find the first black type ever to be on the front page either in news or advertisement. It is an advertisement; but the important point to mention here is that the type is as large as the Extra has been all these years.

June 11, 1887

The regular front page unbroken single column is giving way to double column widths at the top. These are advertisements and not headlines.

By January 6, 1896 the headlines are blacker and there are more sub-heads.

On December 18, 1859 on two occasions the headline is two columns wide.

By July 9, 1896 the Traveler has become a one-cent press and its heads are numerous. It is interesting that these two policies occur about the

same time.

November 11, 1896

In this issue the columns are distinct and easy to read. The heads are slanted in three lines each. Old spellings still persist; we find "clew" used instead of "clue".

Sex reaches the front page regularly now; when it used to be on page 6.

"She laughs  
at her shame"

"Pretty Katie Scott Wanted  
to be Wicked"

"This is the story of a girl  
who preferred a life  
of sin.-"

December 23, 1896 is the first banner headline! It was a Traveler Night Extra on the West End Strike.

May 12, 1897

The front page is increasingly black. With scattered headlines it looks less neat. Peeping Toms and Sex continue on the front page.

These days it is as if the paper suddenly woke up. It's headline eyes, new to the world, are looking around and seeing things they had never known existed. The news is more local; and the editorials shorter. The stories give the main facts in the lead as they do today.

On May 19, 1898 the page one is nearly all heads like the Boston American of today. The heads are blacker and thicker .

"Massacre by Spain!"

"Frightful slaughter of natives by the  
Authorities in Philippines."

November 22, 1898

Advertisements and headlines are mixed together. Also, "Night Extra 7.35"

May 22, 1899

There are very few words of news, since most of page one is devoted to advertising.

November 27, 1899

The ads and the news look alike.

On November 30, 1900 an unusual amount of the headlines deal with foreign news.

September 7, 1901

On this date we have the largest head so far:

"Life Still Hangs in the Balance".

This refers to McKinley.

March 2, 1904

Although the heading is only two columns wide, we have the biggest size type to date. "Crash Kills 16 Men"

September 15, 1902

On page two there is a misleading head which is an example of sensationalism. This does not occur often.

"Girls Rescued from the Chinese, taken home".

This sounds as though the girls had been kidnapped, or at the very least, held somewhere. However, according to the text, the girls were merely walking around Chinatown and the police picked them up.

July 6, 1904

Here is a heading common to these days:

"That Terrible Naked Wild  
Man Caught in Fall River"

September 11, 1905

The baseball scores, in red, banner style, are across the top of page 1.

January 8, 1908

A prominent heading, three inches high declares:

"Lone Woman is Murdered in Robbery".

August 4, 1909

This page one is attractive because it is balanced.

Column 1 and 2 heads \_\_\_\_\_ Picture , Column 7,8 \_\_\_\_\_

A head on an inside page informs us that

"Love Lures Bride from Gilded Cage"

June 9, 1910

This issue reveals another interest of the times.

"Pretty Society Girl Says Driving an Auto  
Across the Continent Beats Pouring Tea."

Headlines have been influential in shortening words and in increasing the use of initials and letters for phrases, such as WFA, and this:

June 20, 1910

"Each Hub Society Girl", .is own arbiter of what's what in fashion."

Page One: "New York Society is on Tip-Toe over the Wedding of  
Teddy, Jr."

July 19, 1910

"To Wed This Yankee Girl  
A Prince Defied Mother"

Page 2: "Child of the Tenement Skips the Childhood Stage"

Page 5: "Describes Terrifying Dash to Earth in World's First  
Passenger Airship Wreck"

September 17, 1910

"How Cavalieri Won Fortune By a Kiss"

December 3, 1910

One of our first double heads across all columns:

"Boston Boy Broker Absconds;  
Creditors Lose Nearly \$500,000"

March 19, 1912

There is a late news bulletin at the bottom of columns four and five.

