## Perfect System of Newsgathering, Always a Mystery to Public, Explained

## Collecting What The Readers Want

claim that one particular section ly read would be violently opposed by the men who have to do with the precnow everything about the fluctuations seen either of them or care one iota which proves his superiority in the squared circle, but the sporting page has been talking of these men, giving the opinions of the adherents of both Grows We camps, and working up an intelligent to the strata of society which follow ring combats for the purpose of lay-ing wagers. Even preachers read fight on and the newspaper offices are being besieged with enquiries from the nt the men enter the ring till more than one good parson does not ask: "Who won the fight?" It is patural; it is human; consequently The World finds that it is doing a service to the public by printing all

Endeavors to Satisfy All Tastes And therefore in view of all this, it is one of the functions of a newspaper man, the dabbler in stocks, the buyer and seller of live stock, the man interested in sociological questions and follow the current of events in their factors it surely cannot) be disputed that every citizen of Toronto maintains constant interest in the daily toll of strange occurrences and ordinary happenings that go to fill the local columns

The first essential to a city editor responsible for recording the little and big items of interest, is a staff of alert news getters. Things are going on al around us that most of us know not The reporter was created to find these things out: He must have the grind of city Mie, is happening that will interest people generally. Cover Whole of City's Life.

he department of the city editor on a big daily covers practically the whole of the city's life outside of the realm of sport, the cattle market and the stock market. These are departments themselves and in charge of compe tent men who make news of that charactor a specialty. But the city editor's staff is required to get everything that fails outside of these divisions. For instance, a man is assigned to the poweek and month by month must tramp the same old paths to keep in touch with what is going on in the under with what is going on in the under world. Another man covers the transportation interests; another man covers the transportation interests; another man interview is sought, a face to fall microles is the properties of the chandian Manufacturery Association, the Retail Merchant's Association and similar organizations. Yet another man visite the offices of the church and social institutions can accountly halls, keeps of the city that less big enough the listor and accountly halls, keeps all the time on the movements of the unions and society and the city fall less big enough for the constant attention of one man with tact the constant attention of one man with a port of a time of the movements of the unions and society of a time of the limit, the city differs a constant attention of one man with a constant attention of one man with all of the 400 odd police of Toronto, and he ought to know most of the output of the constant attention of the offices. The city hall large and the constant attention of the offices. The city hall are required to study municipal attention of the offices. The city hall are required to study municipal at a red-paired source of the city and the police of the city and the police of the city and the properties of interest and a production of this famous building the keep nother may starve the duty of the city consider that all he knows, all he k

ant'clpate as far as possible, to weigh, to gauge, to select with discrimination, so that his paper may be bright, attractive and interesting.

Of course, there are occasionally events of such outstanding importance as to rivet the attention of a whole nation. If all were of this class, a city the such as the course and gives ample scope to work on the reactive stocks arrest of a man often implies a visit of the house of a man often implies a visit of the house of a man often implies a visit of the house of the city for every day there comes to the city for abroad someone who is worth interviewing and whose opinions on political and sociological questions will be read with avoidity by the public. This beat in a newspaper yields some one of this class, a city the public. This beat in a newspaper yields some occasionally beat anystery. When a crime has been accommitted and the perpetrator has excellent stories and gives ample scope Looking Out for Big 'Uns.

that chere telegrate and prediffections that chere telegrate and prediffections to decide the question, remembering that what may please one man may displease another. News, I would say, is what the public want to know and ought to know. The aim of a big newspeper is to print something that will interest everybody in some way. The New York Times prints at the head of the news that's fit to print," while the late Charles A. Dana of The New York Sun is credited with having once said hat he would print "anything that Goldmighty chooses to let happen." But had to happen for Dana to take noce of it, consequently it was the

