

# ...THE JOURNAL AND ITS STAFF...



J. C. GARLINGTON,  
Associate Editor.



J. B. CREWS,  
News Editor.



C. E. SANDERS,  
City Editor.



MAX BRIDGES,  
Book-keeper.



ROBERT SMITH,  
Circulation Manager.



E. C. ALLEN,  
Travelling Representative.

## STORY OF THE JOURNAL

### SIX YEARS OF DEVELOPMENT

#### PERSONNEL OF THE EDITORIAL AND BUSINESS STAFFS AND MECHANICAL DEPARTMENT

A town can usually be pretty well judged by its newspapers. If these are bright and newsy, well made up and printed in good style and show a good quantity of news and wholesome reading matter and a liberal amount of well displayed and intelligently written advertisements, it can safely be guessed that the town that supports such a newspaper is a good town and has not only a present, but a future. It takes money to issue a daily newspaper of good quality, and the very fact that it is being steadily issued shows that it is being patronized sufficiently to raise this amount of money out of

cities is generally looked on as somewhat hazardous, and the journalistic graveyard in many towns is well filled. The production of a newspaper is an expensive undertaking. High-priced labor is necessary; \$4 and \$5 and upwards a day for essential expert help is not unusual, even in a town the size of Spartanburg. Careful business men and investors are a little shy of taking stock in a daily newspaper venture and their caution is well founded. When a newspaper gets to losing money it is a very difficult proposition to change the tide. Every week calls for a big expenditure of cash to keep the business going, while it is not always by any means easy to

withheld just so much is lost and just so far short does the newspaper fall of full success.

One of the strong features of the Journal is its complete local identification. It is owned, edited and managed in Spartanburg and is in complete accord with local sentiment and temperament. Whatever it may achieve in any way, in power, prestige or material wealth, is contributed to the upbuilding of Spartanburg. It is responsive to local sentiment and is wholly free from foreign influences. It is looked on as the "Spartanburg paper," and what appears in it is the Spartanburg view of Spartanburg happenings and Spartanburg conditions.

#### A UNIQUE DISTINCTION.

The Journal possesses the somewhat unique distinction among South Carolina dailies of being entirely owned and controlled by its editor. Of course, it may be said in many cases that a salaried editor is given unrestricted control of a newspaper, and this may be true for the time being, but after all his course must be made satisfactory to the owners of the paper, as they retain a lively interest in their own property and in the last analysis control its operation and direct its course. Any editor who goes contrary to their wishes and desires will feel their disapproval and is to that extent less free and unrestrained than is the case where the editor is the owner and sole directing force. We mention this only as a feature. It has nothing to do with the quality or the wisdom and correctness of the editorial direction, but only with its entire freedom and absolute independence.

#### SIX YEARS OLD.

The Journal was established September 3, 1900, and is therefore six years old. It is in point of continuity of ownership and management the oldest newspaper in Spartanburg, having by several times outlived its local contemporaries in this respect. It is not a violation of modesty to say that it has been a phenomenal success almost from the start, and is now as well established as any newspaper in South Carolina, and is doing a business that is exceeded by only two other newspapers in this state, if our estimates are correct. The establishment of a new newspaper anywhere at any time is a venture. It may or may not succeed. It may require an enormous amount of money to be put into it before it does succeed. It may fall in circumstances which make it an immediate success, or it may strike conditions which will make it a hopeless proposition.

Something—we don't know exactly what—made the Journal an early success. We worked very hard on it and put a lot of energy and determination into it, but these things would not have made it go without a field to operate in and the co-operation of the people, and perhaps the field and the people were its most valuable asset. Spartanburg, city and county, are a valuable territory for such a newspaper as the Journal, and are in fact an important and essential part of the Journal. Spartanburg has grown and is growing and the Journal grows with it.

#### ITS MODEST START.

The Journal was started with an outfit of material and machinery that cost \$1,500, and was run at an expense of \$20 a day. In six years we have accumulated an up-to-date outfit, including two linotype machines and a Miehle press, and are running at an expense of \$75 a day. Four hand compositors set up the Journal in the early days. Now there is set on the two linotype machines the equivalent of the product of 15 hand compositors. The circulation of the Journal is now four times what it was when the paper was one year old, and it is steadily growing.

every Friday. It contains a carefully selected assortment of good reading matter and is a very popular newspaper among these people who do not care for a daily paper. Every subscriber to The Free Lance is paid in advance and all are stepped at the expiration of time paid for. No other weekly newspaper in South Carolina pursues this policy.

