

An Hour in the Department That Turns Out Thousands of Illustrations. Ever the Voice of the People

Every Week a Week of Features

What an Engraving Department is Doing to Give the Public Latest News in Reproduced Pictures.

One of the most fascinating features of an up-to-the-minute modern newspaper, one which the average reader perhaps hardly thinks of definitely, because it has become such a matter of course to him, but which he would nevertheless miss sorely were it denied him, is the wealth of illustration, with which the reading matter is supplemented and illuminated.

If a statesman dies or a new continent is discovered, if a murder is committed or a train wrecked, an advertisement or a hard-fought football match is won, the modern reader expects to see portraits of the men and accurate representations of the events in his morning paper, or, if these are out of the question, photos of the localities in which they occurred.

No matter to him what the difficulties that have to be overcome. He knows little of these. He knows less of the processes which are necessary to the production of a cut. He wants his pictures, and, like the child in the soap advertisement, he won't be happy if he doesn't get them.

So it comes that a lavish use of illustration is a practical necessity of a large modern newspaper.

And yet this feature is a comparatively recent one. Compare the paper of to-day with that of twenty, fifteen, even ten years ago, and see the difference. A cartoon, usually, an occasional sketch portrait, and the before-and-after-taking of the proprietary medicine advertisement form the select gallery of primitive newspaper art.

The difference has largely been brought about by improvements in engraving processes. It is not many years since it was thought to be impossible to produce a half-tone cut from which a satisfactory stereotype could be cast for use on the modern cylinder press.

The World is the only paper in Toronto which maintains a complete modern engraving plant of its own, capable of turning out the very best work in the most expeditious manner. Its services are especially useful in the production of The Sunday World, in which illustrations play such a prominent part.

All thru the week the engraving staff is busy at work on pictures for the illustrated and editorial sections,

something not quite as simple as the words would indicate, tho it is not unduly complicated. At one end of a long baseboard or track is a large copying camera—no fancy little thing with polished aluminum fittings and tapering bellows, but sensible and solid, with substantial square bellows as large as the entire page of the paper. On the other end of the track is a solid perpendicular easel on which the picture to be copied is fastened, the picture being tilted by two powerful lamps of the enclosed type, which are placed in reflectors which mask them from the lens of the camera. The camera and easel may be brought nearer or separated from each other according to the degree of reduction desired. The track which carries them is suspended in a sort of cradle, so that any oscillation of one end will be followed exactly by the other and will not, therefore, disturb the photo.

Making Half-Tone Cuts. First let us follow the making of a half-tone cut. If you pick up the paper and examine one of these you will observe that the picture is made up of a series of small dots. If it is printed on a smooth surfaced paper, as in the illustrated section of The Sunday World, the dots will be fine and close together. If it is on the ordinary "newsprint" they will be comparatively coarse and wide apart.

This effect is produced by the placing of a screen (fine or coarse), or glass-plate ruled with intersecting lines, immediately in front of the plate in the camera, when the copying is being done. The screens used in The World office are ruled with 85 lines to the inch for fine, 65 for coarse work. These screens are among the most expensive necessities of the engraver's craft, some costing as high as \$1700.

The plates used in the camera are all prepared on the premises by the "wet plate" process. In fact, all the materials and compounds required in the engraving process are prepared at the staff from private formulas. There is no ready-made nor even "semi-ready" in The World engraving department. Over 150 different chemicals are used in the various processes.

After the negative is made and intensified, it is allowed to dry. It is then coated with a rubber solution, and after this is dried, with a plain solution. This in turn is removed by the use of a cloth. The plate is then ready for stripping, for the film has to be reversed to get the picture right side out in the printing. The trick is accomplished by fitting the film on a sheet of wet paper. Another paper is placed over it and the film, fitted on this, is deposited on a large sheet of heavy plate glass. Before the transfer is made,

it is mounted on a birchwood block and the cut is complete.

The process followed in the "fine work," which is used for cartoons, differs somewhat from half-tone. No screen is used and the enamel is omitted from the collodion with which the zinc plate is sensitized. After printing this plate is inked down with a specially prepared ink and placed under the lamp, where it develops by the ink being washed away everywhere except where it has been acted upon by the light.