has its compensation when the report-

Lays His Lines With Purpose. He knows its coming some time and he lays his pipe lines early. The possibility of his being one of the first to inform the people of the event will depend on the degree of familiarity that he has cultivated with the official or minister who is going to pass on it. The minister may be friendly, He knows its coming some time and depend on the degree of familiarity that he has cultivated with the official or minister who is going to pass this will be a fire which newspapers have, and he wants his morning paper to elaborate the story that the tape hurriedly told on the previous day. Then, many will open the paper at the sporting page. The World, because of this demand, gives a great deal of space to this feature of the day's news. Who does not glery in the achievements of the men most to death. He can overhaul him glery in the achievements of the men of brawn and muscle on the field of sport? We are all interested first of all in the home teams, but it would surprise you to know what a lot of people are watching a far-away struggle. The sporting page tells also the doings of the giant pugz, and don't forget that half the people of Toronto want to know which of the two aliens, Johnson or Jeffries, is the better man Not that they have ever better man Not that they have ever and musting the minister almost the death. He can overhaul him whenever he sees him walking in the street; call him up when he is at his dinner and when he is retiring; be at his office with a note book when he sees to the scene. There will perhaps be time to get this information in the regular edition, and if the fire develops into a more serious affair the reporter 'phones the office and proceeds to collect material for a stop press story. Then when the presses have completed their run the police reporter and do this for months before there can possibly be any announcement. The minister may get tired of this sort of thing while admiring the pertinacity of the reporter. He'll get out

Grows Weary and Talks. Instead of avoiding the reporter, the minister will make a rush for him as if the scribe were attempting to es-cape. Before the reporter has had time to open his mouth, he will reel off all the matters on the reporter's little pad, indicating the state of progress of each thru the department and how long it will be till it will be ready for an announcement. "Anyway," he will whisper confidentially, "I will let you know the moment I am in a position.
You needn't worry about that."

Even the prime minister is not a sacred personage, immune from the attacks of newspaper men. He makes attacks of newspaper men. He makes attacks of newspaper men. He makes on his beat. The police reporter hears on his beat. The police reporter hears and at 4 o'clock. On days when counant at 4 o'clock. On days when counant at 4 o'clock. On days when counant will not be so communicative in future.

As a general rule a newspaper man does not want to be told anything he torily dem

Peep Into Department of the City Editor—Covering a City's Life.

By the City Editor.

By the City Editor.

By the City Editor.

By the City Editor.

What is, the primary purpose or a newspaper? The question really answer, itself—the collection and dissemination of news. But what is news? That is another question not so easy of reply. In a general way everything that happens is news at the moment but then so much is always happening that no newspaper, however large, could contain it all. Hence the function and duty of the city editor is to could contain it all. Hence the function and duty of the city editor is to goes to work on the feature story.
arrest of a man often implies a

considerably lightened. But the word "news" when applied to events of less general appeal has different meanings for different classes of readers. What aitracts one man, repels others, and a newspaper that is really alive and upto date must keep constantly in view the varying tastes and predilections that characterize the chara

regretted Whoever He Was.

A live reporter will sometimes sit for hours in front of the office of a minister waiting for such intelligence as the foregoing. However, the routine work of the legislative buildings has its compensation when the report. where they were taken and it possible to get an interview with someone who was on the spot. Automobile accidents are sometimes hard to run down. since invariably the joy riders, or whoever they may be, conspire to keep the affair out of the papers.

> er goes home. He knows that what happens later is lawful food for the evening papers.
> Pulling in Nets With Fish.

Sometimes the reporter gets credit for a ubiquity that is not earned. He is supposed to be everywhere, when, as a matter of fact, he has to work around a central point. If an accident occurs in a quarter far removed from the newspaper office and the full details get into the paper in the morning, on his beat. The police reporter hears of the does this he may find that his informant will not be so communicative in future.

It a rule to see the reporters at noon and at 4 o'clock. On days when council sits it may be six or after before the spectage of the and if it is out of the ordinary run. He halls a taxicab and hurries to the spect, possibly getting there before the victim has been removed. Minor after he gets to his home it may be necessary to in-



Looking Down Along a Row of Linotype Machines in The World Composing Room. These Are the Instruments That Work With Almost Human Intelligence.

the city editor. It is the place where keep it to yourself \* \* \* \* \* I am not

The reporter will save energy by inquiring first what space is to be given to his assignment. Being the man on the job, he ought to be able to say in what compass he can get the salient features of the event he is about to record. If his opinon is that it is worth a column, the city editor will probably promise him a half, and by the time the copy has been blue pencilled, maybe half a dozen lines of it will get into the hands of the machine operator. The

Value of Many Friends. proaching a possible source of future wanted a job as a re information is to give the impression so happened that the that he can be trusted. It may take leaving the room and heard the apmany people may marvel that the re-porters are "always around." Of proper understanding between himself course they cannot be everywhere, and what's the use of making believe that they are? They have simply pulled in one of their nets and found some comes daily more easy to secure the to move an accumulation of begrimed in one of their nets and round some fish. The police reporter has been in constant touch with hearquarters, and an officer on duty has given the desk man the main features of an occurrence man the main features of an occurrence fidence, for if he does this he may find that has been attending the Jarvis-street college.