#### THE PERSONNEL.

The Journal is a modest newspaper. It vaunteth not itself and does not brag and boast. We are ourselves embarrassed at beholding the features of our editorial, business and mechanical staff on this page. We have never committed such an offense before and will never do so again. But here we are, from editor down—or up, as the case may be. Sometimes it's one way, and sometimes the other.



CHARLES H. HENRY,  
Editor and Manager.

do pay a fair and uniform rate for what they get and subscribers must and do pay the regular subscription rate for the paper. No free advertising is run under any guise, and no free papers are sent out under any pretense. With its mail circulation, which is about two-thirds of the whole, the policy of requiring payment strictly in advance and stopping papers at the expiration of the time paid for is invariably pursued. Our Spartanburg people gladly conform to these sensible and reasonable regulations and admire the spirit of a newspaper that requires it. No other daily newspaper in South Carolina, however, pursues this policy.

#### THE FREE LANCE.

The Free Lance is the weekly edition of the Journal and is issued

He originated the plan, being a man of live and enterprising ideas, and did all the work of compiling, writing and arranging the matter. It is a work that will be a permanent monument to his energy and versatility. And he has a right to be proud of it. Mr. Garlington's regular duties consist in editorial writing, the bulk of the editorial matter printed in the Journal coming from his pen. He is a newspaper man of experience and ability. He has lived in Spartanburg for 16 years, having come here with the awakening of this city in 1890 from Laurens, where he owned and edited the Laurens Advertiser. He was for 13 years editor of the Spartanburg Herald and for a year or more editor and owner of the Carolina Spartan. He is the author of "Men of the Time," a compendium of prominent South Carolinians, and has done valuable work in compiling the Confederate rolls.

J. B. Crews is news editor. He edits every line of matter that goes into the Journal and prepares it for the printer, writing heads and shaping up as necessary to conform to the style of the paper. He is from Laurens, but has lived in Spartanburg for many years and is a graduate of Wofford College. He is the Spartanburg correspondent for a number of out-of-town papers.

C. E. Sanders is city editor and gathers and writes all the local news. He is a Spartanburg boy, but served several years on newspapers in Augusta and Charleston. He knows news when he sees it and handles his stories in bright and readable style. He also represents a number of out-of-town papers in Spartanburg.

Robert Smith, circulation manager, is a native of Pickens. He has been with the Journal nearly five years, and has worked himself up from a small position to his present responsible connection.

Max Bridges, the efficient and reliable book-keeper and treasurer, is from North Carolina. He has been with the Journal several years and has likewise worked himself up from a small beginning to an important and responsible position.

E. C. Allen, travelling agent, is a native of Spartanburg and is one of the best known men in the county. He travels all over the county and beyond it and to his activity is largely due the liberal patronage the Journal enjoys on the road.

J. S. Ingram is foreman of the composing room. He has a genius for order, system and speed and is a top-notch in the typographical art. He keeps his department in apple-pie order and goes to press on time with the latest news and best arranged make-up. Every newspaper publisher knows what that means.

L. H. Bosse is ad. man and assistant to the foreman. He puts together the tasty and striking advertisements that adorn the pages of the Journal and is a valuable man in the composing room. He is widely known as a capable job printer.

R. B. Holman and T. J. Hopkins manipulate with lightning speed the key-boards of the linotype machines and set up the big lot of matter that appears in the Journal every day. They are swift and capable operators and get up long "strings." Mr. Holman is the only man now connected with the Journal except the editor who was with it at the first issue.

Bernard Rector is mailing clerk and performs the responsible and painstaking task of addressing and wrapping the large mail edition, getting it off in time to catch the mails.

Besides these there are numerous carrier and delivery boys, galley boys, press feeders and assistants, numbering in all 25 persons exclusively connected with the Journal.

#### HOME OF THE JOURNAL.

The Journal occupies the whole of a three-story brick building, No. 45 South Church street, shown on this page. The business office, press-room and mailing-room are on the first floor. The editorial, composing and ad-reclms are on the second floor and store-room and private offices are on the third floor. The building is admirably adapted to newspaper publication purposes, having ample light and ventilation, besides being conveniently located on one of the prominent business streets of the city.