Complicated Etching Process. The etching process is more complicated, as the plate has to be eaten out to a much greater depth. This cannot be done all at once, but is accomplished in four "bites," the plate being brushed down each time in four directions with the powder known as "dragon's blood," forming banks of it against the lines of the picture, to prevent them being undercut, as the ink would not withstand the action of the acid. The dragon's blood is burnt in each time over a gas flame.

After the plate is etched the large, clear spaces are entirely cut out on a machine called a "router." When a ruler is used in the etching, all the plates are prepared beforehand, the picture is handled individually and usually the zinc plate is printed from the wet negative without the preliminary of reversing the film by stripping. This is not always practicable, however. If, for instance, the photo of a landscape is to be printed without reversing, the film, every player would be shown with his stick in the left hand. A notable case of this kind occurred at London, Ont., a few years ago, when a rush order came for a picture of a murderer to be sent to police stations all over the country. The film was not reversed, and a scene, which should have been on the left, appeared on the right cheek. The murderer was not discovered.

The Turk Sticks to His Fez. Whatever other article of wearing apparel may be adopted or discarded in Turkey, Consul Williams M. Masterly is certain that the fez will continue to be used as a headgear. The consul says:

"For a time last winter it seemed that the fez might be dropped entirely, as it is manufactured in Austria principally. During that time many of the people advocated wearing some other head covering than the fez. During the winter astrakhan caps became very popular, and a cheap copy of the texture of gray and white fez of Turkish manufacture was much in demand, while the so-called turban was pressed into service by some of the more pretentious. However, the fez has been gradually reinstated among all classes, and

By Carrying Out The True Functions of a Newspaper The World Has Won Public Confidence.

In no department of life, physical, individual, economic, social or political, is the struggle under the law of the survival of the fittest so keen as in the case of the modern newspaper in a big city. In a very special sense, the newspaper is part of the life of a city. As a social organism the newspaper is the city's eyes, ears, and voice. If it does not see, hear and speak promptly and accurately, the city is blind, deaf and dumb as an entity and its citizens suffer accordingly. They are quick, therefore, to respond to any newspaper in which these faculties have full play and on which they rely.

The city is in many respects a great human entity with the sensations, the perceptions, the desires, the reflections and aspirations of a man. These are the collective attributes of all its citizens, and the successful newspaper must make its appeal to the average sense, intelligence and spirit of the people. It may not rise as high as the highest among them, but it will rise nearer the highest than it will sink towards the lowest. The decent newspaper shuts its eyes and ears to a great deal that happens, and refuses to speak of much that it knows. Papers that are condemned as sensational are frequently marvelously moderate in the way they use the facts at their command. This is where the judgment of a newspaper comes into play. The World has a definite standard in this respect. Its silence on occasions, and its moderation at all times, have been the cause of its business success. It is the only newspaper in the city that has not only to do all they know what a social panic there would be!

The Toronto World has endeavored to preserve an honorable mean in its appeal to its readers, not descending to the baser tastes below the average of public stomach, nor relying much on public stomach, but relying much on the average taste that throbs rather above the average beat.

Brevity is Strength. Brevity as the soul of wit was an elemental principle in The World of thirty years ago. The principle has never been lost sight of. Long-windedness is fatal to the newspaper, and appeals to the public are made in brief, but not too brief, might be the paraphrase adopted by the enterprising editor. There is a time to cut down and there is a time to cast in the whole story if it takes four columns. It is on a nice discrimination of these occasions that The World has achieved much reputation.

One of the big stories in The World's career was 15 years ago, when the Birchall murder case was the sensation of the continent. That story and The World's handling of it gave the paper a solid grip on the city. For years afterwards came the McWherter case, similarly treated. But a newspaper does not thrive on murder trials alone, nor did The World seek to make a feature of such events. It was the unusual circumstances attaching to these crimes that justified unusual attention. Otherwise The World has minimized the brutal features of the criminal courts in its reports.

A healthy public sentiment is the best guide in all such matters, and this sentiment may be treated in wide or narrow directions. Fair play is demanded by all readers of intelligence. The man who only reads one side of a case is not intelligent. A fair hearing, therefore, for everyone has always been a rule in The World.