October 6, 1913

"Think 'Bluebeard's'  
Tale Pipe Dream"

August 10, 1914

Events produced even larger headlines than ever before:

"1,000,000 to Invade France"  
"Say 8000 German's Slain, 1700 Taken"

Just below the dateline two balanced heads give more information:

"German's Hold Liege Forts Defy Enemy"	"French in Battle to Win Alsace"
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August 18, 1914

It is common practice now to put a banner across the page above the title of the paper as,

"Allies Holding Brussels  
The Boston Traveler  
King Prays for England"

Usually the head below the name of the paper is in the largest type.

October 10, 1914

"BRAVES WIN AGAIN"

It is extremely interesting to note how important sports are to Americans. Whenever there is a serious war headline for days at a time or a murder case in the courts which occupies the front page, if something important takes place in the sports world, it is sure to break the serious line, a safety valve for all the preceding serious days.

December 11, 1914

We have the largest headline yet which is above the name of the paper:

"RUSSIANS MAY QUIT WARSAW"

The page is neatly set up with lines clear across the page to separate each banner. The column heads are as follows:

Columns 1 and 2: "Calls Hogan's Plea  
For Change in Name  
A Reflection on Irish"

Columns 3 and 4: Hogan's picture

Column 4 "Germans stop  
Allies Advance  
into Belgium"

Columns 5, 6, and 7: "Germans Now 15  
Miles from City"

There follows now a series of headlines taken from time to time.

April 12, 1915

"Eliot Tells Ministers: 'Don't Pray For Peace'  
The Boston Traveler  
April 12, 1915  
"Dorchester Yegg Clubs Woman"

August 17, 1915

Name of Paper  
date  
"Mob Mutilates Body of  
Frank After Lynching"

This is a change from war news. Three-fourths of the page is taken up with this, but the large type makes it appear to be the whole page.

November 22, 1915

"We're in Everyone's Road but Mother", an excellent human interest story.

"Clad in Nightie  
Leads Police Hard  
Chase Over Roofs"

"Carry Mrs Burns'  
from witness stand in  
Whiskey poison trial"

December 20, 1916

Germans Call Lloyd George's Speech a Bluff  
 War Extra      The Boston Traveler      War Extra  
                   92nd year December 20, 1916 14 pages      One Cent  
                   U.S. Wants Peace Guarantee

There is no picture on the front page of this issue which is unusual.

December 5, 1919

The use of symbolic words increased with the coming of headlines.

The following is typical:

"Family Sugar Bowl First"

Some of the headlines included here were not only to show the type of subject considered worthy of a big spread but they occupied so much space from day to day that only one head is necessary to show the coverage of many days. Thus:

"Ponzi Has \$7,500,000 in Banks  
 He Says; 'Plans Huge Projects'"

April 16, 1925

Words are colorful, and attention-getting. Note this 32 page, 2¢ edition:

"Extra! Extra! Extra!  
 The Boston Traveler  
 "Lone Wolf Guilty  
 Sane Jury Finds "  
 "Walters Snarls  
 at Cur Charge"

November 10, 1926

"Women of Amazon Jungle  
 'Have Highest Morality'  
 Dr McGovern Says They  
 Wear No Clothes but  
 Have High Code."

Now this man studied all phases of the life of these jungle people; but the paper had to select the most sensational, sexy item they could find from the report and turn that into headlines. No doubt this is typical of

this era.

October 6, 1927

"Yankees Win"

Such a baseball head occurs every year regardless of other news.

March 28, 1929

"Tricky Ticker"

The crash did not occur in one night as stories have led us to believe.

October 19, 1929

"Prices Again Tumble in Wall Street"

October 21, 1929

"Violent Bear Raid in Wall Street"

October 23, 1929

"Stocks Take Headlong Drop"

October 24, 1929

"Wall St. Panic Checked  
Prices Up after Crash"

October 28, 1929

"Stocks Hit New Lows  
in Wild Selling Wave"

October 29, 1929

"New Record Sales in Wildest Market Yet"

October 31, 1929

"Profit Taking Halts  
Sensational Price Rise"

Once again sports relieve the headlines. Thus:

November 2, 1929

"Dartmouth Indians Out  
to Shatter Yale Jinx"

November 6, 1929

"Stock Prices Plunge  
in Frenzied Market"

November 14, 1929

"Market Closes Strongest in Weeks"

The above takes second place to a local item which reads:

"Big Throngs Again Pray  
For Relief at Shrine"

In December, the "prosperity" of the Hoover plan takes over the lead.

