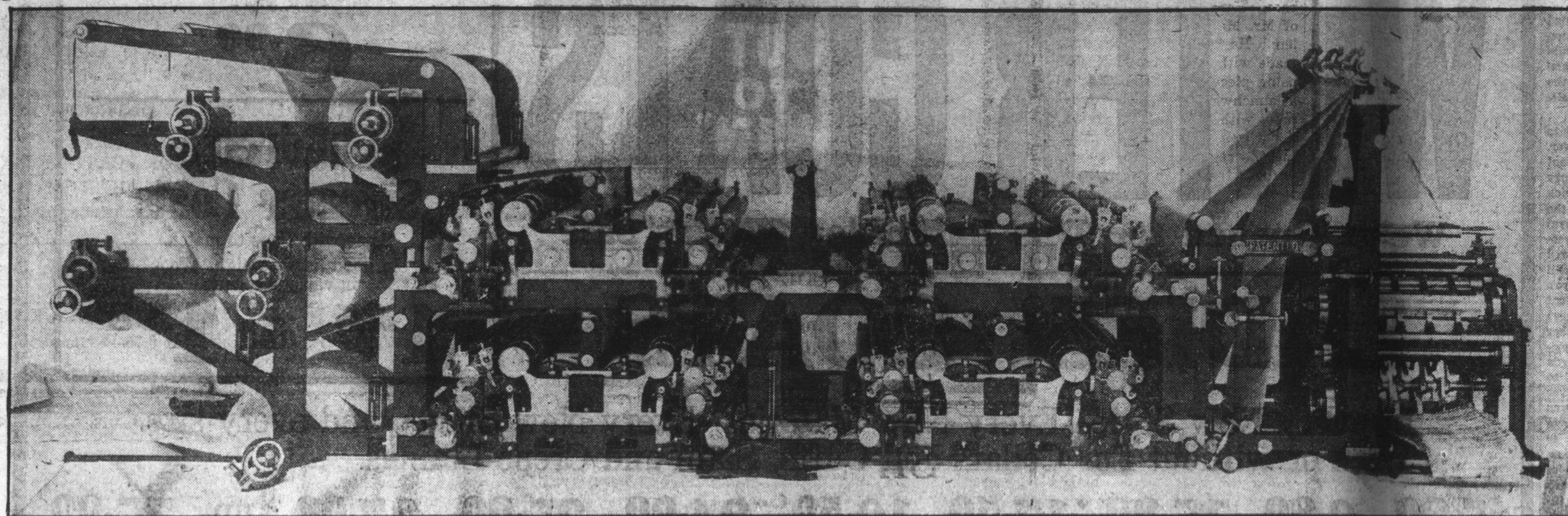


# History of The Evening Telegram

The Pioneer Evening Newspaper -- Its Phenomenal Progress in Forty-Five Years -- What it Has Accomplished as a Public Educator -- Latest Wonder in Newspaper Presses Added to



Duplex Tubular Single-Plate 16 Page Press, with the additional 4 page Unit, has a speed of 30,000 per hour of 4, 6, 8, 10, 12, 14, 16, 18 and 20 page paper when required.

## MILESTONES IN THE TELEGRAM'S HISTORY.

First published April 3, 1879.

Removed to present building, January 11, 1894.

First 12 page edition issued, July 1, 1906.

16 Page Tubular plate Press installed, December 31, 1917.

First 20 page edition issued, November 7, 1924.

ON the 3rd of April, 1879, Newfoundland's first evening newspaper was for the first time read by the public, for whose advantage it has catered for a period of over 45 years, excepting an interval of a few days after the great fire of 1892, which caused the destruction of the office and plant. The first number of the paper was issued from the old structure on Duckworth Street known for half a century as the "Courier Building," where the Crosbie Hotel is now situated. The Telegram had its origin in the printing material used by the proprietors of this former once important journal, but who, years before the date mentioned, had gone over to "the great majority," and whose paper had long since ceased to have

A "Habitation and a Name" in the community. When the Evening Telegram first made its bow to the public, it was not by any means a pretentious sheet as regards size and "make-up." It was very little larger than a good-size circular. It was worked off on an ordinary hand-press, and was a most unpretentious-looking paper. Its contents, how-

ever, from the very outset were bright and interesting, and struck a responsive chord in the hearts of the people. The enterprise and energy displayed by the managers of the paper arrested popular attention, and made the Telegram