"Hear the other side" is a motto in the city editor's book of private meditation. The reporters on The World are, therefore, enjoined in all cases, at meetings, interviews, all sorts of affairs, to get all the facts and all the opinions and to be impartial in setting them out. It takes courage to do this sometimes, especially in politics, where the greatest favor that can be done is to tell the truth to those who cannot otherwise hear it. In election times the reporters' rule is not supposed to be fair.

Originality is encouraged by this method, as well as on principle, for there is no object in trimming a report by the dead level monotony of a stereotyped opinion. As a result The World gives a general impression of boiled down, brief and breezy brilliance which makes it the most acceptable one cents worth in Canada.

How Some Geni Were Discovered. This has led The World to become a graduation school for large numbers of the brightest newspaper men in the Dominion. They are to be found all over the west, as well as on the Ontario and city papers. Among the veterans of the craft readers will remember the extraordinarily clever treatment of ecclesiastical and theological themes by "Ebor," the pen name of H. S. Howard, an office mate of W. T. Shaw.

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A Lavender Town. One of the minor harvests that promises well is that of the lavender fields, which have some flourishing crops in the Hitchen neighborhood to-day. Comparatively few know of this quaint, herbaceous town, yet it has grown the sweet old herb (which has a strong fragrance when they used it to scent their baths), has distilled the flowers and sent their extract to all parts of the world for more than a century.

The Hitchen district had less rain and more sunshine than the London area during the month which has just closed, and consequently the long trim rows of lavender plants in their daisy green look strong and healthy. They are beginning to show their flower buds, and there is every likelihood of an abundant yield at cutting time, which will be three or four weeks hence.

At cutting time people come in from miles around to inhale the sweetness of the fields, and when the distilling begins the fragrance of lavender is borne on the wind two miles or more from the town.

The flowers are put into the still with the fresh bloom of their maturity on them, and from six pounds of such flowers about half an ounce of oil is extracted.—London Mail.

once, in Newcastle-on-Tyne. "Pop" is a name and will long, we trust, remain under the sunshine. "The Khan" has contributed his sweetest and tenderest lyrics to The World.

In a class all by himself, unequalled, unsurpassable, The World is proud to be able daily to present to its readers the products of the genius of S. H. Hunter.

The Function of a Newspaper. Above all The World has never forgotten the great function of a newspaper as the people's voice. It has adopted and expressed the people's view when there was no other voice to give it utterance. A great fight of the past was that for Sunday cars. There were people 15 years ago when the agitation first began who thought that The World had a special commission from the Prince of Darkness to serve this cause. They expected to see fire descend from heaven when cars ran on Sunday. There are a few left who still think that all hope is not yet gone for such a phenomenon, while the cars continue to run. But for the most part more people are going to church on account of Sunday cars than ever before, and no minister would now stop the cars if it rested upon him to do it. The World takes merit in this cause for being in advance of the superstition of the community, and for having done it a real Christian service.

Another big cause The World has enlisted public interest in is two-cent fares on the railways. The Grand Trunk Railway is carrying out the terms of its charter to-day in this respect because of The World's campaign.

In espousing the cause of Hydro-Electric power for Ontario, and especially in the cases of Toronto and Hamilton, The World has sustained more enmity and suffered more real financial losses than its readers are ever likely to credit. Heavy sacrifices have been made by The World, as none know better than the opponents of public electric power, in order to support this cause of the people. In other lines of public ownership of public utilities The World has always been swift to help the popular cause and it has gained thousands of friends thruout the province by its attitude. Only the other day Trenton rejoiced because The World helped it to throw off the yoke of a corporation.

Features that appeal to the people and which are dealt with elsewhere are the agricultural interests, the farm pages supplying all that is needed for rural readers.

Similarly commercial matters and minor matters The World, which may be said to have discovered Cobalt, always leads.

But it is as a newspaper primarily that The World makes its claim for patronage. One who was very near the life-energy of the paper once drew up a set of rules for the guidance of its reporters. He passed away January 27, 1871, and the rules were printed next day. We reprint them here, and they will assist the present generation of

readers to appreciate the principles upon which his news is prepared.