April 1, 1930

"Lovesick Woman Held  
For Obscene Letters"

These letters were so obscene that they could not be read to newspaper men. There were objections, of course.

March 2, 1932

"Ask \$50,000 Ransom  
For Lindbergh Baby"

June 9, 1932

"Jafsie in Boston, Hunts  
Lindbergh Kidnap Clue"

April 7, 1933

"BEER NOW HERE"

The letters are wide, and three inches high. This is one of the largest banners in all time for the Traveler.

February 13, 1935

"Bruno Jury Out"

September 1, 1939

"POLAND INVADED"

The headlines, as barometers, have served to bring other years into rapid focus. They have illustrated the Traveler's method, of meeting competition with the many other papers which sprang up; to show the Traveler's adjustment to changing conditions. The Traveler sought to advertise itself, to say, "Here I am, Notice me." Its headlines demonstrated the use of short, active words, of sensational eye-catching phrases.

In other words, the headlines actually pointed up facts gathered in all previous chapters of this thesis.

That is to say, a drastic change of policy was illustrated when the paper turned to the use of headlines; the advertising of the Traveler itself became all important; even words, phrases, and sentences had to change to fit the headlines.

The headlines set the tone for the paper itself.

## CONCLUSION

It is clear that, in such a study as this, a great deal more material has been covered than can be dealt with in detail in this thesis.

However, the data which has been gathered was selected with care in order that as many facets as possible of the 115 year span would glow brilliantly enough to produce a clear picture.

An interested reader would delve deeper into any phase of this work with profit to himself, with added radiance to the picture.

In general, within the scope of 115 years the American Traveller, later called The Boston Traveler, directed its policies first to the individual reader and later to a mass audience.

Newspapers in general took the same course. The interesting factor is this:-Studying one publication, as has been done, provides clues as to how communications in general dealt with the transformation from the small select audience to the larger mass group.

Furthermore, it becomes manifest how closely a newspaper is bound up with the era in which it is published, how strongly it is a reflection of its times. The Traveler changed with the times, was a barometer of them. Significantly, it continued thereby to hold the attention of its readers.

In gaining the attention of the diverse audiences with which it had to deal from time to time, the Traveler employed several techniques. The result was a change of personality, a complete absorption of its surroundings.

For instance, it assimilated words and employed them in a way to fit the times.

For example, the phrase: "gentle roses coming back to the cheeks of that poor fair, imprudent loving young couple" was fitted into the text. Later, however, bolder, shorter words were set into headlines:

"Bullets in Head  
Broker a Suicide"

With the departure of the fine print, and early policies of attention to a small select group, sentimental words gave place to headlines in which the words were strong in meaning, concise, and active, and attention getting.

Words became employed for the purpose of arousing the emotions rather than the sentiments. By this I mean readers used to "reflect" upon events rather than being aroused to do something about them. Instead of standing aghast at the infamous crimes in early days, we are led during the first World War to hate the "dastardly Hun," for instance.

This aggressive attitude toward evil was expressed in another way: through Crusades.

The using of crusades to clean up the evil moral and social conditions was a clever technique. It, no doubt, did satisfy citizens who were interested in reform; but, it also served to increase circulation for the paper; and offered an excuse to air details of immoral activity, thereby appealing to the morbid nature in the readers and drawing additional readers out of curiosity.

Besides appealing to the baser elements in the audience through description of evil the competitive spirit of Americans was nurtured through the use of contests.

The contests were not unlike those of the present day, the first one noticed being a Photographic one in March 1903. Others followed such as: "Mystic Message Contest" in 1914; "Search for the Pretty Girl" contest in 1915; the "Lincoln Contest" in 1921; and so forth.