### Popular at the Very Start.

Both the editor and proprietor set an example to the compositors, and did not hesitate to take off their coats and work at "the case" when occasion required. Being practical printers of considerable experience, they felt perfectly satisfied that St. John's not only afforded ample room for a daily evening paper, but that the business interests of the city needed additional facilities for advertising purposes. They set themselves to work to supply this important requirement. The first edition of the Telegram did not exceed 500 copies; but, although the issue was small, the primitive appliances used at that time required a lot of hard labor, and occupied nearly two hours for each side. The paper, however, was

### Warmly Received by All Classes and Denominations.

and by the close of that April day its success was assured. Here was something new in journalism that at once interested the laborer in the back street as well as the merchant at the Commercial Rooms. Its tone was independent and outspoken, and invited the confidence of the masses at the very outset, so that very early in its career it secured the proud name of "The People's Paper." In its prospec-

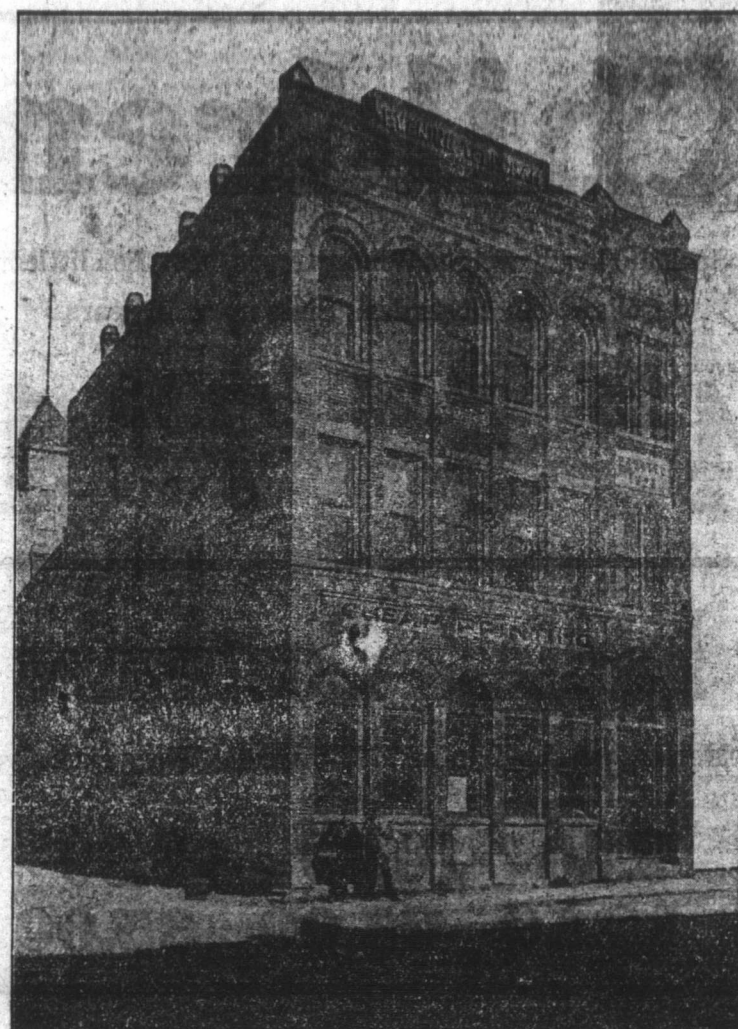
tus it pledged itself to eschew all sectarianism and controversial discussion of a religious nature. This pledge it has faithfully kept, and will continue to keep as long as the present management has control of its destinies.

### The Circulation Went Up By Leaps and Bounds.

The business men of the community early realized the advantage of advertising in its columns, and the public, amused and delighted at the idea of getting the day's news every evening for one cent, would not go home without the Telegram. A Quadrant press, capable of turning out 1,000 papers in one hour, was the same year installed, but soon it was found that even this improvement fell short of keeping pace with the demand. In the fall of 1880 the Telegram plant was removed to its new building in Gregory's Lane, where an entirely new plant was installed, including an improved drum-cylinder Babcock & Cottrell machine, with a printing capacity of 1,800 copies an hour.

