

# The Daily Herald.

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## PROFESSION OF JOURNALISM.

**Demands Ability,  
Energy and  
Prudence.**

**EDITORS MUST ALSO**

**Be Diplomats and Avoid  
Saying too Much.**

(By H. Franklin Gadsby, of the Toronto Star.)

The day has gone by when a man could walk into a sanctum, sit down at a desk, and become editor of a great daily newspaper by sheer brain power and natural aptitude. The profession of journalism has become very complex. So long as politics is a matter of expediency the journalist must be a diplomat and avoid saying too much or too little. He must excel in putting a half truth deftly. It may pain him to tell anything but the whole truth, but he must get used to it. Withal he must write as if he believed what he said, but he must never forget his manners or appear to be arguing. Even the police reporter takes his cue from the policy of the paper he is on, and soon learns to walk on eggs gracefully, as if he liked it. Custom insists on a fine literary style. Above all other people, the newspaperman must mind his p's and q's.

It is quite true that there are newspapers, rari gurgite nantes, which succeed because they are absolutely fearless; they have their own field. I have one in mind, a power among the intellectuals of this continent, which started one hundred years ago with an outfit of firm principles which it has never had reason to change. It is above the temptation of opportunism because it is liberally endowed against lack of patronage. Lifted high above the vicissitudes of fortune, it has always claimed the most trenchant, truth loving pens, and public favour, delighted at its sturdy frankness, has made it one of the richest newspapers in the world. But it is the exception which proves the rule. If there were many other papers like it the kingdom of heaven would be at hand.

The great majority of daily papers in America and Europe flourish by virtue of an adroit and insidious partisanship, and the success of the newspaper as a popular influence is in direct proportion to the pitch to which this adroitness is brought.

Journalism is a craft which takes much learning, and demands special faculties. In a short essay like this it would be impossible to formulate a whole science of journalism—and it is an exact science—or to give many of the working recipes which abound in newspaper offices. One of the first things to learn is that every "story" must begin with a pertinent fact. This is a cruel blow to young college graduates who are accustomed to make long preliminary disquisitions, in the manner of Sir Walter Scott, before they get at the pith of the matter. However, it is possible to state a few of the qualifications which everybody, from reporter to managing editor must possess if he is to be successful.

If a newspaper is not handled properly, it may act like a high explosive. The underlying characteristic of a newspaperman must therefore be common sense. Common sense implies caution and avoidance of libel suits and surefootedness in telling a story. It must warn a journalist when to leave a subject alone, when to take it up, and how to present it, so that it will reach the greatest number of people. Newspapers are particularly pleased when they find a man who can put his common sense in an uncommon way. Here is where the flowers of journalism blossom. The safe and solid ground being common sense, there is no objection to imagination which supplies missing links, fancy which embellishes the chain of thought and learning, which ransacks the ages for illustrations to polish the whole. Add to this humor, and you have the ideal newspaperman. Perhaps I miscall it humor. It may be wit. It may be levity. At any rate it consists in taking an event, looking at it from the

wrong corner and then digging down and using the third grotesque thought from the surface. In England, where the newspapers are dull, they do not favor this style. In the United States and Canada, where the papers are entertaining, it is quite the fashion. It is part of the mask of cynicism which a nation wears to conceal a tender heart. Newspapers are very fond of this shrewd perflage which touches the gravest things lightly, but leaves a sting behind. They do not aim to wound, but they would like it to smart a little.

This wit is not given in liquified form, as in the comic weeklies. It consists chiefly in a humorous statement made with a grave face. The sparkle of the thing may lurk in an adjective or a metaphor, or even in a pun. But it must be crisp, touch-and-go, and without any appearance of the writer laughing at himself.

Newspapers do not deal with much in sentiment. Sentiment is the most difficult thing in the world to handle.

The rapid color artists of the daily press are forced to overdraw, because they haven't time for delicate nuances of feeling. They use mostly red and yellow. The best way to treat sentiment in a newspaper is to concede that both writer and reader have deep signs of feeling, but that good taste says that we shall not uncover our hearts save to banter them. Poets are sometimes trained in newspapers, but not to be sentimental. That is a long art. But they are taught most excellently to be concise and strong. Perhaps we may sum up these qualifications of which we have been speaking in the word, sententiousness.

It goes without saying that a daily newspaper demands a quick wit well applied to the case in point. The great hungry presses, chafing to be at it, will brook no wool-gathering. The writing work of an evening newspaper is done mostly between ten o'clock in the morning and one o'clock in the afternoon. That leaves small time for reflection or looking things up. The newspaperman's knowledge must be on tap. He must be able to "feel" his subject as soon as it is assigned to him. He must sponge from his mind all thoughts save those that bear on the task in hand. Every minute must count.