Each contest drew a different part of the reader audience. In each, names of winners were published frequently until the final grand winner was announced. Part of the reward to the contestant was the placing of his name on these many lists.

Some contests required the selling of subscriptions to the paper. All of them lasted for several months and the end of one did not far antedate the beginning of the next.

The pony contest of 1910, of which the Soap Box Derby is the modern counterpart, attracted the children.

The childrens' interest in the Traveler was increased through the revival of the childrens' page, an earlier feature of the paper.

The custom was revived as special pages became more common in the early 20th century. There developed, besides the womans' page which had long been a feature, a radio section, as well as comics and finances which became regular full page features.

Sports features became more frequent and varied.

In 1909, for instance, "Auto, fistic and yachting gossip" was the title of one page. Bowling, baseball, football, boxing, and track were granted more and more space.

After headlines came in, football and baseball reached headline proportions in their season. Wars and murders were then given second place.

In fact, sports and local news became of prime importance.

The technique, used during the remaining period of this study, that is to 1940, was the stressing of local activities, news of local people. Sports involving eastern teams; murders and other crimes, though committed out west, but executed by people from the Traveler territory, reached headline proportions during the entire headline era.

The art of photography progressed, and with the improvement, pictures were used more and more for audience appeal in line with Traveler policies. It is interesting to note that pictures increased about the same time headlines and other mass appeal methods were put into use. Through the use of pictures, the Traveler could reach those of its audience who considered reading a chore.

For, well before the turn of the century, when the Traveler started to cater to the masses, it became class conscious. It sought to please as many divergent groups as possible.

Racing news, long printed in the paper, finally was considered important enough for page one.

The status of woman in general which had been a changing feature of society; and the fate of the working girl in particular was considered of interest to most readers. The "poor working girl" was studied from all angles.

On January 1, 1913, her weekly and annual expenses were listed and it was concluded that \$9.00 to \$10.60 per week minimum wage was what she was expected to live on "without fear of degradation".

The Traveler, also, brought into focus the wealthy of all types. There was the "Beer Baron", the "Hub Society Girl",<sup>and</sup> those who married

into royalty. But in reporting the doings of high society, the Traveler usually took care to side with the common man.

This technique was subtly executed.

A typical incident of this common man approach occurred June 28, 1910 regarding an interview with John D. Rockefeller, Jr. when we read:

"The reporter reduced to the last stage of pulp (before the great personage of John D.) meekly admitted he was" the man who had written the note to Mr Rockefeller.

Again:

" 'Most millionaires wives unhappy', says Carnegie."

By June 16, 1910, another Traveler technique pointed up the fact that many classes read the paper.

Polls were inaugurated in which various classes of people were quoted:

"Why Boston Girls Marry"

"A poor shop girl says	-	for love
A telephone girl says	-	to get someone to take care of her.
A nurse says	-	to ask the head nurse.
A teacher says	-	to escape utter misery in teaching.
A college girl says	-	for Love, Love, Love."

Developing from all these changes, the personality of the paper had a complete about-face.

Instead of a press using gentle, literary terms, it uses brusque, brief words.

The paper shoved its news at the reader instead of letting it lie there peacefully enveloped in its fine print for the reader to take up and enjoy, assimilate, at leisure.

Even the advertising took on a more aggressive tone. Instead of humble, subservient, grateful advertisers, we have self-satisfied merchants who offer their products, and, for the most part, leave comments about themselves out of the ads.

This aggressive nature, then, is the key to the main difference between the old and the new Traveler.

Wars and the

"sudden irruption into the American scene of the steam railroad, the transatlantic steamship, and the telegraph which revolutionized communications"

forced the Traveler to leave the era of melancholy, occasionally pleasant, scholarly and quiet dignity.

Furthermore, education was ready for the masses by then. (Massachusetts passed the first compulsory school attendance law in 1852.)

The paper rode with the tide. It was able, by means of several techniques to become part of the onward flow rather than be submerged and disappear.

Will it in the future influence that tide; perhaps control it?

Can it? Should it?

Another 115 years will answer our questions.