### The Circulation Continued to Grow.

and by the close of the following year the Telegram's circulation had gone up into the thousands, while the advertising patronage was greater than all the local newspapers combined. The following year the famous Telegram Christmas Numbers, that gained world-wide fame, were first issued. No efforts by newspaper men in this line since have eclipsed those brilliant and entertaining holiday souvenirs, issued at Xmas from the Evening



The Evening Telegram Building, Water Street.

Telegram office at Gregory's Lane. The literary matter was eminently ray-of-the soil, and the illustrations were of scenes and portraits that appealed directly to popular taste and favor. The popularity and reputation of the paper were immensely enhanced, and

### Orders for Thousands of Copies

poured in from friends in Canada, England and the United States. An uninterrupted career of success continued till July the 8th, 1892, when the great fire that consumed half the city swept away the Evening Telegram Building and all its contents. It would be impossible to over-estimate all the good that the Telegram had accomplished up to that time as an educational factor. Its outspoken utterances on behalf of the masses awakened new ideas in the rising generation, and gave birth to a wholesome democratic spirit that broke down the barriers of the old regime of dry-rot Conservatism of a purse-proud oligarchy. The Telegram waged a Fearless Fight for the People, and the people stood by it. Although the prospect looked gloomy on that memorable morning of July 9th, 1892, the Telegram's manager did not waste time hesitating. Preparations were made, while the ruins in Gregory's Lane were yet smoking, to revive the paper, in spite of the fact that the insurance on the plant, etc., was only about

one-fifth of its value. Mr. R. Mercer, the foreman of the press department, was sent to the United States to select and bring to St. John's a complete new outfit. This included a two revolution machine (Cottrell & Sons) for newspaper work, and a drum-cylinder press for job-printing. Meantime

### A Temporary Printing Office Was Erected

on Duckworth Street, near the Beach. On September the 10th, 1892, the Telegram was once again placed before the public in a more attractive form than ever. The present building, now occupied by the Telegram was commenced that fall, and was completed in January, 1894, and the new quarters were occupied the same year. Owing to the increased circulation of the paper, the proprietor found it impossible to meet the demand, and decided to procure a machine that he believed would not require to be replaced during his lifetime. Mr. Robert Mercer was again sent to the United States

### In Quest of Such a Press as Was Required.

After visiting Boston, etc., and being unsuccessful in seeing such a machine as would satisfy him, Mr. Mercer was obliged to return without accomplishing his mission, and reported that he could not realize the wishes of the proprietor of the Telegram in that direction. He was shortly afterwards sent to England, with orders to proceed to South Shields, Durham, and examine the "Little Simplex," a patent of the Northern Press & Engineering Co. of that city. Mr. Mercer quickly realized that this press was the one that would exactly fulfill the requirements, and closed with the manager of the company for one of these machines. The press arrived in due time, and Mr. Mercer,

### Without Any Outside Aid,

set to work, put it up and set it a-going. It worked smoothly and perfectly as a chronometer. Mr. Mercer also superintended the connections with the gas engine, by which it was to be driven, and put the stereotyping apparatus in place, from which he made admirable castings, and arranged everything without a kink or hitch. Being pressed with work and a little diffident in regard to stereotyping, it was thought advisable to communi-

cate with Mr. Almand, the inventor of the machine, who lost no time in sending here one of his employees, Mr. R. Nicholson. Messrs. Mercer and Nicholson soon had the stereotyping plant brought to perfection, and the former

### Carried it on Successfully.

The "Little Simplex" was admired as a "thing of beauty" in the printing line by everyone who came to see it working and throwing off its 17,000 copies in an hour. It printed from the web, folded, counted, and delivered, as the cylinders revolved, with a smoothness and rapidity that fascinated the beholder. The "Little Simplex" provided for an enlargement of the size of the pages, if required, but not for the number of its pages. The first-mentioned enlargements were made at different times, as the growing business demanded, till the limit in this respect was reached. The proprietor of the Telegram was

### Up Against a Hard Proposition,

but the energy and enterprise that had brought the Telegram to its present state was not for a moment allowed to flag. After considering the matter, it was decided that the "Little Simplex" had reached the acme of its usefulness, and that, although worth over \$6,000, it should be relegated to the old iron heap. Space for news and advertising had been taxed to its utmost capacity the previous six months, and the demands of the future should be met, no matter at what sacrifice.