What can the university do to help the newspaperman? First, it can inform his mind. No scrap of knowledge ever comes amiss to the journalist. Some chance will occur to use it to point a moral, adorn a tale, or add piquancy to current affairs. The main thing, as we have seen, is to be able to use it dexterously without parade. College men who intend to take up newspaper work should be taught to compress, to boil down, to condense their medicine so that it may be carried around in capsules. Newspapers do not object to learning compactly put, but they will never endure pedantic excursions. All these mental riches must be regarded as side lights intended to heighten the effect which for the time has the centre of the stage. The more a man stores his mind at college, the more valuable he is to his newspaper, if he knows how to spend his stores wisely.

As for common sense, there are studies on the curriculum which encourage that. Political economy and the philosophy of history afford an excellent training for a man who will be called on daily to judge quickly of many events. Imagination will be stimulated by a study of the past in all literatures. Sententiousness will be found in the works of Rochefoucauld, La Bruyere, Dean Swift, and many others whom space forbids me to mention. As for style, there are many good models. It is a pet theory of mine that the university should encourage her undergraduates to study the English language at first hand in the dictionary. Every word is an idea, and ideas are what a newspaper wants. Though popular journalism aims to be simple and direct, it rejoices in the unique word. The daily press is the greatest contributor to the English language in the world. It is constantly reaching down to the people, bringing up a word, dignifying it and giving it a status. Let the university teach more words than it does. A man may go through life with a vocabulary of three thousand words, but he misses a lot of pleasure that would come through a wider range of verbal endeavor.

Try the HERALD for visiting cards.

### Marysville Flyers and Their Owners.

Come all you sporting men  
And I'll sing to you a ditty,  
About the trotting horses  
That belong to our city.

First comes Old Predictor,  
You all do know him well,  
He's owned by Robert Johnston  
The truth to you I'll tell.

He kept him in the barn all fall  
Awaiting for the snow  
And now it's come and roads are good  
Pray come and let him go.

Then next comes Billie Brown,  
A horse of great renown,  
And Berry says he can get past  
Most any horse in town.

Next comes our night policeman  
With a bay so long and slim,  
He says, when he gets on the road  
They all turn out for him.

And there is Sandy Forbes  
With a dandy little bay,  
And when the boys run into him  
They've got no time to play.

Then along comes Wm. Foss  
With another dandy bay,  
And when the boys get by him  
They've got to work their way.

All hands watch out for Barney Mac,  
For when he begins to go  
He makes the air look smoky,  
For he fairly burns the snow.

He seems to send a stream of fire  
Around his driver's head,  
But it may be only a reflection,  
For his driver's hair is red.

Then next comes Lem McLean  
With a fancy dappled gray.  
He makes the rest feel sheepish  
As from them he trots away.

Next comes Alex Brogan  
And none of them he fears,  
He thinks he can do the lot of them  
On Christmas or New Years.

There is Robinson with his Mack F  
As black as any bear,  
And if he gets the worst of it  
He'll go for Foster's mare.

She can do a thirty on the sod  
And better on the snow,  
And when Jim gets behind her  
The boys have got to go.

### Woodstock and Vicinity.

(Special Correspondence to the Herald.)

With the return of the festive Xmas season our stores are again in holiday attire and are being largely patronized. The absence of snow and the icy condition of the roads is a great drawback to trade however.

Chas. F. Rogers, James Peabody, and J. F. Tilley were to the fat stock show at Amherst last week. All these gentlemen express themselves as delighted with what they saw, and with the treatment accorded them in general by the good citizens of that flourishing town.

Baros Grant of this town who went to South Africa nearly two years ago with the S. A. Constabulary has returned home to Woodstock by way of England, having purchased his discharge and paid his expenses all the way back. Burns has had enough of soldiering to last him for some time to come.

The band of the 67th Regiment intend holding a grand ball in the opera house on New Year's night. This promises to be the affair of the season.

William Griott of St. John, was in town last Wednesday organizing a branch of the Moulders' Union of North America and secured fifteen charter members. Curious to say this is the first labour union movement yet held in this town, outside of the C. P. R. organizations and it is now anticipated that many more will follow. After the organization Mr. Griott was entertained to an oyster supper at Troy's restaurant.

E. M. Campbell of Grafton, who once had a photo studio in this town, has purchased the stock in trade and good will of John Connor, who is moving away to the States, and will conduct the business in an up-to-date method at the old stand.

G. T. Collins is selling the last of his stock of books and fancy articles, and will move to Boston in the near future. Garden Bros. are to occupy his old stand on Main street.

The Carleton Co. Teachers Institute held its annual session in Graham's Opera House last Thursday and Friday. It proved to be one of the most entertaining and instructive sessions ever held here. Mr. T. E. Draper was elected

president of the institute for the ensuing year.

The Rev. Allison Carrier B. A. returned recently from Hale's camp on the Tobique with one of the finest moose ever seen here, also a caribou. The Rev. gentleman's luck at hunting and fishing is getting to be proverbial. He has secured all the game this winter which the law will allow him.

Mr. C. J. Tabor, the popular proprietor of the Carlisle hotel is making a lengthy trip to the Pacific coast. Business is going along under the skilful management of Merrill Jones, the clerk.

