

## CLIPPINGS IN A NEWSPAPER OFFICE.

A NEW monthly has appeared in New York known as The Clipping Collector. It is issued by Frank A. Burrelle, P.O. Box 2637, New York, at one dollar a year. It is neatly gotten up, but that is a minor consideration with newspaper men, by whom any practical hints on collecting clippings are cordially received. The Collector relates a story of a former Canadian newspaperman—the late Geo. T. Lanigan, of The Montreal Star—who began over twenty years ago to maintain a scrap book. He began clipping daily from a dozen representative newspapers subjects that would naturally be again referred to—the Indian war, reconstruction acts, murders, lynchings, and the like. The next year he was constantly called upon by the larger newspapers to write "review articles" giving a clear and succinct story of some special subject the news had again brought uppermost. When The Chicago Republican was burned, Lanigan's collection of 45,000 envelopes, covering all important subjects, was destroyed. He came to New York, began work on The World, and started another. When he died, some ten years ago, his second collection went to The Philadelphia Record. His work in Chicago was the first of its kind, the pioneer "morgue," as the word is now understood, for it holds everything, like the Garden of Proserpine:

And all dead years draw thither,  
And all disastrous things.

Now, every newspaper office has one, employing from two to ten or more persons, and the envelopes in some of the best equipped offices, like The World or Herald, reach into the millions and cover every item reported in every leading periodical of the world. The advantage over scrap books and indices is so great that thousands of persons have their own "private graveyards" where they gather clippings on subjects interesting them or needed in their work.

The above is written by Mr. T. E. Willson, librarian of The New York World office, who proceeds to lay down his rules for managing a clipping department in a newspaper office, large or small. He says: "Whether a case is to cover A or include the whole alphabet, it should be not more than seven feet high, with shelves five inches apart (in the clear) and ten inches deep. The width will suit convenience and the room. The shelving will end two feet from the floor, and the lower part be made fifteen inches wide, with a ledge of five inches, and two drawers below. There should be no permanent divisions of the shelves, which should have a clear sweep the whole length, whether four or six feet—and the longer the better. The carpenter should furnish with each case several hundred partitions of wood ten inches long, four inches wide and one quarter of an inch in thickness, with the same number of sheets of tin 2 x 10 inches. The tin should be nailed on the partitions, forming a reversed T, so that the partitions will stand by themselves. They can then be brought within an inch of each other, or stretched as far apart as may be desired to accommodate the envelopes. On the edge of the wooden partition will be pasted the letter division of the envelopes to the left of it. In a very small envelope case, even, certain letters will be bunched and others divided. The minuteness of the division depends upon the number and object of the clippings, and whether they run upon certain subjects. They can easily be increased from time to time by inserting additional partitions to

suit the increase. Not more than a dozen envelopes should be permitted between any two.

"Experience teaches that there should be as many envelopes as possible, and that there should be no general classifications. The case not only should be but must be its own index. The hand should be able to find instantly the desired envelope, and it should not be necessary to run over any very large amount of clipped matter in the envelope to find what is wanted. Whenever possible the classification should be by name and not by subject. To attempt to classify under the head of 'murders,' or 'earthquakes,' or the like, is to soon have a mass of undigested matter of no value even to the owner. When such a shelf or case is demanded, it should be sub-divided alphabetically from the start, so that any particular crime can be found instantly; but the wise man has as few of these 'mountain ranges' as he possibly can.

"Homicides are best classified under the survivor's name; lynchings, earthquakes, fire, and the like, under the name of the town. Names, and always names, should be the rule. These are remembered. 'What was the name of the girl for whose rape a negro was lynched at Port Jervis a few years ago?' the editor asks. P. Port. Port Jervis. The hand falls on the envelope. 'McMahon' is the almost instant reply. 'Here is the story'. The value of the 'morgue' to the individual as well as to the newspaper is in the saving of time in searching; in the quickness of the reference. How to find again and instantly must govern the filing. More than one elaborate collection has been made useless on this account. Its matter was filed under heads that would never suggest themselves to the mind of the searcher."

It will thus be seen that Mr. Willson, when he gets down to details, confesses that the success of a series of clippings rests upon classification. This must be left to the individual intelligence. PRINTER AND PUBLISHER would like to hear from any of its readers who have suggestions to make, or experiences to relate, regarding the keeping of clippings.

## AND PAID FOR, TOO.

The following jingle is going the rounds of the press:

The jingle of the sleigh bells  
Is a pleasant sound to hear;  
But the jingle of the dollars  
Brings to business men more cheer,  
And the best way that we know of  
To increase the latter sound,  
Is to advertise—and advertise,  
And spread your fame around.

It may interest the fraternity to know that the above originated with The Clinton New Era, and what will be more of a surprise is to learn that Printer's Ink paid cash for it, and used it in that publication.

## WHO SELLS VAN GILDER'S PAPERS?

One of our subscribers, who does an extensive job printing business, wishes to know where he can buy Van Gilder's hand-laid papers. Can any of our readers inform him? We have enquired from several jobbers, but none of them carry it. We have asked our New York correspondent to look for it on that market, and as soon as we hear from him an answer will be sent our subscriber by mail.

We are always ready to do anything of this nature for regular subscribers, and they need have no hesitation in enquiring.