The "Telegram" Always Led as Newfoundland's newspaper, and it would be derelict to its duty and its destiny if it should now fall behind in the journalistic race. In March of 1906 Mr. Herder decided to sac-

rifice the "Simplex" and get a new press. The order for the Duplex press was sent to the Duplex Printing Press Co. of Battle Creek, Michigan, U.S.A., and in six weeks it arrived by the S. S. "Dahome," via rail to Halifax. A few days after its arrival the company sent their man, Mr. W. Stuart Bates, to erect the press. The work of setting it up was commenced the second week in June and finished in due time.

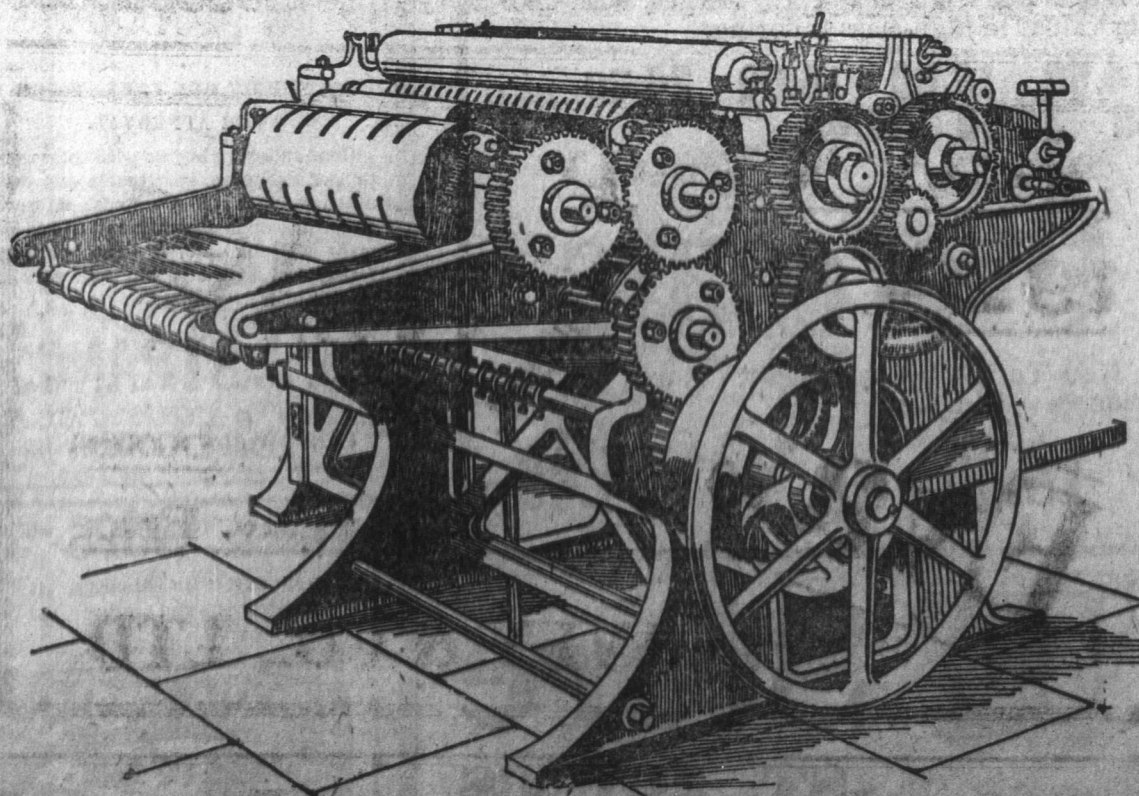
### The Duplex was a Marvel of Mechanical Ingenuity.

and was admired by hundreds who called at the Telegram office to see the first 12-page printing press ever installed in an office in Newfoundland. It could print a 4, 6, 8, 10 and 12 page paper, according as requirements demanded, and had a capacity of about 6,000 copies an hour. It was essentially a twentieth century press, and had all modern improvements that had been made up to that time. Installed in the Water Street floor of the Telegram Building, the new machine embodied all the very latest ideas and was the finest type of machine made by the Duplex Co. It stood seven and a half feet high above its foundation, and was nearly as wide as it was high.