Instructions to Reporters. With a view to giving the reviser of copy less work and more fully to carry out the objects of The World, viz., a concise, accurate, bright, breezy, readable NEWSPAPER, these few instructions are issued for the guidance of reporters:

Don't waste words on your own opinions. The editor will furnish the opinion of the paper on current topics. Give the FACTS and NEWS of a case in simple form, but keep out of the rut. Never mind regretting that Rev. John Smith is dead, married or moving away. Give the facts of his removal or death, and say a nice word in some other way than stating that "The World regrets to announce."

Be careful about initials, spelling of names and addresses. In conventions and all public gatherings this case is doubly necessary.

Don't say John Jones was locked up at Police Headquarters last night for robbing John Smith in Yonge street, but rather John Jones was locked up charged with robbing. Remember it is merely a charge until it is proven.

A reporter has no "privileges" no matter where he may be sent, and therefore it is his business always to remember that he is on sufferance. A reporter who knows his calling will never presume on his "connection with the press," will brook much, but will ultimately get all the facts. To threaten "to write you up" is fool-work. Don't get windy and go into rations. Use simple and effective phraseology and only state the same thing once. A reporter should know, after the City Editor has revised his copy, how he ought to write in the future.

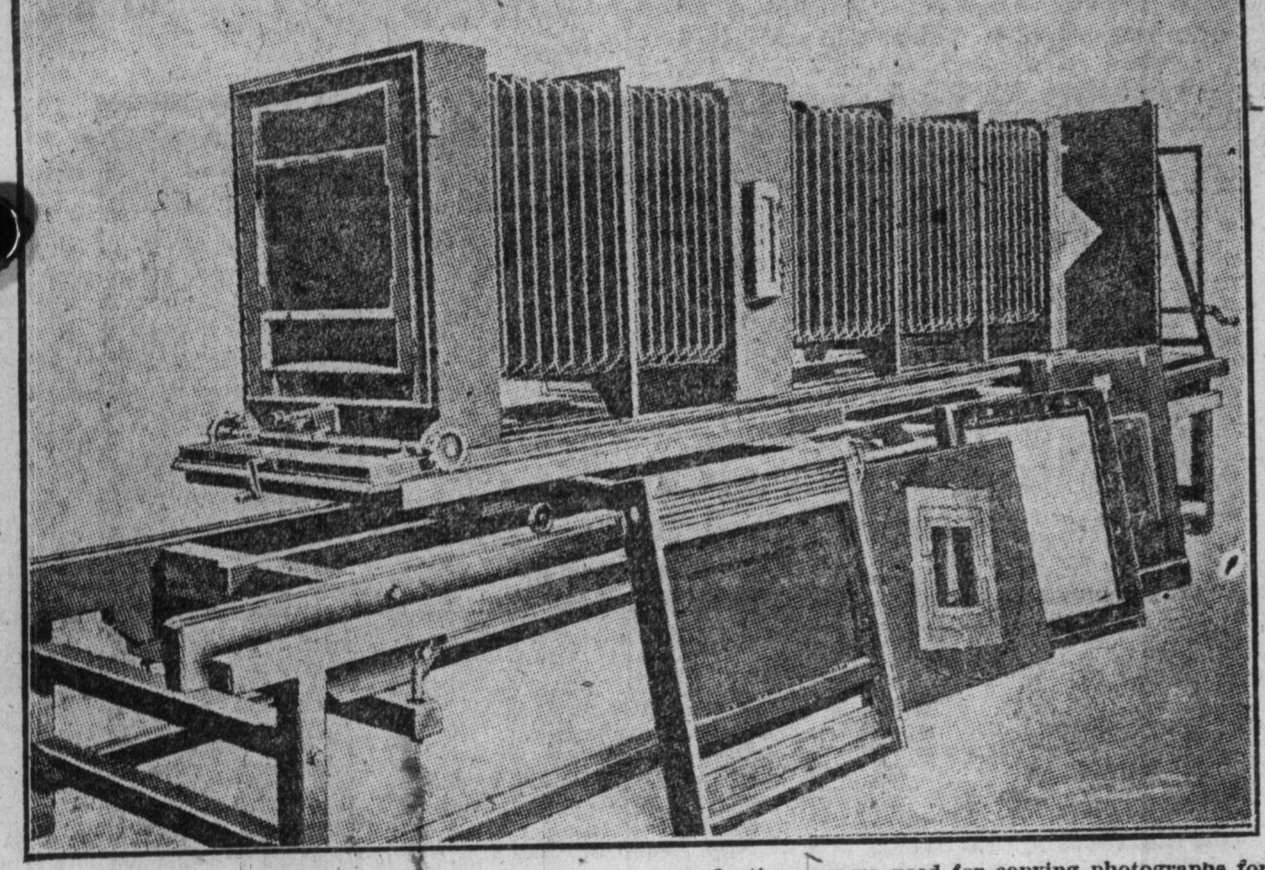
Never start a fresh paragraph at the bottom of a page, but rather on the top of the next. Always number your pages.