> of the readers of his paper, and it often happens that his confidential young man, with visions of a journal-friend, by enjoining him not to mention istic career before him, followed. something that has been told him, closes other avenues that might be closes other avenues that might be traversed in quest of the clusive item. When the information is finally obtained, his kps are sealed, unless he almost in tears.
>
> "Say," he stammered, "that is not kay a good foundation for his argument he perhaps exaggerates a little tenths of one per cent, was taxed upon tained, his kps are sealed, unless he almost in tears. can get a release from the individual He didn't want to start at the foot who first communicated it to him, and of the ladder. If he had made good in nine cases out of ten that individual there he would have got his job and will plead that "there are reasons which I cannot mention" why the matter should be kept a secret.
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> Some of the best men in the pro-

Views of a Famous Journalist. Blowitz. Paris correspondent of The London Times, always contended that the public were cutitled to all he knew for the boy who links the rollers and of what was going on, and his remarks on the subject, which I have taken from his "memoirs," are so much to the point that I will quote:

Agency of C. B. Scantlebury, who handles The World in Belleville.

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Aldrich never explained.

That this partnership between Aldrich never explained.

The this partnership betwe

spring poems and letters from "Pro inquisitive for my own sake, only for Bono Publico" are invariably put and it saves a lot of worry and a lot of hard what happens if the public is not to work. Then the effusions of the reis intelligence or Brute Force Su-

military rule was most open and un-disguised, he asserts, it was not mus-cular force after all that ruled, but

the whole layout, chipping off here and expanding there, till at last he has a collection of narratives that cover every phase of the city's life. were very much in a state of chaos The main thing for the reporter ap- good looking. He mentioned that he roaching a possible source of future wanted a job as a reporter. Now, it plicant say he was looking for work.
The boss had been head over heels in

"He wants a job," I replied.

"Come with me" the boss peremp

torily demanded with a motion of his arm in the direction of the back stair-In five minutes he returned to my

fession have shovelled coal into the gets paid for smearing himself all

over with grease and oil. Dubbing Themselves Dukes.

of the point that I will quote:

"If it is called an indiscretion to repeat things that have been said to a journalist by persons who have not taken the precaution to demand setaken the precaution t creey; if it be an indiscretion to find out what is going on and to tell what one knows, to inform the public of all that one discovers by chance, why.

Soon after their marriage they motored thru Cambridge. To the horror of the authorities and the despair of the definition our affairs, Dr. Salee
That this partnership.

## SUGAR FRAUDS INVOLVE

Senator Aldrich, Business Partner of the Trust New

the Central Trust Co. of New York which is the sugar trust bank. Th er in electric power corporations) a Wm. J. Roelker of Providence and N

equal amount. The sugar trust bank took the bonds and loaned the \$8,000,000. Aldrich and his friends retained the Rhode Island senator laid the fou

There were numerous reorganizations and consolidations of the corporation which started as the U. T. & E., and Rhode Island Co.," and the whole sold to the New York, New Haven Hartford Railroad a few years ago

human history has been intelligence or brute force is a question which

may be discussed at almost any length without coming to an infallible conclusion. Dr. Caleb Saleeby, as the conclusion of the conclusion o quoted in the Literary Digest, valor-over and above stealings—was a personal contribution to the over and above stealings-was Aldrich's prevailed over matter. Even when tariff law.

An excellent explanation of this methodical discipline, which is, of Clure, egitor of the Phila-

and the production Saturds or id has on religious a Sun The Sunda and priday and with unsequence smooth with unsequence smooth with the saturds and small the saturds a will be s

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while the special seneral seneral surface that space the space space of paper of paper eneral su



Wideawake Kingston, Ont., Boys Who Sell The World. They Are in Front of F. W. Mullin's Agency.

in history.

WHICH IS CHIEF FACTOR ?

preme-Dr. Saleeby's Argument.

producing a perfected race of men, not explain that for a Naturally, the first thought is to use the could not explain it. the same common sense in mating human parents as we do in seeking better strains in animal life. It is a hopeless task to think of eliminating disease and deformity from the world so long as the people are permitted to propagate their defects at their own will and pleasure. A person who passes a bodily or mental ailment on to the next generation is the worst kind of criminal, but sq abject are we

agreed to that, that he added Dr. Saleeby, in his excellent book, tenth of one per cent, and made it five-undertakes to apply some of the les-tenths of one per cent, and reported sons of experience to the problem of it in the Sepate. Senator Addrich did not explain that for a good reason-