#### ALL OUR OWN WORK.

It is a matter of distinct pride to be able to say that this Industrial Edition is wholly the product of our own office. Every line of the type was set here and every sheet printed on our own presses. No outside or extra help was employed on the work, but all of it was done by the regular force. This shows what can be done by the men above mentioned better than anything that could be said in words. The entire work of compilation, promotion, writing, and arranging the matter and securing the pictures was done in three months, which will be considered a very short time by anybody who will undertake it. The printing of this edition was accomplished in ten days without interruption to the regular work of publishing the Journal daily and The Free Lance weekly. We believe it will stand as a model of excellence in such work just as the Journal stands as a model of typographical beauty as a newspaper.

#### SPARTANBURG DAILY JOURNAL.



pay its expenses, and this amount of patronage shows a live town.

The Journal is an exponent of Spartanburg and endeavors to be such a newspaper as will give a stranger who examines it a good opinion of Spartanburg. How well we succeed our readers know, and we will not undertake to say. We do not believe, however, that anybody has ever formed a poor opinion of Spartanburg by judging it by the Journal.

The newspaper business in small

the advertising and subscription patronage of the paper.

Many newspapers are believed to be financed in the interest of politicians or of public service corporations. These papers never have the confidence of the public and are rarely successful. They may be good newspapers and the people may patronize them to some extent, but there is likely to be lacking that unreserved and liberal support which is necessary to make a newspaper a financial success. A newspaper, especially in a town the size of Spartanburg, needs all the support it can get, and if any that it should get is



J. S. INGRAM,  
Foreman Composing Room.



L. H. BOSSE,  
Ad-man.



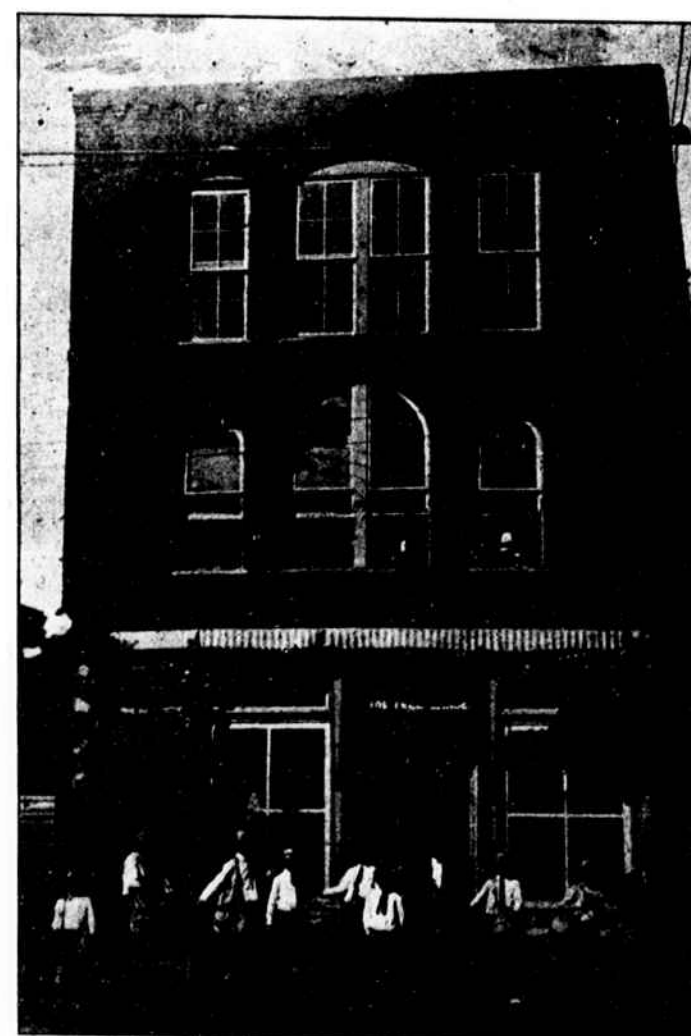
T. J. HOPKINS,  
Linotype Operator.



R. B. HOLMAN,  
Linotype Operator.



BERNARD RECTOR,  
Mailing Clerk.



THE JOURNAL BUILDING.