Write your copy with ink or a soft pencil. Ink is preferable. Write LEGIBLY, more especially proper names. Copy that is not so written will be handed back to be done over again.

Sparing in the use of adjectives. Reporters, except in the cases of emergency or pressure for time, MUST read their copy over before putting it in the City Editor's basket.

Be sure and get the news all the time. In every case, and write it succinctly. When you are told to write a stick (150 words) don't write two sticks. Space in The World is valuable. A reporter's word will in every case be judged by its accuracy, by his knack of stating a fact without verbiage, and by his expedition.

Get your copy in early. This is imperative.



In the engraving department of The World—the large reproduction camera used for copying photographs for half-tones and other cuts used in The Daily and Sunday World.

while on Saturday afternoon they get in a rush, a bunch filling a rush order for a cut of some happening of the day, which may have taken place only a couple of hours before the paper goes to press, a lacrosse match, other event of immediate public interest. Nearly 200 cuts are turned out each week.

Obtaining High Class Results. What goes to the making of this interesting feature of the paper's make-up? Let us follow the various steps in the process, and lay bare the workings of the machinery, human and otherwise, by which the results are attained.

Let us suppose, for instance, that an appointment is to be made to an important office. Rumors are rife, and no one knows for sure who will get it, tho the bulk of opinion centres round two or three candidates. The appointment may be announced at such a late hour as to preclude the possibility of preparing a cut for next morning's paper, and the adage "better late than never" does not enjoy a large repute in newspaper circles.

Therefore, time is taken by the forelock and reporters are instructed to procure photos of all in the running. This done, and it often takes a man's ingenuity to the utmost to get them, the photos are "rushed" upstairs to the engravers with "I. col. coarse" or similar cabalistic signs scribbled on the back of the prints. To the uninitiated it may be explained that this means that the cut is to be made one column wide and that a "coarse screen" is to be used in the reproduction.

The first thing the engraver does is to copy or rephotograph the picture, reducing, or it may be enlarging, it to the desired size, and it would not be out of place here to describe the apparatus used in this stage of the process. The term "copying board" denotes

however, the negative is squared up and all unnecessary parts cut away. It must not be supposed that pictures are treated individually. Negatives of all sorts and sizes are transferred to the same sheet of plate glass, some ingeniously being required to fit them in to utilize all the available space.

When a whole page of pictures is to be finished as a single cut, as for the front page of the illustrated section of The Sunday World, some care has to be exercised to make the negatives accurate. As many as nine or ten pictures may thus be made up into one large engraving.

Second Stage in the Game. After the films have been smoothed down with blotters, removing all wrinkles and bubbles, the negative is laid aside to dry while a plate is prepared for printing.

A sheet of ordinary polished zinc is treated with a coating of a specially prepared sensitive collodion, in which an enamel is incorporated, the drying being accomplished by whisking it over a gas stove to ensure an even coating. This gives the zinc a surface that is as hard as copper.

Printing is done in a ponderous printing frame under a very thick plate of 300 pounds to the square inch, which is necessary to ensure perfect contact between the zinc and the negative. Light for printing is furnished by a very powerful electric lamp.

The printed plate shows nothing. It is developed by washing under a tap, but the picture does not appear until it is "burnt in" over a gas stove. Then the back of the zinc is painted with asphaltum to protect it from the acid, and the plate is soaked in a bath of diluted nitric acid, which etches or eats away its surface where it has not been acted upon by the light.

The plate is then sawn apart and the individual cuts are squared up on one machine and beveled on another. Then

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