Edgar W. Main, who for many years has been in the employ of the Baird Co. in the capacity of head clerk, has purchased the retail drug business of that concern and will continue the business in his own name. Mr. Main is deservedly popular and should get a liberal patronage.

The town elections are to be held on January 15th. There is certain to be a contest for the office of mayor. Mayor Belyea is uncertain whether he will be a candidate or not, being solicited by a large number of his friends to again enter the arena. Mr. Belyea has proved himself to be a very capable and worthy mayor. A number of the old aldermen will be up again for re-election.

### THE LIQUOR HABIT.

Rev. J. A. McCallen's Lecture.

On the occasion of a lecture delivered before a large and appreciative audience in Windsor Hall, Montreal, in honor of the Father Matthew anniversary, Rev. J. A. McCallen, S.S., of St. Patrick's Church, and President of St. Patrick's Total Abstinence Society, paid the following grand tribute to the value of Mr. Dixon's new discovery for the cure of alcohol and drug habits.

Referring to the physical crave engendered by the inordinate use of intoxicants, he said:—"When such a crave manifests itself there is no escape unless by a miracle of grace, or by some remedy as Mr. Dixon's cure, about which the papers have spoken so much lately, and if I am to judge of the value of the Dixon remedy by the cures which it has effected under my own eyes, I must [come to the conclusion that what I have longed for for twenty years to see discovered has at last been found by that gentleman."

Full particulars regarding this medicine can be obtained by writing to Mr. Dixon, No 81 Willecks Street, Toronto, Canada.

Time is money, you know, remarked the industrious man. Yee, rejoined the shiftless individual, but the fact that it takes three months to amount to a quarter is enough to discourage a saint.

### From Kingston Post Office.

James McGuire, letter carrier, who was almost totally disabled by corns on the soles of his feet, has been cured by Putnam's Painless Corn and Wart Extractor; it's the best.

A New Yorker, with a broken neck has inherited \$1,000,000 and the doctors are desperately resolved to keep him alive until they can get their share of it.

### GET YOUR SHARE.

Chinese, Hindu, Japanese, Blackman, Whiteman, Redman—all are busy eating away at the world's food supply—every day—three times a day. Every man woman and child is entitled to a share.

Are you getting yours?  
Does it do you good?

If not, you are losing flesh and need Scott's Emulsion. Much rich food—in little space—with strengthening medicine—that's Scott's Emulsion. It provides an easy way to get properly fed.

When disease, or weakness, or worry cause loss of flesh take Scott's Emulsion. It feeds and strengthens till one can eat anything and enjoy it.

It restores the flesh of young and old.

Send for Free Sample.  
SCOTT & BOWNE, Chemists, Toronto.

### Revolution in Newfoundland.

Since the introduction into Newfoundland of the new Inhaler Remedy, "Catarrhzone," the treatment of catarrhal diseases has been entirely revolutionized. The old-time snuff and internal medicine has been cast aside and everyone is inhaling Catarrhzone; it clears the head and throat in two minutes and is very agreeable and pleasant to use. Catarrhzone is a wonderful cure for Coughs, Colds, Catarrh, Asthma, Bronchitis, Lung Troubles and Deafness. It relieves quickly and cures permanently. We advise our readers to try Catarrhzone. Price \$1.00, trial size 25c. Drug-gists, or Polson & Co., Kingston, Ont.

Dr. Hamilton's Mandrake and Butter-nut Pills.

A baby was born to Mrs. Grace Everhart, near Falconer, New York on Sunday with marks of smallpox disfiguring its body. The physician attending says it has a well-developed case of the disease. The mother is ill with small pox, and fears are entertained for the safety of the rest of the family.

Quads—Fonyman tried writing his jokes on the typewriter, but he had to go back to the fountain pen. Space—What was the matter with the typewriter? Quads—The bell rang too often.

### Permanent Cure for Neuralgia.

Experienced sufferers state that no remedy relieves neuralgia so quickly as a hot application of Polson's Nerviline, the strongest liniment made. Nerviline is certainly very penetrating and has a powerful influence over neuralgic pains, which it destroys almost at once. Nerviline is highly recommended for Rheumatism, Lumbago, Sciatica and Toothache. Better try a 25c. bottle, it's all right.

No Pills like Dr. Hamilton's.

In washing woollens and flannels, Lever's Dry Soap (a powder) will be found very satisfactory.

## G. T. WHELPLEY.

New Raisins, New Currants,)

New Table Raisins,

New Seeded Raisins,

New Peels,

English Plum Puddings,

Also a large stock of  
choice No. 1

Ontario

Northern

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... AND ...

**Baldwin  
Apples.**

G. T. WHELPLEY,  
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**H. G. VENESS.**

Agent for the Famous

**McLAUGHLAN**

**Sleighs and**

**... Cutters**

I am prepared to sell the above on easy terms of payment. Will trade for Wood, Beef or Pork. On a pinch would take cash at par.

**42 HORSES FOR SALE.**

Office: Veness Bros. Meat Market,

King Street, just above York.