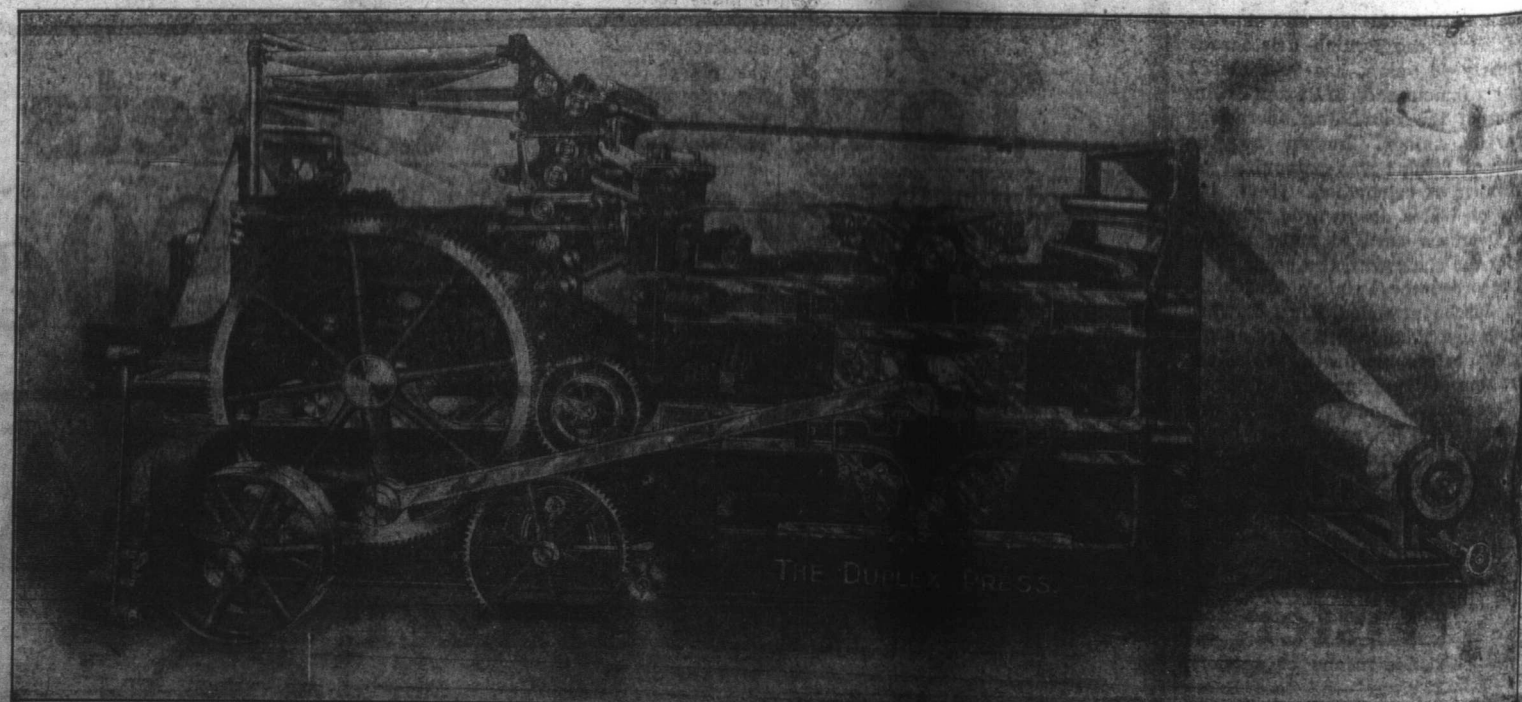
### INSTALLING OF THE DUPLEX TUBULAR.

In 1917 it was found that the 12-page Duplex Flat Bed Press could not handle the increased amount of news and advertising matter offering, so it was decided to scrap the 12-page Flat Bed Press and install a 16-page Tubular Plate Rotary Press—the latest word in printing machinery. The order for the new press was placed with

(continued on page 9.)



The "Little Simplex" Stereotype Machine.



The Duplex Flat Bed Press.